

2008 Editorial Calendar

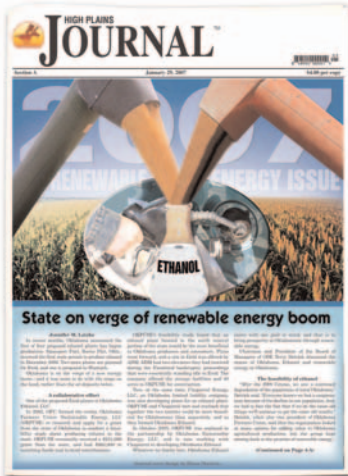
HIGH PLAINS / MIDWEST AG
JOURNAL™

2008 EDITORIAL CALENDAR

1500 E. Wyatt Earp • Dodge City, KS 67801 • 800-452-7171 • 620-227-7171 • www.HPJ.com • www.EquipmentForTheFarm.com

JANUARY

Edition and Special Section
Closing Dates



- 7 NATIONAL WESTERN STOCK SHOW**
12-17-07 (Coated Stock)
12-31-07 (B/W Newsprint)
- 14 FARM SHOP**
12-24-07 (Coated Stock)
1-07-08 (B/W Newsprint)
CSU MULTI CROP BOOK
12-17-07 (Coated Stock)
- 21 AG CHEMICAL**
12-31-07 (Coated Stock)
1-14-08 (B/W Newsprint)
KSU SUNFLOWER BOOK
1-14-08 (B/W Newsprint)
- 28 PRECISION AG**
AGMART (CS)
1-07-08 (Coated Stock)
1-21-08 (B/W Newsprint)
COLORADO FARM SHOW
1-21-08 (B/W Newsprint)
IOWA POWER FARMING SHOW
1-21-08 (B/W Newsprint)

FEBRUARY

Edition and Special Section
Closing Dates



- 4 FARM EQUIPMENT**
1-14-08 (Coated Stock)
1-28-08 (B/W Newsprint)
WESTERN FARM SHOW***
1-07-08 (Coated Stock)
TEXOMA FARM SHOW
1-28-08 (B/W Newsprint)
- 11 ANIMAL HEALTH**
1-21-08 (Coated Stock)
2-04-08 (B/W Newsprint)
ANGUS INSERT
1-21-08 (Coated Stock)
NEW MEXICO AG EXPO
2-04-08 (B/W Newsprint)
- 18 CORN (Readex Red Sticker Study)***
1-28-08 (Coated Stock)
2-11-08 (B/W Newsprint)
- 25 COTTON/ROW CROPS**
AGMART (CS)
2-04-08 (Coated Stock)
2-18-08 (B/W Newsprint)
TRIUMPH OF AG
2-18-08 (B/W Newsprint)

MARCH

Edition and Special Section
Closing Dates



- 3 BEEF/FED CATTLE**
2-11-08 (Coated Stock)
2-25-08 (B/W Newsprint)
NCBA CONF. 2-11-08 (CS)
- 10 SUNFLOWERS/AG YOUTH**
2-18-08 (Coated Stock)
3-03-08 (B/W Newsprint)
- 17 SORGHUM / RENEWABLE ENERGY**
2-25-08 (Coated Stock)
3-10-08 (B/W Newsprint)
MID AMERICA FARM EXPO
3-10-08 (B/W Newsprint)
- 24 SOYBEANS/OIL SEEDS**
3-03-08 (Coated Stock)
3-17-08 (B/W Newsprint)
COMMODITY CLASSIC
3-03-08 (Coated Stock)
- 31 CANOLA**
AGMART (CS)
3-10-08 (Coated Stock)
3-24-08 (B/W Newsprint)

APRIL

Edition and Special Section
Closing Dates



- 7 IRRIGATION**
3-17-08 (Coated Stock)
3-31-08 (B/W Newsprint)
SOUTHERN PLAINS
FARM SHOW***
3-10-08 (Coated Stock)
- 14 LIVESTOCK PHARMACEUTICALS**
3-24-08 (Coated Stock)
4-07-08 (B/W Newsprint)
- 21 RANGE MANAGEMENT**
3-31-08 (Coated Stock)
4-14-08 (B/W Newsprint)
SMALL GRAIN
SOLUTIONS 3-31-08 (CS)
- 28 SPRING PLANTING**
AGMART (CS)
4-07-08 (Coated Stock)
4-21-08 (B/W Newsprint)
3i SHOW INSERT
3-31-08 (Coated Stock)

MAY

Edition and Special Section
Closing Dates



- 5 INSECT CONTROL**
4-14-08 (Coated Stock)
4-28-08 (B/W Newsprint)
- 12 GETAWAYS**
4-21-08 (Coated Stock)
5-05-08 (B/W Newsprint)
JOURNAL GETAWAYS
4-07-08 (Coated Stock)
- 19 HAY FORAGE & PASTURE**
4-28-08 (Coated Stock)
5-12-08 (B/W Newsprint)
- 26 DAIRY**
AGMART (CS)
5-05-08 (Coated Stock)
5-19-08 (B/W Newsprint)
BEEF EMPIRE DAYS
4-05-08 (Coated Stock)

JUNE

Edition and Special Section
Closing Dates



- 2 ALFALFA**
5-12-08 (Coated Stock)
5-26-08 (B/W Newsprint)
- 9 SOIL PREPARATION**
5-19-08 (Coated Stock)
6-02-08 (B/W Newsprint)
WESTERN CANADA FARM
PROGRESS SHOW
5-12-08 (Coated Stock)
- 16 WHEAT/PORK**
5-26-08 (Coated Stock)
6-09-08 (B/W Newsprint)
- 23 CONSERVATION**
6-02-08 (Coated Stock)
6-16-08 (B/W Newsprint)
- 30 LAND VALUES**
AGMART (CS)
6-09-08 (Coated Stock)
6-23-08 (B/W Newsprint)

* Advertising & Editorial Readership Study ** Advertiser's Resource Directory - Advertising and Editorial *** Exclusive Farm Show Directory
Deadlines: Coated Stock is due: 3 weeks prior to issue date B/W Newsprint is due: 1 week prior to issue date 4/Color Newsprint is due: 2 weeks prior to issue date

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JULY

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Closing Dates



- 7 SEED WHEAT**
6-16-08 (Coated Stock)
6-30-08 (B/W Newsprint)
- 14 HAY PRODUCTION**
6-23-08 (Coated Stock)
7-07-08 (B/W Newsprint)
FOUR STATE FARM SHOW
7-07-08 (B/W Newsprint)
- 21 FARM & RANCH MANAGEMENT****
6-30-08 (Coated Stock)
7-14-08 (B/W Newsprint)
- 28 VALUE-ADDED AG**
AGMART (CS)
7-07-08 (Coated Stock)
7-21-08 (B/W Newsprint)

AUGUST

Edition and Special Section
Closing Dates



- 4 SEED**
7-14-08 (Coated Stock)
7-28-08 (B/W Newsprint)
KANSAS WHEAT SEED BOOK
7-07-08 (Coated Stock)
- 11 ANIMAL HEALTH**
7-21-08 (Coated Stock)
8-04-08 (B/W Newsprint)
COLORADO WINTER WHEAT VARIETY BOOK
7-14-08 (Coated Stock)
IRRIGATION RESEARCH SHOW
8-04-08 (B/W Newsprint)
FLINT HILLS BEEF FEST
8-04-08 (B/W Newsprint)
- 18 SPECIALTY CROPS**
7-28-08 (Coated Stock)
8-11-08 (B/W Newsprint)
- 25 AGRICULTURE FINANCE**
AGMART (CS)
8-04-08 (Coated Stock)
8-18-08 (B/W Newsprint)
HUSKER HARVEST DAYS
8-18-08 (B/W Newsprint)

SEPTEMBER

Edition and Special Section
Closing Dates



- 1 BEEF/STOCKER CATTLE**
8-11-08 (Coated Stock)
8-25-08 (B/W Newsprint)
- 8 CORN**
8-18-08 (Coated Stock)
9-01-08 (B/W Newsprint)
- 15 FARM HEALTH & SAFETY**
8-25-08 (Coated Stock)
9-08-08 (B/W Newsprint)
- 22 AGRITOURISM**
9-1-08 (Coated Stock)
9-15-08 (B/W Newsprint)
OZARK FALL FARMFEST
9-15-08 (B/W Newsprint)
- 29 AG MARKETING**
AGMART (CS)
9-08-08 (Coated Stock)
9-22-08 (B/W Newsprint)

OCTOBER

Edition and Special Section
Closing Dates



- 6 SOYBEANS**
9-15-08 (Coated Stock)
9-29-08 (B/W Newsprint)
- 13 SEEDSTOCK**
(Readex Red Sticker Study)*
9-22-08 (Coated Stock)
10-06-08 (B/W Newsprint)
LIVESTOCK INDUSTRY SOURCE DIRECTORY
9-08-08 (Coated Stock)
- 20 HARVEST**
9-29-08 (Coated Stock)
10-13-08 (B/W Newsprint)
JOHN DEERE SUPPLEMENT
9-29-08 (Coated Stock)
- 27 HORSES**
AGMART (CS)
10-06-08 (Coated Stock)
10-20-08 (B/W Newsprint)
WICHITA FARM SHOW
10-20-08 (B/W Newsprint)

NOVEMBER

Edition and Special Section
Closing Dates



- 3 BEEF/COW-CALF**
10-13-08 (Coated Stock)
10-27-08 (B/W Newsprint)
CASE IH SUPPLEMENT
10-13-08 (Coated Stock)
GATEWAY FARM SHOW
10-27-08 (B/W Newsprint)
- 10 COTTON HARVEST / AG RESEARCH**
10-20-08 (Coated Stock)
11-03-08 (B/W Newsprint)
AMARILLO F & R SHOW***
10-13-08 (Coated Stock)
- 17 CROP INPUTS**
10-27-08 (Coated Stock)
11-10-08 (B/W Newsprint)
- 24 AG TECHNOLOGY**
AGMART (CS)
11-03-08 (Coated Stock)
11-17-08 (B/W Newsprint)
NEBRASKA FARMING POWER SHOW
11-17-08 (B/W Newsprint)

DECEMBER

Edition and Special Section
Closing Dates



- 1 RURAL ECONOMIC DEVELOPMENT**
11-10-08 (Coated Stock)
11-24-08 (B/W Newsprint)
TULSA FARM SHOW***
11-03-08 (Coated Stock)
- 8 PREMIERE****
11-17-08 (Coated Stock)
12-01-08 (B/W Newsprint)
- 15 YOUNG FARMER & RANCHER**
11-24-08 (Coated Stock)
12-08-08 (B/W Newsprint)
KSU SOYBEAN VARIETIES BOOK 11-17-08 (CS)
KNID AGRIFEST
12-08-08 (B/W Newsprint)
- 17 BIG BOOK**
11-10-08 (Coated Stock)
- 22 ANTIQUE MACHINERY**
12-01-08 (Coated Stock)
12-15-08 (B/W Newsprint)
TOPEKA FARM SHOW***
11-24-08 (Coated Stock)
- 29 AG TRENDS FOR 2009**
AGMART (CS)
12-08-08 (Coated Stock)
12-22-08 (B/W Newsprint)

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EFFECTIVE REACH WITH STAYING POWER

These directories provide a **powerful medium** for building customer loyalty.

Build yours in directories that are kept and used—over and over!

About 64% of all ag producers placed ag directories among the TOP THREE . . . “as the #1 medium for frequent exposure to advertising!”

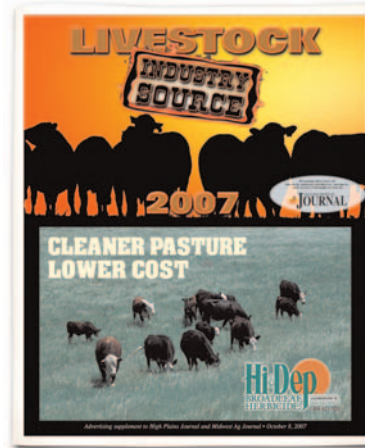
“The Adoption of Agriculture Brands in the 21st Century” by Martin Akel & Associates, sponsored by Agri Council of American Business Media



Agriculture's BIG BOOK

Annual Directory of Ag Inputs & Services

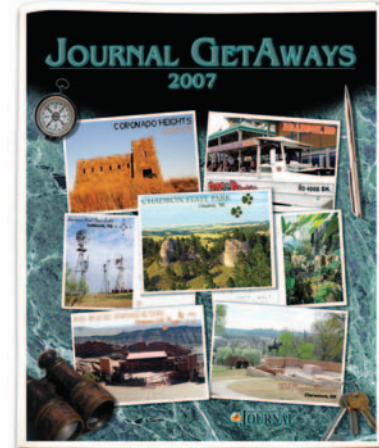
- ▶ Gets bigger & bigger each year!
- ▶ Reaches 104,000 farmers & ranchers in eleven Plains states.



Livestock Industry Source

Premium Directory of Livestock Producers, Providers, Products and Services

- ▶ Reaches 104,000 top producers across eleven Plains states.
 - ▶ Recent studies show the Journal is viewed as the best or one of the best in reader acceptance among Beef Producers compared to other livestock publications.



Journal GetAways

The Ultimate Traveling Companion

- ▶ Travel directory of places to go and things to do across eleven Plains and Midwestern states.
- ▶ Guide features listings surrounded by regional get-aways with editorial and photographic highlights.

Advertise in powerful directories targeting four unique audiences. All feature:

Staying Power!

- ▶ Double-duty exposure with print & on-line versions.
- ▶ **FIRST LISTING ALWAYS FREE.**
- ▶ Add attention with logos, bold, and a hyperlink to your site & listings in multiple categories.
- ▶ Display ads get attention & get results!
- ▶ Year-long exposure to key decision-makers. 77% plan to keep it 6 months to one year.
- ▶ Capture attention of attendees at 44 farm shows.

Call: 1-800-452-7171

For listings call Tammy: 1-800-452-7171, Ext. 1823
For advertising call John: 1-800-452-7171, Ext. 1847