



## 2010 Editorial Calendar

### JANUARY

**HORN SHOWCASE**

### FEBRUARY

**HERD SIRE EDITION**

*Preparing bulls for breeding and selection.*

### MARCH

**LIVESTOCK EQUIPMENT**

*Latest and useful equipment for the farm/ranch*

### APRIL

**YOUTH ISSUE**

**HAY & FORAGE**

*Getting ready for summer, preparing for possible drought*

### MAY

**BROOD COW ISSUE**

### JUNE

**SHOW SUPPLIES**

*An examination of what supplies and equipment is needed to effectively show a Longhorn*

### JULY

**SPECIAL ISSUES: EVEN YEARS A. I. ISSUE  
ODD YEARS MEMBERSHIP DIRECTORY**

### AUGUST

**WORLD SHOW ISSUE**

*Vehicles: A look at vehicles used by breeders and those that are most common or valued for type, price and availability*

### SEPTEMBER

**HERD NUTRITION**

*What are the best types of nutritional programs available today and how to best utilize them*

### OCTOBER

**HERD HEALTH**

*Building and maintaining the health and productivity of the herd, including a roundup of the latest cattle research*

### NOVEMBER

**APPAREL/ HOME FURNISHING/CHRISTMAS GIFTS**  
*The special styles that Longhorn breeders use to decorate their homes*

### DECEMBER

**PASTURE MANAGEMENT**

*Looking ahead to get the pasture ready for spring and summer*