

# Editorial Calendar

Ad Close/ Materials Due	January	February	March	April	May	June	July	August	September	October	November	December	
	Dec 5/Dec 11	Jan 10/Jan 17	Feb 11/Feb 18	Mar 11/Mar 18	Apr 9/Apr 16	May 11/May 18	June 10/17	July 10/July 17	Aug 12/Aug 18	Sept 9/Sept 16	Oct 9/16	Nov 9/Nov 16	
<b>Dairy Foods and Beverages</b>							<b>Annual Buyers Guide &amp; Sourcebook</b>				<b>STATE OF THE INDUSTRY REPORT</b>		
<b>Eat.Drink.Dairy. New dairy products</b>	Yogurt	Cheese	Fluid Milk	Ice Cream	RTD Coffee & Tea	Frozen Novelties		Cultured Dairy	Cheese	Ice Cream		Dairy and Nondairy Beverages	
<b>Outlook Reports</b>		Milk and Nondairy Beverages	Ice Cream	Cultured Products	Cheese	Organic Dairy			Dairy Alternatives	Sustainability			
<b>Market Trends</b>	Ice Cream	Milk	Frozen Novelties	Cheese	Cultured Dairy Products	Juices		Ice Cream	Dairy and Nondairy Desserts	RTD Coffee and Tea		Cheese	
<b>Dairy Association/ Industry Viewpoints</b>		Inside Perspective IDFA's Rules & Regulations	Washington Watch Global Insights		IDFA's Rules and Regulations Inside Perspective	Global Insights Washington Watch		IDFA's Rules and Regulations Inside Perspective	Global Insights Washington Watch			IDFA's Rules and Regulations	
<b>Bonus Editorial</b>	Spotlight on Leading Suppliers			Breakthrough Award winner, sponsored by the American Dairy Products Institute				The Dairy 100: North America's Largest Dairy Processors					
<b>R&amp;D/Ingredients for Dairy</b>												<ul style="list-style-type: none"> <li>MILK</li> <li>ICE CREAM &amp; FROZEN DESSERTS</li> <li>CHEESE</li> <li>YOGURT &amp; CULTURED PRODUCTS</li> <li>BUTTER</li> <li>JUICE, TEA, COFFEE, AND OTHER NONDAIRY BEVERAGES</li> <li>INGREDIENT REPORT</li> <li>DAIRY EXPORTS</li> </ul> <p><b>Plus:</b></p> <ul style="list-style-type: none"> <li>Exporter of the Year</li> <li>Inside Perspective</li> <li>Dairy Association Executive Roundtable</li> </ul>	
<b>Feature Articles: Ingredient Technologies</b>	Fiber	Fruits, Nuts & Inclusions	RTD Tea and Coffee; Juice	Sweeteners	Flavors	Cultures & Enzymes		Dairy & Plant-Based Proteins	Colors	Cocoa & Chocolate			Ingredient Trends
<b>Columnists</b>	Health & Wellness: Protein Fortification	Health & Wellness: Probiotics	Health & Wellness: Sugars/ Added Sugars Update	Health & Wellness: Ethical Labels	Health & Wellness: Sports Nutrition	Health & Wellness: Superfruits, Fruit Bases and Concentrates		Health & Wellness: Anti-Aging: Dairy's Role	Health & Wellness: Fiber Update	Health & Wellness: Plant-Based Dairy Alternatives and Health			Health & Wellness: Nutrient Density and Dairy
	Dairy Detective: The U.S. Dairy Industry and Sustainability	Tharp & Young on Ice Cream: Flavoring Plant-Based Frozen Desserts	Dairy Detective: Blending Protein Sources	Tharp & Young on Ice Cream: Novel Use of Non-sucrose Sweeteners and Bulking Agents	Tharp & Young on Ice Cream: Maximizing the Shelf Life of Ice Cream, Related Products	Dairy & Nutrition: The Importance of Science-Based Dietary Guidance		Dairy Detective: Innovation with Dairy Ingredients	Tharp & Young on Ice Cream: Hydrocolloid Stabilizers and Emulsifiers	Dairy Detective: Dairy Proteins and the Competition			Culturally Speaking: The Role of New Technology in Dairy
	Cheese Doctor: Impact of High-Heat Treatment on Cheese and Whey Quality	Culturally Speaking: Novel Dairy Products for Foodservice	Dairy & Nutrition: The Future of Food & Technology for Dairy	Cheese Doctor: Cottage Cheese Innovation	Culturally Speaking: ADSA Annual Meeting: Science Impressions		Cheese Doctor: The Health Impacts of Cheese Consumption	Culturally Speaking: Learnings from Food Safety Workshops for Artisan Cultured Dairy Producers	Cheese Doctor: What's New in Cheese Snacks	Dairy & Nutrition: Dairy and Ultra-processed Foods Perspective			
<b>Showcase</b>	Ingredients for Cheese	Emulsifiers, Stabilizers, Texturants	Colors	Fruits, Nuts, Inclusions	Functional Ingredients	Sweeteners	Flavors	Products from IFT Exhibitors	Ingredients for Beverages				
<b>Operations</b>													
<b>Feature Articles</b>	Processor/Inside the Plant Profiles: Milk	Processor/Inside the Plant Profiles: Ice Cream	Processor/Inside the Plant Profiles: Cheese	Processor/Inside the Plant Profiles: Nondairy beverages	Processor/Inside the Plant Profiles: Ice Cream/Frozen Novelties	Processor/Inside the Plant Profiles: Cultured Dairy	Plant of the Year	Processor/Inside the Plant Profiles: Cheese	Processor/Inside the Plant Profiles: Ice Cream	Dairy Processor of the Year			
	Processing Technologies: X-Ray, Metal Detection and Inspection Systems	Packaging Technologies: Rigid Packaging	Processing Technologies: Pumps & Valves	Packaging Technologies: Flexible Packaging	Processing Technologies: Software	Processing Technologies: Wastewater & Energy Savings	Packaging Technologies: Packaging Outlook	Processing Technologies: Conveyors & Palletizers	Processing Technologies: Heat Exchangers	Packaging Technologies: ESL & Aseptic			
<b>Columnists</b>		3-A Today: The Importance of Nonproduct Contact Surfaces	Quality on the Line: The FDA Check Rating: Update	Testing for Pathogens	3-A Today: Equipment Installation and Maintenance: the Role of the Processor	Quality on the Line: How to Estimate Shelf Life of Fluid Milk	3-A Today: Nonmetal Surfaces ... What's New?	QA and QC Testing	Quality on the Line: Is Your Cleaned Equipment Clean?	3-A Today: Readily Accessible, Cleanable and Substantially Flush Defined			
<b>Showcases</b>	Cheesemaking Equipment	Lab Tests/Kits & Equipment	Mixers and Blenders	Filling and Capping	Filtration; Cleaning and Sanitation	Automation & Robotics	Pumps, Valves & Lubricants	Detection and Inspection Systems	Containers; Plant Instrumentation	Products from Pack Expo			
<b>Trade Show Previews</b>			<b>CheeseExpo</b> April 14-16, 2020 Milwaukee, WI			<b>IFT Show</b> July 12-15, 2020 Chicago, IL			<b>PACK EXPO</b> November 8-11, 2020 Chicago, IL				
<b>Webinars</b>			Ice Cream Outlook & Trends		Yogurt/Cultured Products Outlook & Trends	Food Safety		Dairy and Nondairy Beverage Outlook & Trends	Cheese Outlook & Trends				
<b>Bonus Items and Show Packages</b>													
<b>Spotlights, Profiles and eBlasts</b>	18 <sup>th</sup> Annual Supplier Capabilities Spotlight – Buy a ½-Page or Larger and Get Your Company's Profile Next to Your Ad FREE Digital Edition Upgrade		<b>FREE Booth Profiles</b> – CheeseExpo - ¼ Page Print & eBlast		<b>FREE Booth Profiles</b> – IFT – ¼ Page Print & eBlast				<b>FREE Booth Profiles</b> – PACK EXPO - ¼ Page Print & eBlast				
<b>Bonus Distribution</b>	<b>IDFA's Dairy Forum 2020</b> Jan. 26-29, 2020 Scottsdale, AZ	<b>Ice Cream Technology and Yogurt &amp; Cultured Innovation Conferences</b> March 31-April 1, 2020 Miami, FL	<b>CheeseExpo</b> April 14-16, 2020 Milwaukee, WI  <b>FPSA Annual Meeting</b>	<b>ADPI Annual Meeting</b> April 26-28, 2020 Chicago, IL  <b>Food Safety Summit</b> May 4-7, 2020 Rosemont, IL	<b>Membrane Technology Forum</b> June 9-11, 2020 Minneapolis, MN  <b>IDDBA Show</b> May 31-June 2, 2020 Indianapolis, IN	<b>IFT20</b> July 12-15, 2020 Chicago, IL			<b>PACK EXPO</b> November 8-11, 2020 Chicago, IL  <b>SupplySide West</b> October 29-30, 2020 Las Vegas, NV  <b>PLMA's Private Label Trade Show</b> November 15-17, 2020 Rosemont, IL	<b>IDFA's Dairy Forum 2021</b> Jan. 24-27, 2021 Championsgate, FL			