

EDITORIAL CALENDAR 2009

Hoof Beats

www.hoofbeatsmagazine.com

Each issue contains the following departments or features:

- Starting Lines (industry news)
- Here They Come (historical photos)
- Star Talk (racing celebrity)
- 7 Secrets (of a horseman)
- 1:50 With...(a personality)
- Photo Finish (reader's photos)
- Personality Feature
- Equine Feature
- First Driving/Training Wins
- Grooming Tips of the Trade
- Shoeing News (Farrier Q&A)
- Bay's Anatomy (Veterinary)

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Deadlines

- **Ads Close Date:** 10th of the month prior to publication
- **Print Ready Date:** 15th of the month prior to publication

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Reporting with Horsepower

DEPARTMENT	EDITORIAL FEATURES
JANUARY 2009	Bonus Distribution - USHWA Awards Banquet
Veterinary	Ultrasonography
Feature	Horse of the Year
Feature	Divisional Races
Feature	Year In Review
FEBRUARY 2009 - Stallion Issue	
Veterinary	Placental Infection
Feature	2009 Pacing Preview
Dept.	Equine Education Programs
Feature	2-year-old Pacing Champions, Experimental Champions
MARCH 2009	
Veterinary	Myectomies
Feature	2009 Trotting Preview
Feature	2-year-old Trotting Champions, Experimental Champions
Dept.	Incorporating Drivers
APRIL 2009	Bonus Distribution - Equine Affaire - Columbus, OH
Veterinary	Thrombosomes
Dept.	Drivers Choosing Horses
MAY 2009	
Veterinary	Ulcers
Dept.	Family Conflicts
JUNE 2009 - Hall of Fame Issue	
Feature	Roosevelt Project at Hall of Fame
JULY 2009	Bonus Distribution - Hall of Fame Inductions, Goshen, NY
Veterinary	Cartilage Factor Study
Dept.	North America Cup
AUGUST 2009 - Yearling Issue	Bonus Distribution - The Hambletonian - The Meadowlands, NJ
Veterinary	Hind end lameness
Feature	Hall of Fame Induction
Dept.	Meadowlands Pace
Dept.	Yearling Section
SEPTEMBER 2009 - Little Brown Jug Issue	Bonus Distribution - The Little Brown Jug - Delaware, OH
Feature	Hambletonian Coverage
Feature	Jug Winner from Past
Feature	Little Brown Jug Advance
OCTOBER 2009	Bonus Distribution - Lexington Selected Sale and The Kentucky Futurity - Red Mile, KY
Feature	Little Brown Jug
NOVEMBER 2009 - Special Issue TBD	Bonus Distribution - Stbd. Horse Sale Co. - Harrisburg, PA
Feature	Kentucky Futurity
DECEMBER 2009 - Holiday Issue	
Feature	Hoofies - Awards
Year End Awards	
Photo Feature	

SCHEDULE SUBJECT TO CHANGE WITHOUT NOTICE.