

# EDITORIAL CALENDAR 2010

# 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)
- Photo Finish (readers' photos)
- Personality Profile
- Horse Profile
- First Driving/Training Wins
- Tips of the Trade
- Shoeing News
- Bay's Anatomy (Veterinary)
- Driver's Seat (Driver issue)
- The Classics (Past Equine Stars)

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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

# Hoof Beats

Reporting with Horsepower

## JANUARY

*Bonus Distribution:*  
**USHWA Awards Banquet**

Veterinary ..... Joint Supplements  
Feature ..... Horse of the Year  
Feature ..... Registering Driver Colors  
Feature ..... January 1 Foals

## FEBRUARY

**Stallion Issue**

Veterinary ..... Osteochondrosis  
Feature ..... European vs. North American Racing  
Dept. .... Breeding Older Mares  
Dept. .... Racing Partnerships

## MARCH

Veterinary ..... Rabies  
Feature ..... Equipment for Each Season  
Feature ..... Experimental Ratings for Trotters  
Dept. .... Purse Bonuses

## APRIL

*Bonus Distribution:*  
**Equine Affaire—Columbus, OH**

Veterinary ..... Thrush  
Feature ..... Mark Ford's Training Center  
Dept. .... Bathing Horses  
Dept. .... Classifying Racehorses

## MAY

Veterinary ..... Neurological Issues  
Feature ..... Race Date Consolidation  
Photo Feature ..... Foal Birth  
Dept. .... Fly Control

## JUNE

**Hall of Fame Issue**

Veterinary ..... West Nile Virus  
Feature ..... Options for Imaging Horses  
Feature ..... Keeping Horses Cool in the Summer

## JULY

*Bonus Distribution:*  
**Hall of Fame Inductions—Goshen, NY**

Veterinary ..... Wound Care  
Feature ..... Hall of Fame Inductions  
Dept. .... Using an Aero Mask

## AUGUST

**Yearling Issue**

*Bonus Distribution:*

**The Hambletonian—The Meadowslands, NJ**

Veterinary ..... Upper Respiratory Tract  
Feature ..... Yearlings Videos  
Dept. .... Yearling Nutrition  
Dept. .... Meadowslands Pace

## SEPTEMBER

**Little Brown Jug Issue**

*Bonus Distribution:*

**The Little Brown Jug—Delaware, OH**

Feature ..... Hambletonian Coverage  
Veterinary ..... Diagnostic Technologies

## OCTOBER

*Bonus Distribution:*

**Lexington Selected Sale and the Kentucky Futurity—Red Mile, KY**

Feature ..... Little Brown Jug

## NOVEMBER

**Special Issue TBD**

*Bonus Distribution:*

**Stbd. Horse Sale Co.—Harrisburg, PA**

Feature ..... Kentucky Futurity

## DECEMBER

**Holiday Issue**

Feature ..... Golden Hoof Awards  
Dept. .... Year In Review



SCHEDULE SUBJECT TO CHANGE WITHOUT NOTICE