

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL THEME	Planting and Production Systems	Spray Technology	Precision Farming	Orchard Equipment	Irrigation	Food Safety	Harvesting / Technology	Direct Marketing	Postharvest Trends		New Varieties	
CROP FOCUS	California PNW / Grape Report	Pacific Northwest Tree Fruit Report	California Stone Fruit Report	California Nut Report (Pest Management)	California Citrus Report	California PNW / Grape Report	California Nut Report (In The Field)	Pacific Northwest Tree Fruit Report	California Citrus Report		California Nut Report (2014 Review, 2015 Outlook)	
VARIETIES	Featured Variety in Each Issue											
	Marketing & Managed Varieties								Nursery Report		Variety Showcase	
SPECIAL FEATURES	2014 Outlook	Organic Report	Blueberry Focus	International Fruit Tree (IFTA) Conference Coverage	Berries Focus	Organic Report	Using Social Media	Apple Grower of the Year	Top Growers/Power Players; Apple Crop Outlook		New Product Guide; Berries Focus	
PRODUCTION & TECHNOLOGY	Shifts in Fruit Acreage	New Pest Control Chemistries	Pollination	New Equipment	Crop Load Management				High Tunnels			
CROP PROTECTION	Crop Protection Series: Weed Management	Crop Protection Series: Disease Management	Crop Protection Series: Plant Nutrition	Crop Protection Series: Insect Management			Bird / Rodent Control		Biopesticides		Postharvest Disorders	Frost Protection
GENNEXT INITIATIVE	Advocacy and Public Speaking	Succession Planning	New Technology	Water Issues	Human Resources	Business Planning	Using Social Media	Smaller Grower Needs		Marketing		Environmental Stewardship
EVENTS	Bonus Distribution: OPGMA, Mid-Atlantic Fruit and Vegetable Convention, Unified Wine & Grape Symposium	Bonus Distribution: World Ag Expo, International Fruit Tree Association (IFTA) Conference			On-Location Reporting: Field Days	On-Location Reporting: Field Days	On-Location Reporting: Field Days	Bonus Distribution: U.S. Apple Outlook Conference		Bonus Distribution: Produce Marketing Association Fresh Summit		Bonus Distribution: Great Lakes Expo, Washington State Horticultural Association Annual Meeting, Almond Board Conference, Southeast Fruit and Vegetable Conference
ONLINE	Winter Meetings Coverage	World Ag Expo Coverage: video, enewsletter, website	International Fruit Tree Association (IFTA) Coverage			Summer Field Day Coverage						2013 Year in Review
AD SALES CLOSE	12/3/13	1/2/14	1/29/14	2/28/14	4/3/14	5/2/14	5/30/14	7/3/14	8/14/14		10/8/14	
AD MATERIAL DUE	12/12/13	1/14/14	2/10/14	3/11/14	4/15/14	5/12/14	6/10/14	7/15/14	8/25/14		10/21/14	