



FARM JOURNAL'S IMPLEMENT & TRACTOR

2012 Publishing Schedule

Issue	Ad Order Close	Ad Material Due	Supplied Inserts Due	Issuance Date
January/February 2012	1/11	1/18	1/25	2/8
March/April 2012	2/22	3/29	3/7	3/21
May/June 2012	4/25	5/2	5/9	5/23
July/August 2012	6/27	7/2	7/11	7/25
September/October 2012	8/22	8/29	9/5	9/19
November/December 2012	10/10	10/17	10/24	11/7
Buyer's Desk Reference 2012	11/14	11/21	11/28	12/12

2012 Editorial Calendar

January/February

- Take Brand Loyalty Straight On
- Farm Iron Trends: Front PTOs

March/April

- Farm Iron Trends: No-till Planters
- How Selling Technology Changes Dealerships

May/June

- Keys to Selling Compact Tractors
- Farm Iron Trends: Farmer-owned Sprayers

July/August

- Value-add Services to Consider
- Farm Iron Trends: Vertical Tillage

September/October

- Value vs. Price
- Farm Iron Trends: Advanced Corn Heads

November/December

- The Next Shortline You Should Carry
- Farm Iron Trends: Soybean Platforms

Buyer's Desk Reference 2012

- 2012 Equipment and Suppliers Directory
- Free listings available