

2025 EDITORIAL CALENDAR

	January AD CLOSE 12/9 MATERIAL CLOSE 12/16	February AD CLOSE 1/24 MATERIAL CLOSE 1/29	March AD CLOSE 2/20 MATERIAL CLOSE 2/24	April AD CLOSE 3/21 MATERIAL CLOSE 3/25	May AD CLOSE 4/8 MATERIAL CLOSE 4/15	June AD CLOSE 5/9 MATERIAL CLOSE 5/15
THE NATIONAL PROVISIONER EMAGAZINE						
PROFILES	PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies	PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies	PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies	PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies	TOP 100 PROCESSORS OF 2025	2025 PROCESSOR OF THE YEAR
CATEGORY REPORTS	THE POULTRY REPORT	THE SEAFOOD REPORT	THE BURGER REPORT	PLANT-BASED MEATS REPORT	THE MEAT SNACKS REPORT	ARTIFICIAL INTELLIGENCE, AUTOMATION & ROBOTICS REPORT
SPECIAL REPORTS	LABOR OUTLOOK Labor market update, recruitment and employee retention strategies	OPERATIONAL EFFICIENCY Lean manufacturing, facility design, ERP solutions, AI innovations	REGULATORY UPDATE New and impending legislation and industry guidance	ANIMAL WELFARE & HUMANE HANDLING Industry best practices, certifications, labeling trends	NATURAL & ORGANIC Processing guidelines, labeling update, category growth	FOODSERVICE Chain menu trends, processor strategies
EVENT COVERAGE	IPPE, JAN. 28-30		ANNUAL MEAT CONF., MARCH 24-26		RECIPROCAL MEAT CONFERENCE, JUNE 22-25	IFT FOOD EXPO, JULY 13-16 SMA 69TH ANNUAL CONVENTION, JULY 16-19
INDEPENDENT PROCESSOR SECTION, THE NATIONAL PROVISIONER EMAGAZINE						
PROFILES		PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies		PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies		PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies
CATEGORY REPORTS		VALUE-ADDED SEAFOOD PRODUCTS		RETAIL MERCHANDISING STRATEGIES FOR SMALL PROCESSORS		BEEF
SPECIAL REPORTS		AQUACULTURE		SUMMER GRILLING PREVIEW		CO-PACKING & PRIVATE-LABEL OPPORTUNITIES
PROVISIONERONLINE.COM, LARGE PROCESSORS, PROVISIONER PRIME ENEWSLETTER						
MONTHLY FOCUS	POULTRY TRENDS	SEAFOOD TRENDS	BURGERS	PLANT-BASED MEATS	NATURAL & ORGANIC	AUTOMATION & ROBOTICS
TECH TOPICS, EQUIPMENT	MEMBRANE TECHNOLOGY TRENDS, SANITATION & WASTEWATER	REFRIGERATION & COLD STORAGE	INTERLEAVING & STACKING EQUIPMENT	MEMBRANE TECHNOLOGY TRENDS, MEAT ALTERNATIVES	MEAT SNACKS PROCESSING	PACKAGING ROBOTICS & PALLETIZERS
TECH TOPICS, INGREDIENTS	BATTERS & BREADINGS	BATTERS & BREADINGS	BURGER INCLUSIONS	PLANT-BASED PROTEIN FORMULATIONS	SODIUM REDUCTION INGREDIENTS	SHELF-LIFE EXTENSION INGREDIENTS
PODCASTS	POULTRY PRODUCT INNOVATIONS	MARKET OPPORTUNITIES FOR SUSTAINABLE SEAFOOD	TOP REGULATORY ISSUES	ANIMAL WELFARE ISSUES & TRENDS	TODAY'S MEAT SNACKS CONSUMER	ADVANCES IN AUTOMATION
VIDEOS	ANIMAL HEALTH FOR POULTRY	IPPE REVIEW	VALUE-ADDED BURGER TRENDS	PLANT-BASED MEATS INNOVATIONS	PROCESSOR INSIGHTS, NATURAL & ORGANIC CHALLENGES	FORMULATING VALUE ADDED PROTEINS FOR FOODSERVICE
WEBINARS	PROCESSING INSIGHTS: TOP POULTRY TRENDS		PROCESSING INSIGHTS: BURGER LINE AUTOMATION		R&D INSIGHTS: NEW MEAT SNACK OPPORTUNITIES	
PROVISIONERONLINE.COM, SMALL & MIDSIZE PROCESSORS, PRIME CUTS ENEWSLETTER						
MONTHLY FOCUS	2025 INDUSTRY OUTLOOK	SEAFOOD TRENDS	BURGERS MARKETING	RETAIL STRATEGIES FOR SMALL PROCESSORS	NATURAL & ORGANIC	SPECIALTY BEEF PRODUCTS
WEBINARS		DIRECT-TO-CONSUMER MARKET OPPORTUNITIES		R&D INSIGHTS: EMERGING PLANT-BASED MEAT PRODUCTS		PROCESSING INSIGHTS: FIRST STEPS TOWARD AUTOMATION

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	July AD CLOSE 6/10 MATERIAL CLOSE 6/17	August AD CLOSE 7/11 MATERIAL CLOSE 7/15	September AD CLOSE 8/12 MATERIAL CLOSE 8/15	October AD CLOSE 9/12 MATERIAL CLOSE 9/16	November AD CLOSE 10/14 MATERIAL CLOSE 10/17	December AD CLOSE 11/11 MATERIAL CLOSE 11/14
THE NATIONAL PROVISIONER EMAGAZINE						
PROFILES	PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies	MEAT INDUSTRY HALL OF FAME	PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies	STATE OF THE INDUSTRY OVERVIEW BEEF CHICKEN PORK TURKEY ANIMAL WELFARE PACKAGING	PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies	PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies
CATEGORY REPORTS	THE SAUSAGE REPORT	THE DELI REPORT	THE BACON REPORT ROAST SEASON MARKETING		2025 CONSUMER TRENDS REPORT	2026 ECONOMIC OUTLOOK
SPECIAL REPORTS	FOOD SAFETY Inspection & detection developments, traceability technologies	BACK-TO-SCHOOL SNACKS Grab-and-go value-added convenience protein products	PACKAGING UPDATE Green & sustainable materials, equipment updates, primary & secondary packaging		FLAVOR TRENDS Flavors, spices, seasonings, consumer preferences	DISTRIBUTION STRATEGIES Retail & foodservice, final mile, cold-chain technologies
EVENT COVERAGE	AAMP, JULY 24-26 MEAT INDUSTRY HALL OF FAME, JULY 25		PACK EXPO, SEPT. 29-OCT. 1	EATS, OCT 28-30		
INDEPENDENT PROCESSOR SECTION, THE NATIONAL PROVISIONER EMAGAZINE						
PROFILES		INDEPENDENT PROCESSOR OF THE YEAR		STATE OF THE INDUSTRY VEAL LAMB SUSTAINABILITY SEAFOOD ALTERNATIVE PROTEINS FOOD SAFETY		PROCESSOR PROFILE Beef, poultry, pork, deli, or plant-based companies
CATEGORY REPORTS		SMOKED & CURED MEATS				PORK
SPECIAL REPORTS		GAME MEAT PROCESSING				2026 ECONOMIC OUTLOOK
PROVISIONERONLINE.COM, LARGE PROCESSORS, PROVISIONER PRIME ENEWSLETTER						
MONTHLY FOCUS	FOOD SAFETY	MEAT PROCESSING	OPERATIONAL EFFICIENCY		CONSUMER TRENDS	2026 ECONOMIC OUTLOOK
TECH TOPICS, EQUIPMENT	ANTIMICROBIAL SPRAYS & DIPS	SLICING, CUTTING & DICING EQUIPMENT	FORMING TECHNOLOGY		INJECTION & MARINATION EQUIPMENT	COOKING, FRYING & SMOKING EQUIPMENT
TECH TOPICS, INGREDIENTS	FOOD SAFETY STRATEGIES	GUMS, BINDERS & EMULSIFIERS	GREEN PACKAGING MATERIALS		FLAVORS, SPICES & SEASONINGS	BARBECUE & SMOKE FLAVORS
PODCASTS	PORK PROCESSOR INSIGHTS, SAUSAGE TRENDS	PRODUCT INNOVATION FOR SMALL PROCESSORS	BACON PROCESSOR INSIGHTS, CATEGORY OPPORTUNITIES		THE VALUE OF CONSUMER TESTING	2026 ECONOMIC OUTLOOK
VIDEOS	PROCESSING INSIGHTS: UPDATING YOUR FOOD SAFETY PLAN	DELI PROCESSOR INSIGHTS, SANDWICH TRENDS	PROCESSING INSIGHTS: PACKAGING AUTOMATION		PROCESSOR INSIGHTS, VALUE-ADDED PRODUCTS	PROCESSOR INSIGHTS, EMERGING CATEGORIES
WEBINARS	IS YOUR FOOD SAFETY PLAN UP TO DATE?		PROCESSING INSIGHTS: PACKAGING SUSTAINABILITY	2025 STATE OF THE INDUSTRY	CONSUMER INSIGHTS: CATEGORY TRENDS	
PROVISIONERONLINE.COM, SMALL & MIDSIZE PROCESSORS, PRIME CUTS ENEWSLETTER						
MONTHLY FOCUS	FOOD SAFETY	SMOKED & CURED MEATS	OPERATIONAL EFFICIENCY		CONSUMER TRENDS	2026 ECONOMIC OUTLOOK
WEBINARS		CONSUMER INSIGHTS: UPSCALE DELI TRENDS				2026 SMALL BUSINESS STRATEGIES