Issue	Closing Date	Mailing Date	Beef Insider	Readex Red Sticker Study Issue
JANUARY	Nov. 23	Jan. 14	■	
FEBRUARY	Dec. 15	Jan. 31		
MID-FEBRUARY	Jan. 4	Feb. 16	■	
MARCH	Jan. 20	Mar. 4		
MID-MARCH	Feb. 3	Mar. 21	■	
APRIL	Feb. 17	Apr. 7	■	
MAY-JUNE	Mar. 24	May 6		
SUMMER SPECIAL	Jun. 3	Aug. 2		■
AUGUST	Jun. 16	Aug. 2	■	
SEPTEMBER	Jul. 21	Sep. 5		
OCTOBER	Aug. 18	Oct. 3		
NOVEMBER	Sep. 16	Nov. 2	■	
MID-NOVEMBER	Oct. 3	Nov. 16		
DECEMBER	Oct. 21	Dec. 7		■

READERSHIP STUDIES

Successful Farming readers are routinely surveyed to measure their readership of editorial and advertising. There is no charge to advertisers for these surveys. Ads studied must be at least one-third page with a minimum of 250,000 circulation.

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