

Publishing Schedule

Seedstock EDGE is your opportunity to reach a targeted, purebred swine audience in the premier publication of the showpig industry! Check below for advertising deadlines, show results, mail dates and *Seedstock EDGE* distribution for 2017!

	Ad Deadline	Mail Date	SHOW DISTRIBUTION	SHOW RESULTS
January	Friday Dec. 2 2016	Friday Jan. 6 2017	Winter Type Conference/NJSA SE Regional; San Antonio Stock Show; Fort Worth Stock Show; National Western	NSR Fall Classic; American Royal; NAILE; Georgia National; NJSA Western Regional
Feb./Mar. Spring Showpig	Wednesday Jan. 18 2017	Monday Feb. 13 2017	Southwest Type Conference; Houston; OYE <i>Bonus mailing to Midwest FFA Chapters (IA, IL, IN, OH, MO)</i>	NSR Winter Type Conference/ NJSA Southeast Regional; Pennsylvania Farm Show; National Western Stock Show
April/May	Wednesday March 22 2017	Monday April 17 2017	NSR Weanling Pig Extravaganza	NSR Southwest Type Conference; Fort Worth; San Antonio; Houston; Star of Texas
June Youth	Thursday May 4 2017	Friday June 2 2017	World Pork Expo/WPX Jr. National Bonus mailing to all NJSA members (appx. 12,000)	NSR Weanling Pig Extravaganza
July	Tuesday June 13 2017	Monday July 3 2017	NSR Summer Type Conference/ NJSA National Junior Summer Spectacular	World Pork Expo/ WPX Jr. National
Aug. Boar Stud	Monday July 17 2017	Monday Aug. 7 2017	NJSA Southwest Regional; State Fairs across Midwest	NSR Summer Type Conference/ NJSA National Junior Summer Spectacular
Sept. Fall Showpig	Monday Aug. 21 2017	Friday Sept. 8 2017	National Barrow Show®/NBS® Junior Barrow Classic; NJSA Eastern Regional; Keystone International; Tulsa State Fair; State Fair of Texas	State Fairs
Oct./Nov.	Tuesday Sept. 26 2017	Monday Oct. 16 2017	American Royal; NAILE	National Barrow Show®/ NBS® Junior Barrow Classic; NJSA Southwest Regional; Late State Fairs
Dec. Brood Sow	Friday Oct. 20 2017	Friday Nov. 10 2017	NSR Fall Classic; NJSA Western Regional; Western All Breeds Show	NJSA Eastern Regional; Ak-Sar-Ben; State Fair of Texas; Keystone International; Cow Palace