

# 2011 THE HORSE EDITORIAL CALENDAR

ISSUE	SPECIAL FEATURES	SPORTS MEDICINE	STEP BY STEP	NUTRITION	EQUINOMICS	PRODUCT SPOTLIGHT	DEADLINES
<b>JANUARY</b>	<ul style="list-style-type: none"> <li>The Hardy Horse: How horses cope with extreme weather and when to take precautions</li> <li>Chip Off the Old Block: Cloning – Similarities in looks, talent, temperament; health issues</li> <li>What's New in the NICU: How are veterinarians treating foals differently than 5-10 years ago?</li> </ul>		Navicular	Feeding Foals	Barn Fire Awareness	Tack	Space Due: Nov. 15 Ads Due: Nov. 22
<b>FEBRUARY</b>	<ul style="list-style-type: none"> <li>Young Horse Development: Part I (series will examine how horses develop physically and mentally; stages of growth)</li> <li>Postpartum Problems in Mares</li> <li>Dystocia Advancements</li> </ul>	The Science of Saddle Fit/ Spinal Health		Ulcers: For Life?	Winter Horse Care Checklist		Space Due: Dec. 20 Ads Due: Dec. 27 <b>Bonus Distribution:</b> Equine Affaire, CA
<b>SPECIAL ISSUE</b> <b>MARCH</b> AAEP Wrap-Up & Dentistry	<ul style="list-style-type: none"> <li>Mouth Injuries</li> <li>Wolf Teeth Extraction</li> <li>Horse Recognition</li> <li>20 Things Your Horse's Teeth Are Trying to Tell You</li> </ul>		6 Tips For Finding a Farrier	Carbohydrates 101	Creating a Quarantine/Introducing New Horses	The High-Tech Horseman (including record-keeping software)	Space Due: Jan. 17 Ads Due: Jan. 24
<b>SPECIAL ISSUE</b> <b>APRIL</b> Vaccinations	<ul style="list-style-type: none"> <li>Vaccines and Vaccine Failures</li> <li>Vaccination Approval Process</li> <li>Building Immunity: The Latest</li> <li>Regenerative Medicine</li> <li>Head Case - various conditions affecting the head</li> </ul>	PSSM, Tying-Up, Muscle Disorders		Electrolyte Primer	Shelf Life and Storage of Medications		Space Due: Feb. 14 Ads Due: Feb. 21 <b>Bonus distribution:</b> Equine Affaire, OH; Rolex 3-Day, KY
<b>SPECIAL ISSUE</b> <b>MAY</b> Green Horse Keeping	<ul style="list-style-type: none"> <li>Green Barn Makeover</li> <li>Environmentally Friendly Pest Control</li> <li>Conditioning Through the Seasons: Part I (spring/summer)</li> </ul>		If It's Broke, Fix it: Fractures	Organic Feeds	Land Preservation	Environmentally Friendly Health Products	Space Due: Mar. 21 Ads Due: Mar. 28 <b>Bonus distribution:</b> Rolex 3-Day, KY
<b>JUNE</b>	<ul style="list-style-type: none"> <li>Young Horse Development: Part II</li> <li>Squelching Parasite Resistance</li> <li>MRSA Now/Bad Bug Update</li> <li>Tendon/Ligament/Joint Injury</li> </ul>	The Unsurefooted Horse		Feeding the High-Performance Horse	Weed Control		Space Due: Apr. 18 Ads Due: Apr. 25 <b>Bonus distribution:</b> Western States Horse Expo, CA
<b>JULY</b>	<ul style="list-style-type: none"> <li>The Many Faces of Colic</li> <li>Beat The Heat</li> <li>30 Ways to Chip Away at the Unwanted Horse Problem</li> <li>Once Over Grooming (what to look for when giving your horse a thorough grooming)</li> </ul>		Underrun Heels	Feeding To Prevent Colic	Summer Pasture Management	The High-Tech Vet	Space Due: May 16 Ads Due: May 23
<b>SPECIAL ISSUE</b> <b>AUGUST</b> Senior Horse	<ul style="list-style-type: none"> <li>The Secrets of Longevity</li> <li>The Senile Horse</li> <li>What Science Says About Nutraceuticals</li> <li>Adoption Series, Part I: Making the Choice</li> </ul>	Emerging Osteoarthritis Treatments		Feeding the Senior Horse	The Long & Short of Trailering: Long vs. Short Hauling Safety, Health, and Comfort		Space Due: June 20 Ads Due: June 27
<b>SEPTEMBER</b>	<ul style="list-style-type: none"> <li>Young Horse Development Part III</li> <li>Prognosis for Surgical Conditions</li> <li>The Horse as Model for Human Research</li> <li>Adoption Series Part II: After the Adoption</li> </ul>		A Shoe for Every Occasion: Therapeutic Shoeing	Deciphering Pasture/Hay Analysis	Taking the Mystery Out of Mats and Bedding		Space Due: July 18 Ads Due: July 25
<b>OCTOBER</b>	<ul style="list-style-type: none"> <li>Hyperthyroidism vs. EMS vs. Cushing's</li> <li>A Day in the Life of a Mobile Vet</li> <li>The Science Behind Acupuncture</li> <li>Tumors and Treatments</li> </ul>	Gait Irregularities and Soreness		Understanding Endotoxemia	When to Insure	What to Wear: Wraps, saddle pads, blankets, etc.	Space Due: Aug. 15 Ads Due: Aug. 22
<b>SPECIAL ISSUE</b> <b>NOVEMBER</b> AAEP PREVIEW	<ul style="list-style-type: none"> <li>Genetic Disease, Markers, and Management</li> <li>Conditioning Through the Seasons: Part II (fall/winter)</li> <li>Cervical Vertebral Instability</li> <li>Shift in Veterinary Trends (gender shift, vet shortages, problems, and possibilities)</li> </ul>		New Laminitis Research	The Genetics of Feeding	What Makes a Good Run-In Shed		Space Due: Sept. 19 Ads Due: Sept. 26 <b>Bonus distribution:</b> AAEP Convention, TX; Equine Affaire, MA
<b>SPECIAL ISSUE</b> <b>DECEMBER</b> Pain Management	<ul style="list-style-type: none"> <li>Chronic Pain</li> <li>The Science Behind Rehabilitative Therapy</li> <li>Wound Care</li> <li>Artificial Insemination: What's New</li> </ul>	Pain in the Back		Hoof Nutrition	Sensible Stall Rest	Removing Ammonia	Space Due: Oct. 17 Ads Due: Oct. 24 <b>Bonus distribution:</b> AAEP Convention, TX