

10 Ideas That Are Changing the World

Align Your Brand with Innovation
In TIME's March Annuity

AVAILABLE WORLDWIDE

ISSUE DATE: March 22
ON SALE: March 12
AD CLOSE: February 12
ONLINE LAUNCH: March 11

Note: Dates subject to change



THE POWER OF IDEAS

Changing the world requires innovative thinking — and this special issue is devoted to the **theories and concepts that are reshaping our lives.**

TIME editors will reveal the Top 10 Ideas across a wide range of subjects — politics, economics, biology, technology, religion and the arts — that are transforming the way we live and think.

This annual platform resonates with TIME's influential consumers both in print and on TIME.com.

“More than money, more than politics, ideas are the secret power that this planet runs on.”

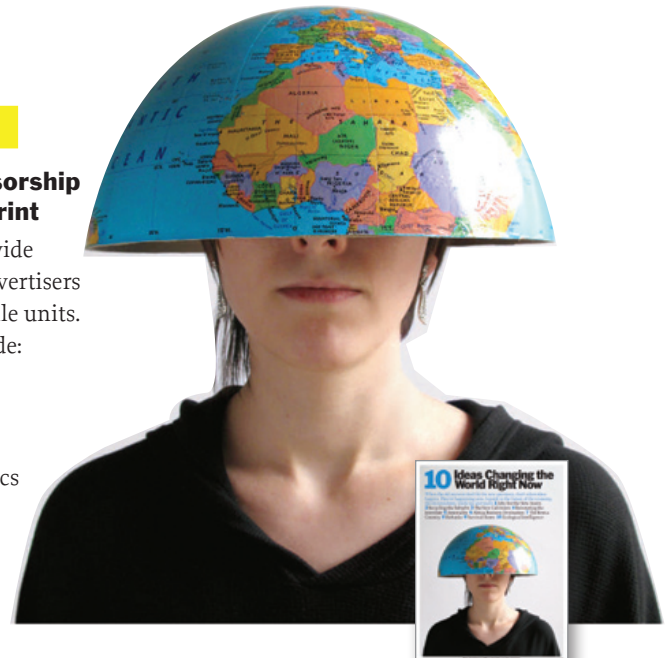
TIME Magazine,
3/24/2008

OPPORTUNITIES

High-Impact Sponsorship Opportunities In-Print

Editorial gatefolds provide relevant content for advertisers interested in high-profile units. Potential themes include:

- > Economy
- > Green innovations
- > Consumer electronics



Reach “In-the-Know” Users Through an Online “Top 10” Sponsorship on TIME.com

Presented in gallery style format, Top 10 may include video, a user Talkback area and a list of the 50 most important things to be on the watch for in 2010.

TIME.com sponsorship package includes:

- > 100% or 50% SOV
- > Gallery style layout
- > Interactive graphics and multimedia
- > Talkbacks
- > Timing: Four weeks

BENEFITS

- > Align brand message with innovation – linking products and services to creative thinking
- > Reach influential consumers motivated by original and inspired ideas
- > Multi-media packages provide a targeted opportunity to reach over 26 million readers/users

