

# TIME 2017 OPPORTUNITIES

	DATE	TOPIC	AD CLOSE	ON SALE	
JANUARY	1.16	GOLDEN GLOBES GLOBAL ECONOMIC OUTLOOK BOTOX	12.16	1.6	Q1
	1.23	DAVOS PREVIEW	12.23	1.13	
	1.30	INAUGURATION ISSUE DETROIT AUTO SHOW	12.30	1.23	
	2.6	SUPER BOWL PREVIEW	1.6	1.27	
FEBRUARY	2.13	GRAMMYS LEGO BATMAN MOVIE NEW AMERICAN FAMILY/GLOBAL FAMILY* NASCAR	1.13	2.3	
	2.20	OSCARS PREVIEW 100 BEST MOVIES	1.20	2.10	
	2.27	LONGEVITY/NEW SCIENCE OF LONG LIFE (DOUBLE)	1.20	2.17	
		SPRING BOOKS SPRING TRAVEL* C-SUITE PROFILE*			
MARCH	3.13	SNAPCHAT OSCARS WRAP UP NEXT GENERATION LEADERS	2.10	3.3	
	3.20	KONG: SKULL ISLAND	2.17	3.10	
	3.27	GENDER	2.24	3.17	
APRIL	4.3	THE HOME OF THE FUTURE	3.3	3.24	
	4.10	REBUILDING AMERICA (INFRASTRUCTURE) PREPPING FOR THE NEXT PANDEMIC MARCH MADNESS	3.10	3.31	
	4.17	YOUNG ADULT BOOKS MLB PREVIEW FUTURE OF FOOD*	3.17	4.7	
	4.24	KENTUCKY DERBY PREVIEW NY AUTO SHOW* T100 PREVIEW SUMMER TRAVEL*	3.24	4.14	
MAY	5.1	TIME 100 (DOUBLE)	3.24	4.21	
	5.15	TIME 100 WRAP UP FRONTIERS OF MEDICINE: SUPERBUGS*	4.14	5.5	
	5.22	INSIDE THE MIND OF DOGS* LETTERS FROM MOM	4.21	5.12	
	5.29	SUMMER MOVIE PREVIEW RUSSIAN HACKING	4.28	5.19	
JUNE	6.5	EVERYTHING YOU KNOW ABOUT WEIGHT LOSS IS WRONG JFK'S 100TH BIRTHDAY CANNES FILM FESTIVAL FRONTIERS OF MEDICINE: CRISPR IN HUMAN TRIALS* THE CONNECTED LIFE*	5.5	5.26	
	6.12	SMART HOME UPDATE* KIDS BOOKS NBA FINALS	5.12	6.2	
	6.19	MOST INFLUENTIAL PEOPLE ON INTERNET BEST ANIMATED FILMS C-SUITE PROFILE*	5.19	6.9	
	6.26	LETTERS FROM DAD* LGBTQ PRIDE COVERAGE	5.26	6.16	

	DATE	TOPIC	AD CLOSE	ON SALE	
JULY	7.3	FRONTIERS OF MEDICINE: PERSONALIZED HEALTHCARE* YOUNG ADULT BOOKS	6.2	6.23	Q2
	7.10	REASONS TO LOVE AMERICA* (DOUBLE) INSIDE GAME OF THRONES	6.2	6.30	
	7.24	DUNKIRK MOVIE WIMBLEDON	6.23	7.14	
	7.31	BEST AND WORST SUPERHEROES	6.30	7.21	
AUGUST	8.7	ECONOMIC OUTLOOK*	7.7	7.28	
	8.21	FRONTIERS OF MEDICINE: GENETIC TESTING* SOLAR ECLIPSE PREVIEW*	7.21	8.11	
	8.28	CEO INITIATIVE FALL BOOKS FALL TRAVEL* WONDERS OF THE WORLD*	7.28	8.18	
SEPTEMBER	9.4	FALL TV & ARTS PREVIEW NFL PREVIEW* THE CONNECTED LIFE*	7.28	8.25	
	9.18	FIRSTS (DOUBLE) EMMYS FRONTIERS OF MEDICINE: FIGHTING STRESS*	8.18	9.8	
	9.25	GLOBAL INFRASTRUCTURE SURVEY* C-SUITE PROFILE* US OPEN TENNIS RETIREMENT GUIDE*	8.25	9.15	
	10.2	SMART HOME UPDATE* AMERICAN FAMILY/GLOBAL FAMILY*	9.1	9.22	
OCTOBER	10.9	BLADE RUNNER SEQUEL WINTER TRAVEL*	9.8	9.29	
	10.16	FRONTIERS OF MEDICINE: BREAST CANCER*	9.15	10.6	
	10.23	NEXT GENERATION LEADERS (DOUBLE) MOST INFLUENTIAL TEENS MOST POWERFUL WOMEN WORLD SERIES PREVIEW*	9.15	10.13	
	10.30	YOUNG ADULT BOOKS WORLD SERIES*	9.29	10.20	
NOVEMBER	11.6	FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE*	10.6	10.27	
	11.13	HOLIDAY ARTS PREVIEW THE CONNECTED LIFE*	10.13	11.3	
	11.20	OFF YEAR ELECTIONS KIDS BOOKS	10.20	11.10	
	11.27	GENIUS/BEST INVENTIONS (DOUBLE) FUTURE OF FOOD* WORLD AIDS DAY*	10.20	11.17	
DECEMBER	12.11	PERSON OF THE YEAR PREVIEW C-SUITE PROFILE*	11.10	12.1	
	12.18	PERSON OF THE YEAR (DOUBLE) YEAR IN CULTURE	11.10	12.8	
	12.25	2018 THE YEAR AHEAD (DOUBLE)	11.17	12.18	

\*Built if Sold. Requires 4 weeks lead time.

All content subject to change at the editors' discretion.

REVISED 07/13/17