

# TIME

## 2018 OPPORTUNITIES

	DATE	TOPIC	AD CLOSE	ON SALE	
JANUARY	1.15	OPTIMISM/THE GOOD NEWS ISSUE GUIDE TO YOUR HEALTHIEST YEAR GLOBAL ECONOMIC OUTLOOK/DAVOS*	12.15.17	1.5.18	Q1
	1.22	GOLDEN GLOBES WRAP UP (1/7)* FRONTIERS OF MEDICINE: COLD AND FLU* 1968 / 50 YEARS LATER (MLK DAY SPECIAL)*	12.22	1.12	
	1.29	DETROIT AUTO SHOW*	12.29	1.19	
FEBRUARY	2.5	TRUMP'S FIRST YEAR OPIOIDS*	1.5	1.26	
	2.12	GRAMMYS WRAP UP (1/28)* WINTER OLYMPICS (2/9 - 25) SUPER BOWL WRAP UP (2/4)*	1.12	2.2	
	2.19	SCIENCE OF RELATIONSHIPS (VALENTINE'S DAY SPECIAL)* LONGEVITY/GUIDE TO LONG LIFE (DOUBLE)	1.19	2.9	
	2.26	SPRING BOOKS* SPRING TRAVEL*	1.26	2.16	
MARCH	3.12	QUARTERLY FIRSTS SPECIAL* WOMEN'S HISTORY MONTH FEATURE* DRONES	2.9	3.2	
	3.19	OSCAR'S WRAP UP (3/4)* NEXT GENERATION LEADERS UNITED WE RISE*	2.16	3.9	
	3.26	SPACE: 60 YEARS OF NASA* SPRING CLEANING*	2.23	3.16	
APRIL	4.2	HOME OF THE FUTURE*	3.2	3.23	
	4.9	MARCH MADNESS RECAP (3/13-3/24)* FUTURE OF FOOD* YOUNG ADULT BOOKS*	3.9	3.30	
	4.16	MLB PREVIEW* FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE*	3.16	4.6	
	4.23	CLIMATE CHANGE REPORT (EARTH DAY SPECIAL)* KENTUCKY DERBY PREVIEW* NY AUTO SHOW*	3.23	4.13	
	4.30	TIME 100 (DOUBLE) TIME 100 WRAP UP MOST HEALING FOODS*	3.30	4.20	
MAY	5.14	QUARTERLY FIRSTS SPECIAL*	4.13	5.4	
	5.21	MOTHER'S DAY* INSIDE THE MIND OF DOGS*	4.20	5.11	
	5.28	FRONTIERS OF MEDICINE: KID'S HEALTH* SUMMER MOVIE PREVIEW SUMMER TRAVEL: NATIONAL PARKS*	4.27	5.18	
JUNE	6.4	CANNES FILM FESTIVAL (5/9 - 20)* THE CONNECTED LIFE*	5.4	5.25	
	6.11	QUEEN ELIZABETH: 65 YEARS SINCE CORONATION* SCIENCE OF EXERCISE* NBA FINALS* KIDS BOOKS*	5.11	6.1	
	6.18	MOST INFLUENTIAL PEOPLE ON INTERNET	5.18	6.8	
	6.25	FATHER'S DAY* LGBTQ PRIDE*	5.25	6.15	

	DATE	TOPIC	AD CLOSE	ON SALE	
JULY	7.2	FRONTIERS OF MEDICINE: WOMEN'S MEDICINE*	6.1	6.22	Q3
	7.9	REASONS TO LOVE AMERICA (DOUBLE)*	6.8	6.29	
	7.23	NELSON MANDELA CENTENNIAL (7/18)* SCIENCE OF LAUGHTER* WIMBLEDON WRAP UP (7/2 - 15)* QUARTERLY FIRSTS SPECIAL	6.22	7.13	
AUGUST	8.6	ECONOMIC OUTLOOK*	7.6	7.27	
	8.20	FRONTIERS OF MEDICINE: BABY BOOMERS* BACK TO SCHOOL* FALL BOOKS* FALL TRAVEL*	7.20	8.10	
	8.27	FALL TV & ARTS PREVIEW (DOUBLE) FALL STYLE* NFL PREVIEW* CEO INITIATIVE	8.3	8.24	
SEPTEMBER	9.3	SCIENCE OF CREATIVITY* GRANDPARENTS DAY* US OPEN WRAP UP (8/27 - 9/9)* RETIREMENT GUIDE* EMMYS WRAP UP	8.17	9.7	
	9.17	SMART HOME UPDATE* WINTER TRAVEL* FRONTIERS OF MEDICINE: BREAST CANCER* BEST HORROR FILMS* MOST INFLUENTIAL TEENS (DOUBLE) MOST INFLUENTIAL PHOTOS IN SPORTS (SI+TIME COLLABORATION)* MOST POWERFUL WOMEN* SCIENCE OF FAMILIES*	8.24	9.14	
	9.24	YOUNG ADULT BOOKS* WORLD SERIES WRAP UP*	8.24	9.14	
OCTOBER	10.1	FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE* HOLIDAY ARTS PREVIEW THE CONNECTED LIFE* OFF YEAR ELECTIONS (11/6) VETERANS DAY (100TH ANNIV. OF WWI)* GENIUS/BEST INVENTIONS (DOUBLE) HOLIDAY GIFT GUIDES* FRIENDS - GIVING* FRONTIERS OF MEDICINE: WORLD AIDS DAY*	8.31	9.21	
	10.8	PERSON OF THE YEAR PREVIEW SPACE: 50 YEAR ANNIVERSARY OF APOLLO 8* YEAR END PHILANTHROPY* SCIENCE OF STRESS* PERSON OF THE YEAR (DOUBLE) THE YEAR IN REVIEW 2018 FIRSTS WRAP UP* 100 MOST INFLUENTIAL PHOTOS OF THE YEAR*	9.7	9.28	
	10.15		9.14	10.5	
	10.22		9.21	10.12	
	10.29		9.28	10.19	
NOVEMBER	11.5	FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE* HOLIDAY ARTS PREVIEW THE CONNECTED LIFE* OFF YEAR ELECTIONS (11/6) VETERANS DAY (100TH ANNIV. OF WWI)* GENIUS/BEST INVENTIONS (DOUBLE) HOLIDAY GIFT GUIDES* FRIENDS - GIVING* FRONTIERS OF MEDICINE: WORLD AIDS DAY*	10.5	10.26	
	11.12		10.12	11.2	
	11.19		10.19	11.9	
DECEMBER	11.26		10.26	11.16	
	12.10		11.9	11.30	
	12.17		11.16	12.7	
	12.31		11.30	12.21	

\*BUILT IF SOLD. REQUIRES 4 WEEKS LEAD TIME.

ALL CONTENT SUBJECT TO CHANGE AT THE EDITORS' DISCRETION.