

TIME 2018 OPPORTUNITIES

	DATE	TOPIC	AD CLOSE	ON SALE	
JANUARY	1.15	OPTIMISM/THE GOOD NEWS ISSUE: WITH GUEST EDITOR BILL GATES GUIDE TO YOUR HEALTHIEST YEAR* GLOBAL ECONOMIC OUTLOOK/DAVOS*	12.15	1.5.18	Q1
	1.22	THE PINK REVOLUTION: WOMEN CHANGING POLITICS GOLDEN GLOBES WRAP UP (1/7)* 1968 / 50 YEARS LATER (MLK DAY SPECIAL)* FRONTIERS OF MEDICINE: COLD AND FLU*	12.22	1.12	
	1.29	TRUMP'S FIRST YEAR DETROIT AUTO SHOW*	12.29	1.19	
FEBRUARY	2.5	BLACK HISTORY MONTH*	1.5	1.26	
	2.12	GRAMMYS WRAP UP (1/28)* WINTER OLYMPICS (2/9 - 25) BEST PODCASTS	1.12	2.2	
	2.19	SUPER BOWL WRAP UP (2/4)* 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	3.5	FRONTIERS OF MEDICINE: OPIOIDS SPRING CLEANING* NEXT GENERATION LEADERS	2.2	2.23	
	3.12	SILENCE BREAKERS: THE WAY FORWARD (WOMEN'S HISTORY MONTH FEATURE) 25 MOST INFLUENTIAL IN DESIGN*	2.9	3.2	
	3.19	OSCARS/TIME'S UP AND HOLLYWOOD QUARTERLY FIRSTS SPECIAL* FRONTIERS OF MEDICINE: FERTILITY*	2.16	3.9	
APRIL	4.2	TALE OF THREE CITIES: INNOVATION IN CITY PLANNING UNITED WE RISE* HOME OF THE FUTURE*	3.2	3.23	
	4.9	DRONES MARCH MADNESS RECAP (3/13-3/24)* YOUNG ADULT BOOKS*	3.9	3.30	
	4.16	MLB PREVIEW* FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE* SPACE: 60 YEARS OF NASA* CLIMATE CHANGE REPORT (EARTH DAY SPECIAL)*	3.16	4.6	
	4.23	KENTUCKY DERBY PREVIEW* NY AUTO SHOW*	3.23	4.13	
	4.30	TIME 100 (DOUBLE) TIME 100 WRAP UP	3.30	4.20	
MAY	5.14	MOST HEALING FOODS* QUARTERLY FIRSTS SPECIAL*	4.13	5.4	
	5.21	MOTHER'S DAY* INSIDE THE MIND OF DOGS*	4.20	5.11	
	5.28	SUMMER MOVIE PREVIEW FRONTIERS OF MEDICINE: KID'S HEALTH* WOMEN CHEFS/FOOD ISSUE	4.27	5.18	
	6.4	SUMMER TRAVEL: NATIONAL PARKS* CANNES FILM FESTIVAL (5/9 - 20)* THE CONNECTED LIFE*	5.4	5.25	
JUNE	6.11	QUEEN ELIZABETH: 65 YEARS SINCE CORONATION* SCIENCE OF EXERCISE* NBA FINALS* KIDS BOOKS*	5.11	6.1	
	6.18	MOST INFLUENTIAL TEENS FRONTIERS OF MEDICINE: DIGGING FOR DRUGS* WORLD CUP	5.18	6.8	
	6.25	FATHER'S DAY* LGBTQ PRIDE*	5.25	6.15	

	DATE	TOPIC	AD CLOSE	ON SALE	
JULY	7.2	MOST INFLUENTIAL PEOPLE ON THE INTERNET FRONTIERS OF MEDICINE: WOMEN'S MEDICINE* AMERICA'S FAVORITES	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*	6.22	7.13	
7.30	25 FUNNIEST PEOPLE IN THE WORLD RIGHT NOW WIMBLEDON WRAP UP (7/2 - 15)* QUARTERLY FIRSTS SPECIAL	6.29	7.20		
AUGUST	8.6	ECONOMIC OUTLOOK* FRONTIERS OF MEDICINE: BABY BOOMERS* BEST OF THE CENTURY	7.6	7.27	
	8.20	MOST BELOVED COLLEGES BACK TO SCHOOL* FALL BOOKS*	7.20	8.10	
	8.27	SCIENCE OF CREATIVITY* NFL PREVIEW* MOST INFLUENTIAL TEENS (DOUBLE) CEO INITIATIVE	7.27	8.17	
SEPTEMBER	9.3	FALL TV & ARTS PREVIEW FALL STYLE* GRANDPARENTS DAY*	8.3	8.24	
	9.17	WORLD'S GREATEST PLACES TO TRAVEL FRONTIERS OF MEDICINE: GROWING ORGANS* US OPEN WRAP UP (8/27 - 9/9)*	8.17	9.7	
	9.24	FUTURE OF FOOD* EMMYS WRAP UP SMART HOME UPDATE* RESILIENCE	8.24	9.14	
	10.1	WINTER TRAVEL* FRONTIERS OF MEDICINE: BREAST CANCER* BEST HORROR FILMS* NEXT GENERATION LEADERS (DOUBLE)	8.31	9.21	
OCTOBER	10.8	MOST INFLUENTIAL PHOTOS IN SPORTS (SI+TIME COLLABORATION)* MOST POWERFUL WOMEN* SCIENCE OF FAMILIES*	9.7	9.28	
	10.15	YOUNG ADULT BOOKS* WORLD SERIES WRAP UP* EXAMINING THE CULTURE OF THE SOUTH SOUTHERN TRAVEL GUIDE	9.14	10.5	
	10.22	FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE* HOLIDAY ARTS PREVIEW	9.21	10.12	
	10.29	HOLIDAY FOOD/100 BEST COCKTAILS* THE CONNECTED LIFE* OFF YEAR ELECTIONS (11/6)	9.28	10.19	
NOVEMBER	11.5	VETERANS DAY (100TH ANNIV. OF WWI)* GENIUS/BEST INVENTIONS (DOUBLE) HOLIDAY GIFT GUIDES* FRIENDS - GIVING*	10.5	10.26	
	11.12	FRONTIERS OF MEDICINE: WORLD AIDS DAY* PERSON OF THE YEAR PREVIEW LOOKING FORWARD: RETIREMENT SPECIAL SPACE: 50 YEAR ANNIVERSARY OF APOLLO 8* YEAR END PHILANTHROPY* SCIENCE OF STRESS*	10.12	11.2	
	11.19	PERSON OF THE YEAR (DOUBLE) THE YEAR IN REVIEW 2018 FIRSTS WRAP UP* 100 MOST INFLUENTIAL PHOTOS OF THE YEAR*	10.19	11.9	
	11.26	2019 THE YEAR AHEAD (DOUBLE)	10.26	11.16	
DECEMBER	12.10		11.23	12.14	Q4
	12.17				
	12.24				

*BUILT IF SOLD. REQUIRES 4 WEEKS LEAD TIME.

ALL CONTENT SUBJECT TO CHANGE AT THE EDITORS' DISCRETION.

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