

TIME

2018 OPPORTUNITIES

	DATE	TOPIC	AD CLOSE	ON SALE	
JANUARY	1.15	OPTIMISM/THE GOOD NEWS ISSUE: WITH GUEST EDITOR BILL GATES GLOBAL ECONOMIC OUTLOOK/DAVOS* TRUMP'S FIRST YEAR	12.15	1.15.18	Q1
	1.22	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	THE AVENGERS: WOMEN CHANGING POLITICS	12.29	1.19	
FEBRUARY	2.5	BLACK HISTORY MONTH*	1.5	1.26	
	2.12	MAKING AMERICA NUCLEAR AGAIN BLACK PANTHER MOVIE	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	WINTER OLYMPICS (2/9 - 25) SPRING BOOKS* SPRING TRAVEL*	1.26	2.16	
MARCH	3.5	THE OPIOID DIARIES	2.2	2.23	
	3.12	OSCAR'S/TIME'S UP AND HOLLYWOOD QUARTERLY FIRSTS SPECIAL*	2.9	3.2	
	3.19	THIS IS US TV FEATURE HIV/AIDS UPDATE* FRONTIERS OF MEDICINE: FERTILITY*	2.16	3.9	
APRIL	4.2	THE FIGHT AGAINST GUNS YOUNG ADULT BOOKS*	3.2	3.23	
	4.9	MARCH MADNESS RECAP (3/13-3/24)* SPACE: 60 YEARS OF NASA* FUTURE OF COFFEE/HOWARD SCHULTZ	3.9	3.30	
	4.16	MLB PREVIEW* FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE* CLIMATE CHANGE REPORT (EARTH DAY SPECIAL)*	3.16	4.6	
	4.23	TALE OF THREE CITIES: INNOVATION IN CITY PLANNING* KENTUCKY DERBY PREVIEW* NY AUTO SHOW*	3.23	4.13	
	4.30	TIME 100 (DOUBLE)	3.30	4.20	
MAY	5.14	TIME 100 WRAP UP MOST HEALING FOODS* QUARTERLY FIRSTS SPECIAL*	4.13	5.4	
	5.21	MOTHER'S DAY* INSIDE THE MIND OF DOGS* NEXT GENERATION LEADERS	4.20	5.11	
	5.28	SUMMER MOVIE PREVIEW FRONTIERS OF MEDICINE: KID'S HEALTH* ROYAL WEDDING COVERAGE	4.27	5.18	
	6.4	SUMMER TRAVEL: NATIONAL PARKS* CANNES FILM FESTIVAL (5/9 - 20)* THE CONNECTED LIFE* DRONES	5.4	5.25	
JUNE	6.11	SCIENCE OF EXERCISE* NBA FINALS* KIDS BOOKS*	5.11	6.1	
	6.18	MOST INFLUENTIAL PEOPLE ON THE INTERNET FRONTIERS OF MEDICINE: DIGGING FOR DRUGS* WORLD CUP WOMEN CHEFS/FOOD ISSUE*	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	THE SOUTH: A VIEW FROM WITHIN/ JOHN GRISHAM (DOUBLE) SOUTHERN TRAVEL GUIDE* CEO INITIATIVE	6.8	6.29	
	7.23	NELSON MANDELA CENTENNIAL (7/18)* 25 FUNNIEST PEOPLE IN THE WORLD RIGHT NOW	6.22	7.13	
	7.30	SCIENCE OF LAUGHTER* WIMBLEDON WRAP UP (7/2 - 15)* QUARTERLY FIRSTS SPECIAL	6.29	7.20	
AUGUST	8.6	ECONOMIC OUTLOOK* BEST OF THE CENTURY	7.6	7.27	
	8.20	FRONTIERS OF MEDICINE: BABY BOOMERS* WORLD'S GREATEST PLACES TO TRAVEL	7.20	8.10	
	8.27	MOST BELOVED COLLEGES BACK TO SCHOOL* FALL BOOKS* SCIENCE OF CREATIVITY*	7.27	8.17	
SEPTEMBER	9.3	NFL PREVIEW* MOST INFLUENTIAL TEENS (DOUBLE)	8.3	8.24	
	9.17	FALL TV & ARTS PREVIEW FALL STYLE* GRANDPARENTS DAY* HEALTHCARE 50	8.17	9.7	
	9.24	FRONTIERS OF MEDICINE: GROWING ORGANS* US OPEN WRAP UP (8/27 - 9/9)* GENIUS COMPANIES	8.24	9.14	
OCTOBER	10.1	FUTURE OF FOOD* EMMYS WRAP UP SMART HOME UPDATE* RESILIENCE	8.31	9.21	
	10.8	WINTER TRAVEL* FRONTIERS OF MEDICINE: BREAST CANCER*	9.7	9.28	
	10.15	BEST HORROR FILMS* NEXT GENERATION LEADERS (DOUBLE)	9.14	10.5	
	10.22	MOST INFLUENTIAL PHOTOS IN SPORTS (SI+TIME COLLABORATION)* MOST POWERFUL WOMEN* SCIENCE OF FAMILIES*	9.21	10.12	
	10.29	YOUNG ADULT BOOKS* WORLD SERIES WRAP UP*	9.28	10.19	
	11.5	FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE* HOLIDAY ARTS PREVIEW	10.5	10.26	
	11.12	HOLIDAY FOOD/100 BEST COCKTAILS* THE CONNECTED LIFE* OFF YEAR ELECTIONS (11/6)	10.12	11.2	
NOVEMBER	11.19	VETERANS DAY (100TH ANNIV. OF WWI)* SCIENCE OF STRESS* BEST INVENTIONS (DOUBLE)	10.19	11.9	
	11.26	HOLIDAY GIFT GUIDES* FRIENDS - GIVING* FRONTIERS OF MEDICINE: WORLD AIDS DAY* PERSON OF THE YEAR PREVIEW	10.26	11.16	
	12.10	LOOKING FORWARD: RETIREMENT SPECIAL SPACE RACE: 50TH ANNIVERSARY OF APOLLO 8* YEAR END PHILANTHROPY* PERSON OF THE YEAR (DOUBLE)	11.9	11.30	
DECEMBER	12.17	THE YEAR IN REVIEW 2018 FIRSTS WRAP UP* 100 MOST INFLUENTIAL PHOTOS OF THE YEAR*	11.16	12.7	
	12.24	2019 THE YEAR AHEAD/THE OPTIMISTS (DOUBLE)	11.23	12.14	

*BUILT IF SOLD. REQUIRES 4 WEEKS LEAD TIME.

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ALL CONTENT SUBJECT TO CHANGE AT THE EDITORS' DISCRETION.