

# 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*	12.15	1.5.18	Q1
	1.22	TRUMP'S FIRST YEAR 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	
	2.5	BLACK HISTORY MONTH*	1.5	1.26	
FEBRUARY	2.12	MAKING AMERICA NUCLEAR AGAIN	1.12	2.2	Q1
	2.19	BLACK PANTHER MOVIE 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	
	3.5	THE OPIOID DIARIES	2.2	2.23	
MARCH	3.12	OSCARS/TIME'S UP AND HOLLYWOOD	2.9	3.2	Q1
	3.19	QUARTERLY FIRSTS SPECIAL* THIS IS US TV FEATURE HIV/AIDS UPDATE* FRONTIERS OF MEDICINE: FERTILITY*	2.16	3.9	
	4.2	THE FIGHT AGAINST GUNS	3.2	3.23	
	4.9	YOUNG ADULT BOOKS*	3.9	3.30	
APRIL	4.16	MARCH MADNESS RECAP (3/13-3/24)* SPACE: 60 YEARS OF NASA* MLB PREVIEW*	3.16	4.6	Q2
	4.23	FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE* CLIMATE CHANGE REPORT (EARTH DAY SPECIAL)* KENTUCKY DERBY PREVIEW*	3.23	4.13	
	4.30	TIME 100 (DOUBLE)	3.30	4.20	
	5.14	FBI IN CRISIS	4.13	5.4	
MAY	5.21	TIME 100 WRAP UP SUMMER MOVIE PREVIEW INSIDE SEX REHAB EL CHAPO TIME WITH CYNTHIA NIXON NEXT GENERATION LEADERS	4.20	5.11	Q2
	5.28	STEPHEN BRILL BOOK - TAILSPIN PUTIN BITCOIN	4.27	5.18	
	6.4	ROYAL WEDDING COVERAGE BETO O'ROURKE (TEXAS DEM CANDIDATE) THE CONNECTED LIFE* DRONES	5.4	5.25	
	6.11	MICHAEL HAYDEN AND JAMES CLAPPER FUTURE OF EXERCISE MALE BIRTH CONTROL	5.11	6.1	
JUNE	6.18	WORLD CUP UNDERDOGS NANCY PELOSI	5.18	6.8	Q2
	6.25	FATHERS AND SONS PHOTOS LGBTQ PRIDE*	5.25	6.15	

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

ALL CONTENT SUBJECT TO CHANGE AT THE EDITORS' DISCRETION.

VERSION 18 REVISED 08/02/18

	DATE	TOPIC	AD CLOSE	ON SALE	
JULY	7.2	WELCOME TO AMERICA FRONTIERS OF MEDICINE: WOMEN'S MEDICINE TRUMP'S COURT	6.1	6.22	Q3
	7.9	MOST INFLUENTIAL PEOPLE ON THE INTERNET SAVING DEMOCRACY	6.8	6.29	
	7.23	CITIES GOING GREEN FEMALE DESIRE PILL	6.22	7.13	
	7.30	WHY GO BACK TO THE MOON? WIMBLEDON WRAP UP (7/2 - 15)*	6.29	7.20	
AUGUST	8.6	THE SOUTH: A VIEW FROM WITHIN/ JOHN GRISHAM (DOUBLE) SOUTHERN FOOD + TRAVEL GUIDE*	7.6	7.27	Q3
	8.20	SPIKE LEE SOLVING SUICIDE SCIENCE OF HURRICANES FRONTIERS OF MEDICINE: BABY BOOMERS GENDER LESSONS FROM SWEDEN	7.20	8.10	
	8.27	CONSTANCE WU STAR GAZING PHOTOS BACK TO SCHOOL*	7.27	8.17	
	9.3	WORLD'S GREATEST PLACES (DOUBLE) PLACEBO CURE NFL PREVIEW*	8.3	8.24	
SEPTEMBER	9.17	PARENTS + KEEPING KIDS SAFE FALL TV & ARTS PREVIEW THE STATE OF TEACHERS	8.17	9.7	Q3
	9.24	FRONTIERS OF MEDICINE: GROWING ORGANS US OPEN WRAP UP (8/27 - 9/9)*	8.24	9.14	
	10.1	GENIUS COMPANIES FRONTIERS OF MEDICINE: FERTILITY EMMYS WRAP UP	8.31	9.21	
	10.8	PTSD/FIRST RESPONDERS TALE OF THREE CITIES: INNOVATION IN CITY PLANNING WINTER TRAVEL*	9.7	9.28	
OCTOBER	10.15	FRONTIERS OF MEDICINE: BREAST CANCER BEST HORROR FILMS*	9.14	10.5	Q4
	10.22	NEXT GENERATION LEADERS SCIENCE OF FAMILIES HEALTHCARE 50*	9.21	10.12	
	10.29	YOUNG ADULT BOOKS* WORLD SERIES WRAP UP*	9.28	10.19	
	11.5	AMERICA'S GUN DEBATE (DOUBLE) FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE MOST INFLUENTIAL TEENS	10.5	10.26	
NOVEMBER	11.12	HOLIDAY ARTS PREVIEW HOLIDAY FOOD/BEST COCKTAILS*	10.12	11.2	Q4
	11.19	OFF YEAR ELECTIONS (11/6) VETERANS DAY (100TH ANNIV. OF WWI)* BEST INVENTIONS (DOUBLE)	10.19	11.9	
	11.26	THE YEAR IN REVIEW HOLIDAY GIFT GUIDES* FRONTIERS OF MEDICINE: WORLD AIDS DAY PERSON OF THE YEAR PREVIEW	10.26	11.16	
	12.10	LOOKING FORWARD: RETIREMENT SPECIAL YEAR END PHILANTHROPY*	11.9	11.30	
DECEMBER	12.17	PERSON OF THE YEAR (DOUBLE) HEROES OF THE YEAR FILMS OF THE YEAR MOST INFLUENTIAL PHOTOS OF THE YEAR WOMEN IN 2018/ SILENCE BREAKERS, A YEAR LATER*	11.16	12.7	Q4
	12.24	SPACE RACE: 50TH ANNIVERSARY OF APOLLO 8 THE OPTIMISTS (DOUBLE)	11.23	12.14	
		THE YEAR AHEAD PREDICTIONS			