

TIME 2019 OPPORTUNITIES

| | DATE | TOPIC | AD CLOSE | DIGITAL | ON SALE | |
|----------|------|---|----------|---------|---------|----|
| JANUARY | 1.14 | MOTHERHOOD 2019: FERTILITY | 12.14 | 1.3 | 1.4 | Q1 |
| | 1.21 | A NEW CONGRESS GOLDEN GLOBES WRAP UP (1/6)* MLK DAY SPECIAL* | 12.21 | 1.10 | 1.11 | |
| | 1.28 | TECH LASH FRONTIERS OF MEDICINE: COLD AND FLU* | 12.28 | 1.17 | 1.18 | |
| FEBRUARY | 2.4 | DAVOS SPECIAL (DOUBLE) ARTIFICIAL INTELLIGENCE* OPTIMISTS (DOUBLE) | 1.4 | 1.24 | 1.25 | |
| | 2.18 | BLACK HISTORY MONTH* SUPER BOWL WRAP UP (2/3)* SCIENCE OF RELATIONSHIPS* (VALENTINE'S DAY SPECIAL) | 1.18 | 2.7 | 2.8 | |
| | 3.4 | LONGEVITY: GUIDE TO LONG LIFE | 2.4 | 2.21 | 2.22 | |
| MARCH | 3.11 | THE COMEDY ISSUE INTERNATIONAL WOMEN'S DAY SPECIAL* OSCAR'S WRAP UP (2/24)* | 2.8 | 2.28 | 3.1 | |
| | 3.18 | FIRSTS* SPRING TRAVEL* | 2.15 | 3.7 | 3.8 | |
| | 3.25 | SPRING BOOKS* | 2.22 | 3.14 | 3.15 | |
| | 4.1 | TIME'S GUIDE TO MONEY* | 3.1 | 3.21 | 3.22 | |
| APRIL | 4.8 | FUTURE OF: ENTREPRENEUR SPECIAL* YOUNG ADULT BOOKS* | 3.8 | 3.28 | 3.29 | |
| | 4.15 | DISAPPEARING AMAZON + CLIMATE OPTIMISTS FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE* | 3.15 | 4.4 | 4.5 | |
| | 4.22 | THE ENERGY ISSUE (EARTH DAY SPECIAL)* MARCH MADNESS RECAP (3/19-4/8)* KENTUCKY DERBY PREVIEW* | 3.22 | 4.11 | 4.12 | |
| | 4.29 | TIME 100 (DOUBLE) | 3.29 | 4.18 | 4.19 | |
| | 5.13 | TIME 100 WRAP UP SUMMER MOVIE PREVIEW* | 4.12 | 5.2 | 5.3 | |
| MAY | 5.20 | MOTHERHOOD 2019: EQUALITY + MOTHERS MOTHER'S DAY SPECIAL (5/12)* | 4.19 | 5.9 | 5.10 | |
| | 5.27 | NEXT GENERATION LEADERS | 4.26 | 5.16 | 5.17 | |
| JUNE | 6.3 | THE CALIFORNIA ISSUE (DOUBLE) FRONTIERS OF MEDICINE: FUTURE OF EXERCISE* | 5.3 | 5.23 | 5.24 | |
| | 6.17 | THE FOOD ISSUE* AMERICA'S FARMERS* FATHER'S DAY SPECIAL (6/16)* | 5.17 | 6.6 | 6.7 | |
| | 6.24 | LGBTQ PRIDE* BEST PODCASTS OF THE YEAR SO FAR* | 5.24 | 6.13 | 6.14 | |

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| JULY | 7.1 | MOTHERHOOD 2019: FRONT LINES OF PARENTING* FRONTIERS OF MEDICINE: WOMEN'S MEDICINE* WORLD'S GREATEST PLACES (DOUBLE) | 5.31 | 6.20 | 6.21 | Q2 |
| | 7.8 | MOST INFLUENTIAL PEOPLE ON THE INTERNET | 6.7 | 6.27 | 6.28 | |
| | 7.22 | SCIENCE OF FAMILIES* LOOKING FORWARD: RETIREMENT SPECIAL* | 6.21 | 7.11 | 7.12 | |
| | 7.29 | THE SPACE ISSUE* APOLLO 11 - 50TH ANNIVERSARY* WIMBLEDON WRAP UP (7/1- 14)* | 6.28 | 7.18 | 7.19 | |
| AUGUST | 8.5 | HOME OF THE FUTURE* C-SUITE PROFILE* | 7.5 | 7.25 | 7.26 | |
| | 8.19 | FRONTIERS OF MEDICINE: BABY BOOMERS* | 7.19 | 8.8 | 8.9 | |
| SEPTEMBER | 8.26 | MOTHERHOOD 2019: WHEN KIDS GO TO SCHOOL* BACK TO SCHOOL GUIDE* HEALTHCARE 100 (DOUBLE) NFL PREVIEW* | 7.26 | 8.15 | 8.16 | |
| | 9.2 | FALL TV & ARTS PREVIEW: THE TV ISSUE* | 8.2 | 8.22 | 8.23 | |
| | 9.16 | AI: ACROSS INDUSTRIES | 8.23 | 9.12 | 9.13 | |
| | 9.23 | BEST HORROR FILMS* FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE* | 8.30 | 9.19 | 9.20 | |
| | 9.30 | WOMEN 2019 / FIRSTS* AMERICA'S GREATEST COLLEGES* WINTER TRAVEL* | 9.6 | 9.26 | 9.27 | |
| OCTOBER | 10.7 | FRONTIERS OF MEDICINE: BREAST CANCER* | 9.13 | 10.3 | 10.4 | |
| | 10.14 | GENIUS COMPANIES / AI (DOUBLE) NEXT GENERATION LEADERS | 9.20 | 10.10 | 10.11 | |
| | 10.21 | YOUNG ADULT BOOKS* WORLD SERIES WRAP UP* | 9.27 | 10.17 | 10.18 | |
| | 10.28 | FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE* | 10.4 | 10.24 | 10.25 | |
| NOVEMBER | 11.4 | MOTHERHOOD 2019: GEN Z* MOST INFLUENTIAL TEENS HOLIDAY ARTS PREVIEW* VETERANS DAY* | 10.11 | 10.31 | 11.1 | |
| | 11.11 | ECONOMIC OUTLOOK* HOLIDAY FOOD/BEST COCKTAILS* | 10.18 | 11.7 | 11.8 | |
| | 11.18 | YEAR-END PHILANTHROPY* FIRSTS* | 10.25 | 11.14 | 11.15 | |
| | 11.25 | BEST INVENTIONS (DOUBLE) BEST OF CULTURE TIME HONORS* FRONTIERS OF MEDICINE: WORLD AIDS DAY* | 11.1 | 11.21 | 11.22 | |
| DECEMBER | 12.2 | THE YEAR AHEAD PREDICTIONS* (DOUBLE) PERSON OF THE YEAR (DOUBLE) END OF YEAR EVENT | 11.15 | 12.5 | 12.6 | |
| | 12.16 | HEROES OF THE YEAR* FILMS OF THE YEAR* MOST INFLUENTIAL PHOTOS OF THE YEAR* | 11.22 | 12.11 | 12.13 | |
| | 12.23 | | | | | |

ONGOING FLEXIBLE SPECIALS - CAN BE SLOTTED INTO MOST ISSUES WITH AT LEAST 4 WEEKS LEAD:

- FOOD COLUMN
- TRAVEL COLUMN
- YOU ASKED: HEALTH
- THE BRIGHT SIDE: ONGOING OPTIMISTS

ALL CONTENT SUBJECT TO CHANGE AT THE EDITORS' DISCRETION. ASTERISK INDICATES BUILT IF SOLD.

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