# TIME 2020 OPPORTUNITIES

## January
- **1.20** The Year Ahead Predictions
  - Frontiers of Medicine: Innovation in Health Care
  - Ad Close: 12.20
  - Digital: 1.10
  - On Sale: 1.10
- **1.27** Health / Wellness
  - Ad Close: 12.27
  - Digital: 1.17
  - On Sale: 1.17
- **2.3** Davos (Double)
  - Super Bowl Preview
  - Ad Close: 1.3
  - Digital: 1.23
  - On Sale: 1.24
- **2.10** American Farmers
  - Ad Close: 1.10
  - Digital: 1.30
  - On Sale: 1.31
- **2.17** Black History Month
  - Oscars Preview
  - Ad Close: 1.17
  - Digital: 2.6
  - On Sale: 2.7

## February
- **3.2** Equality + The March (Double)
  - Ad Close: 1.31
  - Digital: 2.20
  - On Sale: 2.21
- **3.16** Women of the Year (Double)
  - Ad Close: 2.14
  - Digital: 3.5
  - On Sale: 3.6
- **3.30** Spring Books
  - Ad Close: 2.28
  - Digital: 3.19
  - On Sale: 3.20

## March
- **4.6** United We Rise (Double)
  - Ad Close: 3.6
  - Digital: 3.26
  - On Sale: 3.27
- **4.20** Heroes of the Front Lines
  - Ad Close: 3.20
  - Digital: 4.9
  - On Sale: 4.10
- **4.27** Time 100 Covid-19 Special Issue (Double)
  - Ad Close: 3.27
  - Digital: 4.16
  - On Sale: 4.17
- **5.11** Mother’s Day
  - Ad Close: 4.10
  - Digital: 4.30
  - On Sale: 5.1
- **5.18** The Great Reckoning
  - Ad Close: 4.17
  - Digital: 5.7
  - On Sale: 5.8
- **5.25** Business of Change
  - Ad Close: 4.24
  - Digital: 5.14
  - On Sale: 5.15

## April
- **6.1** The Making of Generation Z (Double)
  - Ad Close: 5.1
  - Digital: 5.21
  - On Sale: 5.22
- **6.15** LGBTQ / Pride
  - Ad Close: 5.15
  - Digital: 6.4
  - On Sale: 6.5
- **6.22** The Overdue Awakening (Double)
  - Ad Close: 5.22
  - Digital: 6.11
  - On Sale: 6.12

## July
- **7.6** Equality at a Tipping Point (Double)
  - Ad Close: 6.5
  - Digital: 6.25
  - On Sale: 6.26
- **7.20** Climate (Double)
  - Ad Close: 6.19
  - Digital: 7.9
  - On Sale: 7.10

## August
- **8.3** Plague Election (Double)
  - Identity
  - Ad Close: 7.3
  - Digital: 7.23
  - On Sale: 7.24
- **8.17** National Conventions (Double)
  - Sleep Special Report
  - How to Rebuild
  - How the World Will Change
  - 100th Anniversary of Women’s Right to Vote
  - Ad Close: 7.17
  - Digital: 8.6
  - On Sale: 8.7
- **8.31** American Future (Double)
  - Election
  - Vaccine Race
  - Ad Close: 7.31
  - Digital: 8.20
  - On Sale: 8.21
- **9.21** TBD (Double)
  - Ad Close: 8.21
  - Digital: 9.10
  - On Sale: 9.11

## September
- **10.5** Time 100 (Double)
  - Ad Close: 9.4
  - Digital: 9.24
  - On Sale: 9.25
- **10.19** Next Generation Leaders
  - Frontiers of Medicine: Breast Cancer
  - Ad Close: 9.18
  - Digital: 10.8
  - On Sale: 10.9

## October
- **11.2** Square One (Double)
  - Presidential Election Preview
  - 100 Best Fantasy Books of All Time
  - Ad Close: 10.2
  - Digital: 10.22
  - On Sale: 10.23
- **11.16** Presidential Election Results
  - Ad Close: 10.16
  - Digital: 11.5
  - On Sale: 11.6
- **11.23** TBD
  - Ad Close: 10.23
  - Digital: 11.12
  - On Sale: 11.13
- **11.30** Best Inventions/Ideas (Double)
  - Ad Close: 10.30
  - Digital: 11.19
  - On Sale: 11.20

## November
- **12.14** TBD
  - Kid of the Year
  - Best of Culture
  - Holiday Arts Preview
  - Holiday Foods / Best Cocktails
  - Ad Close: 11.13
  - Digital: 12.3
  - On Sale: 12.4

## December
- **12.21** Person of the Year (Double)
  - Ad Close: 11.20
  - Digital: 12.10
  - On Sale: 12.11

**Content in grey denotes a double issue.**

**Content in bold denotes a potential cover story.**

**Six-week lead time required for all editorial alignment opportunities.**

**All content subject to change at editorial’s discretion.**

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