

# TIME 2020 OPPORTUNITIES

	ISSUE DATE	TOPIC	AD CLOSE	DIGITAL	ON SALE	
JANUARY	1.20	THE YEAR AHEAD PREDICTIONS FRONTIERS OF MEDICINE: INNOVATION IN HEALTH CARE	12.20	1.9	1.10	Q1
	1.27	HEALTH / WELLNESS	12.27	1.16	1.17	
FEBRUARY	2.3	<b>DAVOS (DOUBLE)</b> SUPER BOWL PREVIEW	1.3	1.23	1.24	
	2.10	AMERICAN FARMERS	1.10	1.30	1.31	
MARCH	2.17	BLACK HISTORY MONTH OSCAR'S PREVIEW	1.17	2.6	2.7	
	3.2	<b>EQUALITY + THE MARCH (DOUBLE)</b>	1.31	2.20	2.21	
	3.16	<b>WOMEN OF THE YEAR (DOUBLE)</b>	2.14	3.5	3.6	
APRIL	3.30	SPRING BOOKS	2.28	3.19	3.20	
	4.6	<b>UNITED WE RISE (DOUBLE)</b>	3.6	3.26	3.27	
	4.20	<b>HEROES OF THE FRONT LINES</b>	3.20	4.9	4.10	
MAY	4.27	<b>TIME 100 COVID-19 SPECIAL ISSUE (DOUBLE)</b>	3.27	4.16	4.17	
	5.11	MOTHER'S DAY	4.10	4.30	5.1	
	5.18	<b>THE GREAT RECKONING</b>	4.17	5.7	5.8	
JUNE	5.25	<b>BUSINESS OF CHANGE</b>	4.24	5.14	5.15	Q2
	6.1	<b>THE MAKING OF GENERATION Z (DOUBLE)</b>	5.1	5.21	5.22	
	6.15	LGBTQ / PRIDE	5.15	6.4	6.5	
6.22	<b>THE OVERDUE AWAKENING (DOUBLE)</b>	5.22	6.11	6.12		

	ISSUE DATE	TOPIC	AD CLOSE	DIGITAL	ON SALE	
JULY	7.6	<b>EQUALITY AT A TIPPING POINT (DOUBLE)</b>	6.5	6.25	6.26	Q3
	7.20	<b>CLIMATE (DOUBLE)</b>	6.19	7.9	7.10	
AUGUST	8.3	<b>PLAGUE ELECTION (DOUBLE)</b> IDENTITY	7.3	7.23	7.24	
	8.17	<b>NATIONAL CONVENTIONS (DOUBLE)</b> SLEEP SPECIAL REPORT HOW TO REBUILD HOW THE WORLD WILL CHANGE 100 <sup>th</sup> ANNIVERSARY OF WOMEN'S RIGHT TO VOTE	7.17	8.6	8.7	
	8.31	<b>AMERICAN FUTURE (DOUBLE)</b> ELECTION VACCINE RACE	7.31	8.20	8.21	
SEPTEMBER	9.21	<b>TBD (DOUBLE)</b> FALL CULTURE PREVIEW	8.21	9.10	9.11	
OCTOBER	10.5	<b>TIME 100 (DOUBLE)</b>	9.4	9.24	9.25	
	10.19	<b>NEXT GENERATION LEADERS</b> FRONTIERS OF MEDICINE: BREAST CANCER	9.18	10.8	10.9	
NOVEMBER	11.2	<b>SQUARE ONE (DOUBLE)</b> PRESIDENTIAL ELECTION PREVIEW 100 BEST FANTASY BOOKS OF ALL TIME	10.2	10.22	10.23	
	11.16	<b>PRESIDENTIAL ELECTION RESULTS</b>	10.16	11.5	11.6	
	11.23	<b>TBD</b>	10.23	11.12	11.13	
	11.30	<b>BEST INVENTIONS/IDEAS (DOUBLE)</b>	10.30	11.19	11.20	
DECEMBER	12.14	<b>TBD</b> KID OF THE YEAR BEST OF CULTURE HOLIDAY ARTS PREVIEW HOLIDAY FOODS / BEST COCKTAILS	11.13	12.3	12.4	
	12.21	<b>PERSON OF THE YEAR (DOUBLE)</b>	11.20	12.10	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.**