



2019 Media Planning Guide

2019 - January

Issue Date	Ad Deadline	Issue Theme	Specials & Supplements	B&C Salutes	Extended Distribution
January 21	January 15	NATPE	<ul style="list-style-type: none"> NATPE Miami CES Recap 	<ul style="list-style-type: none"> Brandon Tartikoff Legacy Awards 	<ul style="list-style-type: none"> CES – Las Vegas NATPE – Miami
February 4	January 29	OTT / VOD	<ul style="list-style-type: none"> Spotlight: OTT / VOD / SVOD International Content Creators 	<ul style="list-style-type: none"> WWE – “RAW 25th Anniversary” 	<ul style="list-style-type: none">
February 25	February 19	PROGRAMMATIC	<ul style="list-style-type: none"> Upfront Central: Kids Upfront Central: Women 	<ul style="list-style-type: none"> Black History Month 	<ul style="list-style-type: none"> Technology Leadership Summit – Raleigh NC Real Screen Summit – DC NCTC Winter Ed Conference
March 18	March 12	SYNDICATION	<ul style="list-style-type: none"> Upfront Central: Food & Lifestyle Upfront Central: Sports 	<ul style="list-style-type: none"> Digital All Stars Golden Mike Awards 	<ul style="list-style-type: none"> Golden Mike Awards – NYC Advanced Advertising – NYC Wonder Women - NYC
April 8	April 2	NAB	<ul style="list-style-type: none"> NAB Issue Upfront Central: Cable 	<ul style="list-style-type: none"> Technology Leadership Awards @ NAB 	<ul style="list-style-type: none"> NAB – Las Vegas Multicultural TV Summit – NYC
April 29	April 23	STREAMING VIDEO (NEWFRONTS)	<ul style="list-style-type: none"> Spotlight: Business of Weather Upfront Central: News Upfront Central: NewFronts 	<ul style="list-style-type: none"> Daytime Emmys 	<ul style="list-style-type: none"> Daytime Emmys – LA
May 13	May 7	UPFRONT CENTRAL	<ul style="list-style-type: none"> Supplement: “Broadcast Upfronts” Next TV: On Demand 	<ul style="list-style-type: none"> Spotlight: Market Movers 	<ul style="list-style-type: none">
June 10	June 4	SUMMER PROGRAMMING	<ul style="list-style-type: none"> Emmys, Phase I: Nominations Outlook: Addressability 	<ul style="list-style-type: none"> Women in the Game 	<ul style="list-style-type: none"> Digital Media Summit – Atlanta Programmatic TV Summit

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July 15	July 9	DIGITAL – TV EVERYWHERE	<ul style="list-style-type: none"> ● Outlook: eSports and Virtual Reality ● Spotlight: Data & Measurement 	<ul style="list-style-type: none"> ● The Buyers of Syndication 	<ul style="list-style-type: none"> ● The NCTC Independent Show – Chicago ● Streaming Tech Summit – LA
August 12	August 6	SPORTS	<ul style="list-style-type: none"> ● Emmys, Phase II: The Nominations ● Outlook: Content Distribution 	<ul style="list-style-type: none"> ● TV All-Stars: Regional Sports ● TV All-Stars: College Sports ● The Strategists: TV’s Top Media Planners 	<ul style="list-style-type: none"> ● OTT & Video Distribution Summit – LA
September 23	September 17	FALL PROGRAMMING	<ul style="list-style-type: none"> ● Primetime Emmys – Review and Salute ● Fall Season Preview: B’cast, Cable & Syndication 	<ul style="list-style-type: none"> ● Broadcaster of the Year ● Personality of the Year ● Top Recruiters in Television 	<ul style="list-style-type: none"> ● News Tech Summit – Tampa ● SCTC Cable-Tec Expo ● IBC
October 14	October 8	DIIVERSITY WEEK	<ul style="list-style-type: none"> ● News Technology Update 	<ul style="list-style-type: none"> ● Hispanic TV Summit: Lifetime Achievement Award 	<ul style="list-style-type: none"> ●
October 28	October 22	NYC TELEVISION WEEK	<ul style="list-style-type: none"> ● NYC Television Week ● Next TV: Data & Measurement 	<ul style="list-style-type: none"> ● B&C Hall of Fame Program Guide and annual review 	<ul style="list-style-type: none"> ● B&C Hall of Fame, TV Data, Advanced Advertising, Next TV Summits, Hispanic TV Summit, 40 Under 40
November 18	November 12	LIVE TV UNSCRIPTED PROGRAMMING	<ul style="list-style-type: none"> ● Outlook: Multicasts / Diginets ● Outlook: Holiday Programming 	<ul style="list-style-type: none"> ● 	<ul style="list-style-type: none"> ● Government Video Expo – DC
December 9	December 3	AWARDS SEASON	<ul style="list-style-type: none"> ● Golden Globes Preview 	<ul style="list-style-type: none"> ● News Director, Multi-platform Broadcast, GM, and Station Group of the Year 	



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<u>EDITORIAL</u>	Kent Gibbons	Editor	917.281.4722	Kent.Gibbons@Futurenet.com
<u>ADVERTISING</u>	Charlie Weiss	Publisher	609.802.2766	Charlie.Weiss@Futurenet.com

ISSUE THEME

Each of these high-priority editorial topics provides overarching, skillfully charted focus on critical, ever-changing area of the television industry landscape. Typically running 8-12 pages, Issue Themes are strategically composed across myriad articles and sections, and have been acknowledged as the most relied upon source of perspective and best practices, as well as a forward-thinking lens toward this industry's future. B&C is bar-none the most trustworthy and dedicated trade media network from which to leverage industry reach for your brand's individual message, product showcase, and unique value.

SPECIALS

These insightful editorial specials represent B&C's in-depth features, business overviews, and industry outlooks. They reflect the thorough analysis and reporting that our readers have grown to rely on over our 85-year history. B&C averages two specials per issue (2-4 pages each), focusing on timely data, carefully selected topics, and critical areas of interest. Promoting your company's brand and message directly adjacent to this trusted strategic content throughout the year will continue to amplify your unique value and benefits to the B&C audience.

B&C SALUTES

The B&C Salutes series places a spotlight on industry-recognized awards, editorial acknowledgements, honorees, and industry leaders. Running approximately 4 pages each, Salutes cover individuals, companies, and teams across innovation, leadership, technology, programming, emerging talent, content, and brands across the full universe of the television, OTT, and VOD ecosystem. Your support, tailored message, and custom ad help to recognize our industry's best, while spotlighting your own brand, leadership, and contributions to the industry.

SUPPLEMENTS

Specifically geared and focused to support our marketers needs to reach these critical audiences, these tools are designed in a custom manner intended to benefit your marketing and sales growth. Content is reviewed by the award-winning editors of B&C to help promote your solutions and brand recognition. These supplements are built to house advertiser-supplied copy and design, in an effort to provide our marketing partners with an environment geared towards custom messaging.

EXTENDED DISTRIBUTION

Ensure that your brand and message are broadening and maximizing potential by reaching not only the core – audited – audiences of our media networks, but also extended to the attendees of every key industry event, including tradeshow, professional summits, and annual association shows.