

# 2018 Media Planning Guide

Issue Date	Ad Deadline	Issue Theme	Specials & Supplements	B&C Salutes	Extended Distribution
January 15	January 10	NATPE	<ul style="list-style-type: none"> <li>NATPE Miami</li> <li>CES Recap</li> </ul>	<ul style="list-style-type: none"> <li>Brandon Tartikoff Legacy Awards</li> </ul>	CES – Las Vegas NATPE – Miami
January 22	January 17	AWARDS SEASON	<ul style="list-style-type: none"> <li>International Content Creators</li> </ul>	<ul style="list-style-type: none"> <li>WWE – “RAW 25<sup>th</sup> Anniversary”</li> </ul>	
February 12	January 31	PROGRAMMATIC	<ul style="list-style-type: none"> <li>Black History Month</li> </ul>	<ul style="list-style-type: none"> <li>Producer / Production Company of the Year</li> </ul>	Real Screen Summit – DC NCTC Winter Ed Conference
February 26	February 14	OTT / VOD	<ul style="list-style-type: none"> <li><b>Spotlight: OTT / VOD / SVOD</b></li> <li>Upfront Central: Kids</li> <li>Upfront Central: Women</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	Technology Leadership Summit – Raleigh NC
March 12	March 5	PREMIUM NETWORKS	<ul style="list-style-type: none"> <li>Upfront Central: Food &amp; Lifestyle</li> </ul>	<ul style="list-style-type: none"> <li>Golden Mike Awards</li> </ul>	Golden Mike Awards – NYC
March 26	March 14	SYNDICATION	<ul style="list-style-type: none"> <li>Upfront Central: Sports</li> </ul>	<ul style="list-style-type: none"> <li>Digital All-Stars</li> </ul>	Advanced Adv. - NYC Wonder Women – NYC
April 9	April 4	NAB	<ul style="list-style-type: none"> <li>NAB Issue</li> <li>Upfront Central: Cable</li> </ul>	<ul style="list-style-type: none"> <li>Technology Leadership Awards</li> </ul>	NAB – Las Vegas Tech Leadership Awards – Vegas <b>Multicultural TV Summit – NYC</b>
April 30	April 25	STREAMING VIDEO (NEWFRONTS)	<ul style="list-style-type: none"> <li>Upfront Central: News</li> <li>Upfront Central: Ad Tech</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	Daytime Emmys – LA
May 7	May 2	UPFRONT CENTRAL	<ul style="list-style-type: none"> <li>Upfront Central: Syndication</li> </ul>	<ul style="list-style-type: none"> <li>Spotlight: Market Movers</li> </ul>	
May 21	May 16	DIVERSITY / MULTICULTURAL	<ul style="list-style-type: none"> <li>Next TV: On Demand</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	



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June 11	June 6	S-VOD / A-VOD	<ul style="list-style-type: none"> <li>Emmys, Phase I: Pre-Nominations</li> </ul>	<ul style="list-style-type: none"> <li>Women in the Game</li> </ul>	Digital Media Summit – Atlanta
June 25	20	ADVERTISING SALES	<ul style="list-style-type: none"> <li>Summer Programming</li> <li>Outlook: Addressability</li> </ul>	<ul style="list-style-type: none"> <li>Forecast: The Business of Weather</li> </ul>	Programmatic TV Summit
July 16	July 11	INDEPENDENTS	<ul style="list-style-type: none"> <li>Outlook: eSports and Virtual Reality</li> </ul>	<ul style="list-style-type: none"> <li>The Buyers of Syndication</li> </ul>	
July 23	July 18	DIGITAL	<ul style="list-style-type: none"> <li>Outlook: Cyber Security</li> <li>Spotlight: Data &amp; Measurement</li> </ul>	<ul style="list-style-type: none"> <li>TV All-Stars: College Sports</li> </ul>	The Independent Show – Anaheim Streaming Tech Summit – LA
July 30	July 25	OTT / VIDEO DISTRIBUTION	<ul style="list-style-type: none"> <li>Outlook: Content Distribution</li> </ul>	<ul style="list-style-type: none"> <li>The Strategists: TV's Top Media Planners</li> </ul>	OTT & Video Distribution Summit – LA
August 13	August 8	SPORTS	<ul style="list-style-type: none"> <li>Emmys, Phase II: The Nominations</li> </ul>	<ul style="list-style-type: none"> <li>TV All-Stars: Regional Sports</li> </ul>	
August 20	August 15	EMMYS	<ul style="list-style-type: none"> <li>IBC Preview</li> </ul>	<ul style="list-style-type: none"> <li>Top Recruiters in Television</li> </ul>	
September 10	September 5	FALL PROGRAMMING	<ul style="list-style-type: none"> <li>Fall Season Preview: Broadcast, Cable &amp; Syndication</li> </ul>	<ul style="list-style-type: none"> <li>Broadcaster of the Year</li> </ul>	
September 24	September 19	ORIGINAL PROGRAMMING	<ul style="list-style-type: none"> <li>Primetime Emmys – Review and Salute</li> </ul>	<ul style="list-style-type: none"> <li>40 Under 40</li> </ul>	News Tech Summit – Tampa SCTC Cable-Tec Expo
October 1	September 26	NYC TELEVISION & VIDEO WEEK	<ul style="list-style-type: none"> <li>News Technology Update</li> </ul>	<ul style="list-style-type: none"> <li>B&amp;C Hall of Fame</li> <li>Hispanic TV Summit: Lifetime Achievement Award</li> </ul>	B&C Hall of Fame, TV Data, AA, Hispanic TV, Next TV



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October 8	October 1	<b>B&amp;C HALL OF FAME REVIEW</b>	<ul style="list-style-type: none"> <li>• NYC Television &amp; Video Week</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	
October 15	October 9	<b>MOBILE, DATA &amp; MEASUREMENT</b>	<ul style="list-style-type: none"> <li>• Next TV: Data &amp; Measurement</li> </ul>	<ul style="list-style-type: none"> <li>• Agency of the Year</li> </ul>	
November 5	October 31	<b>LIVE TV</b>	<ul style="list-style-type: none"> <li>• Outlook: Multicasts / Diginets</li> </ul>	<ul style="list-style-type: none"> <li>• Sports Executive of the Year</li> </ul>	Government Video Expo – DC
November 19	November 14	<b>UNSCRIPTED PROGRAMMING</b>	<ul style="list-style-type: none"> <li>• Outlook: Holiday Programming + Gameshows</li> </ul>	<ul style="list-style-type: none"> <li>• Dealmakers: TVs Agents, Lawyers, and Managers</li> </ul>	
December 3	November 28	<b>AWARDS SEASON</b>	<ul style="list-style-type: none"> <li>• Golden Globes Preview</li> </ul>	<ul style="list-style-type: none"> <li>• News Director, Multi-platform Broadcast, GM, and Station Group of the Year</li> </ul>	
December 17	December 12	<b>BEST OF THE YEAR</b>	<ul style="list-style-type: none"> <li>• Regional Spotlight: Chicago</li> </ul>	<ul style="list-style-type: none"> <li>• TV Power 100 List</li> </ul>	



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## EDITORIAL CONTACTS

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### **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 tradeshows, professional summits, and annual association shows.