

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"> NATPE Miami CES Recap 	<ul style="list-style-type: none"> Brandon Tartikoff Legacy Awards 	CES – Las Vegas NATPE – Miami
January 22	January 17	AWARDS SEASON	<ul style="list-style-type: none"> International Content Creators 	<ul style="list-style-type: none"> WWE – “RAW 25th Anniversary” 	
February 12	January 31	PROGRAMMATIC	<ul style="list-style-type: none"> Black History Month 	<ul style="list-style-type: none"> Producer / Production Company of the Year 	Real Screen Summit – DC NCTC Winter Ed Conference
February 26	February 14	OTT / VOD	<ul style="list-style-type: none"> Spotlight: OTT / VOD / SVOD Upfront Central: Kids Upfront Central: Women 	<ul style="list-style-type: none"> 	Technology Leadership Summit – Raleigh NC
March 12	March 5	PREMIUM NETWORKS	<ul style="list-style-type: none"> Upfront Central: Food & Lifestyle 	<ul style="list-style-type: none"> Golden Mike Awards 	Golden Mike Awards – NYC
March 26	March 14	SYNDICATION	<ul style="list-style-type: none"> Upfront Central: Sports 	<ul style="list-style-type: none"> Digital All-Stars 	Advanced Adv. - NYC Wonder Women – NYC
April 9	April 4	NAB	<ul style="list-style-type: none"> NAB Issue Upfront Central: Cable 	<ul style="list-style-type: none"> Technology Leadership Awards 	NAB – Las Vegas Tech Leadership Awards – Vegas Multicultural TV Summit – NYC
April 23	April 18	STREAMING / SVOD	<ul style="list-style-type: none"> Spotlight: Business of Weather Upfront Central: News 	<ul style="list-style-type: none"> Daytime Emmys 	
April 30	April 25	STREAMING VIDEO (NEWFRONTS)	<ul style="list-style-type: none"> Upfront Central: NewFronts 	<ul style="list-style-type: none"> 	Daytime Emmys – LA

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May 14	Digital Supplement	UPFRONT CENTRAL	<ul style="list-style-type: none"> Supplement: <i>"Broadcast Upfronts"</i> 	<ul style="list-style-type: none"> Spotlight: Market Movers 	
May 21	May 16	DIVERSITY / MULTICULTURAL	<ul style="list-style-type: none"> Next TV: On Demand 	<ul style="list-style-type: none"> 	
June 11	June 6	S-VOD / A-VOD	<ul style="list-style-type: none"> Emmys, Phase I: Pre-Nominations 	<ul style="list-style-type: none"> 	Digital Media Summit – Atlanta
June 25	20	SUMMER PROGRAMMING	<ul style="list-style-type: none"> Outlook: Addressability 	<ul style="list-style-type: none"> Women in the Game 	Programmatic TV Summit
July 16	July 11	INDEPENDENTS	<ul style="list-style-type: none"> Outlook: eSports and Virtual Reality 	<ul style="list-style-type: none"> The Buyers of Syndication 	
July 23	July 18	DIGITAL	<ul style="list-style-type: none"> Outlook: Cyber Security Spotlight: Data & Measurement 	<ul style="list-style-type: none"> TV All-Stars: College Sports 	The Independent Show – Anaheim Streaming Tech Summit – LA
July 30	July 25	OTT / VIDEO DISTRIBUTION	<ul style="list-style-type: none"> Outlook: Content Distribution 	<ul style="list-style-type: none"> The Strategists: TV's Top Media Planners 	OTT & Video Distribution Summit – LA
August 13	August 8	SPORTS	<ul style="list-style-type: none"> Emmys, Phase II: The Nominations 	<ul style="list-style-type: none"> TV All-Stars: Regional Sports 	
August 20	August 15	EMMYS	<ul style="list-style-type: none"> IBC Preview 	<ul style="list-style-type: none"> Top Recruiters in Television 	
September 10	September 5	FALL PROGRAMMING	<ul style="list-style-type: none"> Fall Season Preview: Broadcast, Cable & Syndication 	<ul style="list-style-type: none"> Broadcaster of the Year 	



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2018 - May

September 24	September 19	ORIGINAL PROGRAMMING	<ul style="list-style-type: none"> • Primetime Emmys – Review and Salute 	<ul style="list-style-type: none"> • 40 Under 40 	News Tech Summit – Tampa SCTC Cable-Tec Expo
October 1	September 26	NYC TELEVISION & VIDEO WEEK	<ul style="list-style-type: none"> • News Technology Update 	<ul style="list-style-type: none"> • B&C Hall of Fame • Hispanic TV Summit: Lifetime Achievement Award 	B&C Hall of Fame, TV Data, AA, Hispanic TV, Next TV
October 8	October 1	B&C HALL OF FAME REVIEW	<ul style="list-style-type: none"> • NYC Television & Video Week 	<ul style="list-style-type: none"> • 	
October 15	October 9	MOBILE, DATA & MEASUREMENT	<ul style="list-style-type: none"> • Next TV: Data & Measurement 	<ul style="list-style-type: none"> • Agency of the Year 	
November 5	October 31	LIVE TV	<ul style="list-style-type: none"> • Outlook: Multicasts / Diginets 	<ul style="list-style-type: none"> • Sports Executive of the Year 	Government Video Expo – DC
November 19	November 14	UNSCRIPTED PROGRAMMING	<ul style="list-style-type: none"> • Outlook: Holiday Programming + Gameshows 	<ul style="list-style-type: none"> • Dealmakers: TVs Agents, Lawyers, and Managers 	
December 3	November 28	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 	
December 17	December 12	BEST OF THE YEAR	<ul style="list-style-type: none"> • Regional Spotlight: Chicago 	<ul style="list-style-type: none"> • TV Power 100 List 	

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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.