

Issue Date	Ad Deadline	Issue Theme	Specials & Supplements	Multichannel Salutes	Extended Distribution
January 7	December 31	DATA & METRICS	<ul style="list-style-type: none"> Viewer Watch + Super Bowl CES Preview 	•	CES – Las Vegas NATPE – Miami Real Screen Summit
January 14	January 8	NATPE	•	•	
January 28	January 22	STATE OF CABLE	<ul style="list-style-type: none"> Programming: A Global Update Update: Programmatic 	<ul style="list-style-type: none"> Spotlight: Fiber Resurgence Wonder Women + Women to Watch Class of 2018 	Metro Connect Fiber Expo – Miami
February 11	February 5	APP NATION	<ul style="list-style-type: none"> Black History Month Advanced Advertising: Programmatic 	•	NCTC Winter Ed Conference
February 18	February 12	AUDIENCE MEASUREMENT	<ul style="list-style-type: none"> Cover Story: Audience Measurement Spotlight: SVOD Strategies 	• Money All-Stars	Technology Leadership Summit – Raleigh NC
March 11	March 5	NET NEUTRALITY	<ul style="list-style-type: none"> Feature: Smart Home Technology 	<ul style="list-style-type: none"> Golden Mike Awards Market Spotlight: Chicago 	
March 25	March 19	WONDER WOMEN	<ul style="list-style-type: none"> Masters of Social Media 	<ul style="list-style-type: none"> T. Howard Foundation Awards Wonder Women Gala + Women to Watch 	Advanced Advertising. - NYC Wonder Women – NYC
April 1	March 26	MULTICULTURAL	<ul style="list-style-type: none"> Multicultural TV: Diversity in Audience Segments 	• Cable Hall of Fame	Multicultural TV Summit – NYC Cable Hall of Fame – NYC
April 15	April 9				

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April 22	April 16	AUDIENCE / RATINGS	<ul style="list-style-type: none"> Outlook: Distribution in OTT 	<ul style="list-style-type: none"> Spotlight: Market Movers 	
May 6	April 30	UPFRONT CENTRAL	<ul style="list-style-type: none"> Outlook: Upfront Week 	<ul style="list-style-type: none"> Cable Center Hall of Fame Peabody Awards 	Peabody Awards - NYC
May 20	May 14	ADVANCED ADVERTISING	<ul style="list-style-type: none"> Spotlight: Pay TV Customer Care 	<ul style="list-style-type: none"> 	
June 3	May 28	CABLE NETWORK PROGRAMMING	<ul style="list-style-type: none"> Advanced Advertising: Programmatic & Mobile 	<ul style="list-style-type: none"> Outlook: OTT SPORTS 	
June 17	June 11	PRODUCTION	<ul style="list-style-type: none"> Outlook: Cable Technology Spotlight: True Crime TV 	<ul style="list-style-type: none"> Women in the Game 	Digital Media Summit – Atlanta
June 24	June 18	EMMYS	<ul style="list-style-type: none"> VidCon Preview 	<ul style="list-style-type: none"> 	
July 8	July 2	AUDIENCE	<ul style="list-style-type: none"> Outlook: Audience Measurement 	<ul style="list-style-type: none"> Independent Operator of the Year 	The Independent Show – Anaheim Streaming Tech Summit – LA
July 29	July 19	<i>NCTC INDEPENDENT SHOW DAILY</i>	<ul style="list-style-type: none"> NCTC Independent Show Preview 	<ul style="list-style-type: none"> 	DAILIES ISSUE ONLY
August 5	July 30	MASTERS OF NEWS + POLITICS	<ul style="list-style-type: none"> Special Report: Women of Technology 	<ul style="list-style-type: none"> Sports Executive of the Year 	
August 19	August 13	DIVERSITY	<ul style="list-style-type: none"> Spotlight: Cyber Security (and Pay TV) 	<ul style="list-style-type: none"> Gatekeepers: TV Key Players in Video Distribution 	

September 9	September 3	CYBER SECURITY	<ul style="list-style-type: none"> Spotlight: Future of Home Shopping 	<ul style="list-style-type: none"> Marketing Innovation: Seasons Best Campaigns 	
September 16	September 10	CLOUD & IP	<ul style="list-style-type: none"> Outlook: Pay-Per-View 	<ul style="list-style-type: none"> Distributor of the Year 	News Tech Summit – Tampa
September 30	September 24	MULTICULTURAL	<ul style="list-style-type: none"> NYC Television & Video Week 	<ul style="list-style-type: none"> 40 Under 40 (Part of NYC TV Week) 	<i>Kaitz Diversity Foundation</i> B&C Hall of Fame, TV Data, AA, Hispanic TV, Next TV
October 7	October 1	OPERATORS / MVPDs	<ul style="list-style-type: none"> Annual Buyer’s Guide (Digital Supplement) 	<ul style="list-style-type: none"> 	Pioneer Awards (Oct. 22 nd) Kaitz Dinner (Oct. 17 th)
October 21	October 15	NYC TELEVISION & VIDEO WEEK	<ul style="list-style-type: none"> SCTE Cable-Tec Expo Review 	<ul style="list-style-type: none"> Hispanic TV Summit Awards Next TV Awards: Innovation 	SCTE Cable-Tec Expo
Oct. 21 – 24	October 11	SCTE CABLE-TEC EXPO SHOW DAILY			
November 11	November 5	OTT / VOD	<ul style="list-style-type: none"> Affiliate Marketing: Best Campaigns of 2018 	<ul style="list-style-type: none"> Sports Athlete / Brand of the Year 	Government Video Expo - DC
November 25	November 19	PREMIUM NETWORKS	<ul style="list-style-type: none"> Sports Beyond the Mainstream: Mixed Martial Arts, Motor, and Outdoor 	<ul style="list-style-type: none"> WICT LEA Awards 	
December 2	November 26	AWARDS SEASON	<ul style="list-style-type: none"> International Dealmakers 	<ul style="list-style-type: none"> MCN’s Executive of the Year 	
December 16	December 10	BEST OF THE YEAR	<ul style="list-style-type: none"> Energy 2020: Cable Executives on Green Goals 	<ul style="list-style-type: none"> Streaming & OTT 	

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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. MCN 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 MCN'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. MCN 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 MCN audience.

MCN SALUTES

The MCN 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 MCN 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.