

Issue Date	Ad Deadline	Issue Theme	Specials & Supplements	Multichannel Salutes	Extended Distribution
January 8	January 2	DATA & METRICS	<ul style="list-style-type: none"> Viewer Watch CES Preview 	•	CES – Las Vegas NATPE – Miami Real Screen Summit
January 15	January 10	MID-SEASON PROGRAMMING	<ul style="list-style-type: none"> Super Bowl Update: Programmatic 	•	
January 29	January 24	STATE OF CABLE	<ul style="list-style-type: none"> Programming: A Global Update 	<ul style="list-style-type: none"> Wonder Women + Women to Watch Class of 2018 	
February 5	January 31	APP NATION	<ul style="list-style-type: none"> Black History Month Advanced Advertising: Programmatic 	•	NCTC Winter Ed Conference
February 19	February 14	AUDIENCE MEASUREMENT	<ul style="list-style-type: none"> Cover Story: Audience Measurement Spotlight: SVOD Strategies 	<ul style="list-style-type: none"> Money All-Stars 	
March 5	February 28	NET NEUTRALITY	<ul style="list-style-type: none"> Feature: Smart Home Technology 	<ul style="list-style-type: none"> Golden Mike Awards Market Spotlight: Chicago 	Technology Leadership Summit – Raleigh NC
March 19	March 14	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 Adv. - NYC Wonder Women – NYC
April 2	March 27	MULTICULTURAL	<ul style="list-style-type: none"> Multicultural TV: Diversity in Audience Segments 	<ul style="list-style-type: none"> Cable Hall of Fame 	Multicultural TV Summit – NYC Cable Hall of Fame – NYC
April 16	April 8		•	•	

April 23	April 18	STREAMING / SVOD	<ul style="list-style-type: none"> Spotlight: Pay TV, Big Data & Customer Care 	<ul style="list-style-type: none"> Daytime Emmys 	
May 14	May 9	AUDIENCE / RATINGS	<ul style="list-style-type: none"> Outlook: Distribution in OTT 	<ul style="list-style-type: none"> Peabody Awards 	Peabody Awards - NYC
May 28	May 23	ADVANCED ADVERTISING	<ul style="list-style-type: none"> Spotlight: International Dealmakers 	<ul style="list-style-type: none"> NAMIC Vision Awards 	
June 4	May 30	CABLE NETWORK PROGRAMMING	<ul style="list-style-type: none"> Advanced Advertising: Programmatic & Mobile 	<ul style="list-style-type: none"> Women in the Game 	
June 18	June 13	PRODUCTION	<ul style="list-style-type: none"> Outlook: Cable Technology Spotlight: True Crime TV 	<ul style="list-style-type: none"> 	Digital Media Summit – Atlanta
July 2	June 27	EMMYS	<ul style="list-style-type: none"> VidCon Preview 	<ul style="list-style-type: none"> Salute: Leaders in the News 	
July 9	July 3	INDEPENDENT SHOW	<ul style="list-style-type: none"> NCTC Independent Show Preview 	<ul style="list-style-type: none"> Independent Operator of the Year 	The Independent Show – Anaheim Streaming Tech Summit – LA
July 28 – 31	July 18	NCTC INDEPENDENT SHOW DAILY			
August 6	August 1	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 27	August 22	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 3	August 29	CYBER SECURITY	<ul style="list-style-type: none"> Spotlight: Future of Home Shopping 	<ul style="list-style-type: none"> Distributor of the Year 	
September 17	September 12	CLOUD & IP	<ul style="list-style-type: none"> Outlook: Pay-Per-View 	<ul style="list-style-type: none"> Marketing Innovation: Seasons Best Campaigns 	News Tech Summit – Tampa
October 1	September 26	MULTICULTURAL	<ul style="list-style-type: none"> NYC Television & Video Week 	<ul style="list-style-type: none"> 40 Under 40 	<i>Kaitz Diversity Foundation</i> B&C Hall of Fame, TV Data, AA, Hispanic TV, Next TV
October 22	October 17	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 	
Oct. 22 – 25	October 12	SCTE CABLE-TEC EXPO SHOW DAILY			Pioneer Awards Banquet (Oct. 22 nd)
October 29	October 24	OPERATORS / MVPDs	<ul style="list-style-type: none"> Annual Buyer’s Guide (Digital Supplement) 	<ul style="list-style-type: none"> 	SCTE Cable-Tec Expo
November 12	November 8	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 26	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"> MCN’s Executive of the Year WICT LEA Awards 	
December 10	December 5	AWARDS SEASON	<ul style="list-style-type: none"> International Dealmakers 	<ul style="list-style-type: none"> 	
December 17	December 12	BEST OF THE YEAR	<ul style="list-style-type: none"> Energy 2020: Cable Executives on Green Goals 	<ul style="list-style-type: none"> TV Power 100 List 	

EDITORIAL

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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.