



2017 Editorial Calendar

Advertising: Charlie Weiss / cweiss@nbmedia.com

Editorial: Kent Gibbons / kgibbons@nbmedia.com

FEB – 2017

Issue Date	Ad Close	Materials Due	Primary Special Report	Spotlight	Events
01.02.17	12.20.16	12.22.16	<ul style="list-style-type: none"> • Inside CES: Connected TV and Mobile Trends 	<ul style="list-style-type: none"> • Guide to Advanced Advertising 	CES – Las Vegas
01.09.17	01.03.17	01.04.17	<ul style="list-style-type: none"> • Programming: A Global Update 		
01.16.17	01.09.17	01.11.17	<ul style="list-style-type: none"> • NATPE Issue • Next TV / OTT Update • 2016 Producers & Production Co. of the Year 	<ul style="list-style-type: none"> • Brandon Tartikoff Legacy Awards • International Marketplace 	NATPE – Miami
01.23/30.17	01.16.17	01.18.17	<ul style="list-style-type: none"> • Unscripted Programming • Producer of the Year 	<ul style="list-style-type: none"> • Technology Behind the Super Bowl 	Real Screen Summit – Washington D.C.
Issue Date	Ad Close	Materials Due	Primary Special Report	Spotlight	Events
02.06/13.17	01.30.17	02.01.17	<ul style="list-style-type: none"> • Black History Month • SuperBowl 	<ul style="list-style-type: none"> • Multicast Network Trends • Upfront Central: Women 	
02.20/27.17	02.13.17	02.15.17	<ul style="list-style-type: none"> • Digital All Stars • Tech Leadership Summit 	<ul style="list-style-type: none"> • Golden Mike Award: 	
Issue Date	Ad Close	Materials Due	Primary Special Report	Online	Events
03.13.17	03.06.17	03.08.17	<ul style="list-style-type: none"> • Outlook: Independent Networks • Upfront Central: Food & Lifestyle • Upfront Central: News Networks 	<ul style="list-style-type: none"> • 	Tech Leadership Summit - Charlotte
03.20.17	03.13.17	03.15.17	<ul style="list-style-type: none"> • NAB: ATSC 3.0 Spotlight • Upfront Central: Cable 	<ul style="list-style-type: none"> • 	Advanced Advertising - NYC Wonder Women – NYC
Issue Date	Ad Close	Materials Due	Primary Special Report	Online	Events
04.17.17	03.27.17	03.29.17	<ul style="list-style-type: none"> • Next TV: On Demand • Upfront Central: Ad Tech • NAB Preview • Multicast/Diginets • News Leaders: Local Talent 		
04.24.17	04.17.17	04.19.17	<ul style="list-style-type: none"> • NAB Show • Upfront Survival Guide • Advanced Advertising: Analytics • Technology Leadership Awards • Upfront Central: Market Movers 		NAB – Las Vegas B&C Tech Leadership Awards



2017 Editorial Calendar

Advertising: Charlie Weiss / cweiss@nbmedia.com

Editorial: Kent Gibbons / kgibbons@nbmedia.com

FEB – 2017

Issue Date	Ad Close	Materials Due	Primary Special Report	Online	Events
05.01.17	04.24..17	04.26.17	<ul style="list-style-type: none"> Upfront Central: NewFronts Next Wave of Leaders Streaming Upfront Central: Syndication 		
05.15.17	05.08.17	05.10.17	<ul style="list-style-type: none"> Upfront Issue Upfront Central: Hispanic Next TV: Social TV Advanced Advertising: Mobile 		
05.22.17	05.15.17	05.17.17	<ul style="list-style-type: none"> Advanced Advertising: Data Next TV: Social TV 		
Issue Date	Ad Close	Materials Due	Primary Special Report	Online	Events
06.12.17	06.05.17	06.07.17	<ul style="list-style-type: none"> Women in the Game Next TV: OTT Emmys Phase 1 Next TV Founders On the Rise Awards 		VID Week – Programmatic Summit, Next TV/OnDemand, VR Summit Digital Media Tech Summit - Tampa
06.26.17	06.19.17	06.21.17	<ul style="list-style-type: none"> Next TV: VR Advanced Advertising: Addressable 		News Tech Summit - Atlanta
Issue Date	Ad Close	Materials Due	Primary Special Report	Online	Events
07.17.17	07.10.17	07.12.17	<ul style="list-style-type: none"> The Strategists: Video's Top Media Planners Forecast: The Business of Weather 		
07.31.17	07.24.17	07.26.17	<ul style="list-style-type: none"> E Sports and VR Movers 		
Issue Date	Ad Close	Materials Due	Primary Special Report	Online	Events
08.14.17	08.07.17	08.09.17	<ul style="list-style-type: none"> Dealmakers: TV's Top Agents, Lawyers, Mgrs. Emmys Phase 2 the Nominations 		
08.28.17	08.21.17	08.23.17	<ul style="list-style-type: none"> College Sports NFL Kickoff IBC Preview 		
Issue Date	Ad Close	Materials Due	Primary Special Report	Online	Events



2017 Editorial Calendar

Advertising: Charlie Weiss / cweiss@nbmedia.com

Editorial: Kent Gibbons / kgibbons@nbmedia.com

FEB – 2017

09.11.17	09.04.17	09.06.17	<ul style="list-style-type: none"> Fall Season Preview: Broadcast, Cable, & Syndication Next TV: OnDemand 		
09.25.17	09.18.17	09.20.17	<ul style="list-style-type: none"> Broadcaster of the Year News Technology Update Advanced Advertising: Programmatic 		News Tech Summit
Issue Date	Ad Close	Materials Due	Primary Special Report	Online	Events
10.16.17	10.09.17	10.11.17	<ul style="list-style-type: none"> B&C Hall of Fame Issue & Supplement NYC TV & Video Week Hispanic TV Summit: Lifetime Achievement Next TV: VR Advanced Advertising: Analytics 		NYC TV WEEK B&C Hall of Fame Hispanic TV Summit Next TV Summit Advanced Advertising VR 2020
10.23.17	10.16.17	10.18.17	<ul style="list-style-type: none"> Special Feature: Holiday Programming Business of Live Next TV: OTT Agency of the Year 		
Issue Date	Ad Close	Materials Due	Primary Special Report	Online	Events
11.06.17	10.30.17	11.01.17	<ul style="list-style-type: none"> Next TV: Social TV Advanced Advertising: Mobile & Data Multicast/Diginet Special B&C's Year in Sports Personality Of The Year 		
Issue Date	Ad Close	Materials Due	Primary Special Report	Spotlight	Events
12.04.17	11.27.17	11.29.17	<ul style="list-style-type: none"> News Director, Multiplatform Broadcast, GM, and Station Group of the Year Advanced Advertising: Addressable 		Gov't Video Expo – DC
12.18.17	12.11.17	12.13.17	<ul style="list-style-type: none"> TV's Power 100 Golden Globes Preview 		