



2017 – 2018 Media Planning Guide

Issue Date	Ad Deadline	Issue Theme	Specials	B&C Salutes	Supplements	Extended Distribution
Apr. 17, 2017	April 10, 2017	ADVERTISING SALES	<ul style="list-style-type: none"> • Upfront Central: Ad Tech • NAB Preview 	<ul style="list-style-type: none"> • <i>Top Premium & OTT Offerings (small, medium & large)</i> 	Programmatic	
April 24, 2017	Apr. 18, 2017	NAB	<ul style="list-style-type: none"> • Newsroom Technology • Cable Tech at NAB • Daytime Emmys 	<ul style="list-style-type: none"> • <i>Technology Leadership Awards</i> 	Guide to Ad-Supported Networks	NAB – Las Vegas Tech Leadership Awards
May 1, 2017	Apr. 24, 2017	UPFRONTS / NEWFRONTS	<ul style="list-style-type: none"> • Focus: Streaming • Upfront Central: Syndication 	<ul style="list-style-type: none"> • <i>Next Wave of Leaders</i> • <i>Leaders of the Newfronts</i> 	Newfronts: Evolution of Digital Video	Daytime Emmys
May 15, 2017	May 8, 2017	UPFRONTS	<ul style="list-style-type: none"> • Next TV – Social • Advanced Adv. – Mobile 	<ul style="list-style-type: none"> • <i>Market Movers</i> 	Definitive Guide to MSOs & MVPDs	
May 22, 2017	May 15, 2017	DIVERSITY / MULTICULTURAL	<ul style="list-style-type: none"> • Advanced Adv. – Data • Next TV: Social 	<ul style="list-style-type: none"> • <i>Emmy: Pre-noms</i> 	World of Apps in the TV Industry	
June 12, 2017	Jun. 5, 2017	S-VOD / A-VOD	<ul style="list-style-type: none"> • Emmys – Phase I • Half-Year Ratings Scoreboard 	<ul style="list-style-type: none"> • <i>Women in the Game</i> • <i>Next TV “Founders on the Rise” Awards</i> 	Addressability Solutions	VID Week Digital Media Tech. Sum.
June 26, 2017	Jun. 19, 2017	PROGRAMMATIC	<ul style="list-style-type: none"> • Advanced Adv. – Addressable • Next TV: VR 	<ul style="list-style-type: none"> • <i>The Buyers of Syndication</i> 	Subscriber-Supported Video On Demand	News Tech Summit - Atlanta
July 17, 2017	Jul. 10, 2017	INDEPENDENTS	<ul style="list-style-type: none"> • Summer Programming • Marketing Specialists: Innovative Marketing Strategies and Solutions 	<ul style="list-style-type: none"> • <i>The Strategists: Video’s Top Media Planners</i> 	Advanced Advertising: Programmatic	Independent Show - Indianapolis
July 31, 2017	Jul. 24, 2017	DIGITAL	<ul style="list-style-type: none"> • E-Sports & VR Movers • Next TV – OTT special 	<ul style="list-style-type: none"> • <i>College and Regional Sports <u>TV</u> All Stars</i> 	Cyber Security	



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Aug. 14, 2017	Aug. 7, 2017	SPORTS	<ul style="list-style-type: none"> Emmys: Phase II (the nominations) Next TV – VR / AR 	<ul style="list-style-type: none"> <i>Dealmakers: TV's Top Agents, Lawyers, and Managers</i> 	On-Demand Supplement	
Aug. 28, 2017	Aug. 21, 2017	EMMYs	<ul style="list-style-type: none"> NFL Kickoff Focus: "Ad Blocking" 	<ul style="list-style-type: none"> <i>Brand Champions</i> 	Emmy Nominations: Expected Winners	
Sept. 11, 2017	Sep. 4, 2017	FALL PROGRAMMING	<ul style="list-style-type: none"> Fall Season Preview: Broadcast, Cable & Syndication Next TV: On Demand 	<ul style="list-style-type: none"> <i>Personality of the Year</i> 	Data & Measurement	
Sept. 25, 2017	Sep. 18, 2017	ORIGINAL PROGRAMMING	<ul style="list-style-type: none"> News Technology Update Outlook: Diginets / Multicasts 	<ul style="list-style-type: none"> <i>Broadcaster of the Year</i> <i>Top TV Media Buyers</i> 	Streaming: Technology	News Tech Summit SCTC Cable-Tec
Oct. 16, 2017	Oct. 9, 2017	NYC TV WEEK	<ul style="list-style-type: none"> Advanced Adv. – Analytics Outlook: Human Resources 	<ul style="list-style-type: none"> <i>Hispanic TV Summit: Lifetime Achievement</i> 	B&C Hall of Fame Supplement	B&C Hall of Fame, VR, Advanced Advertising, Hispanic TV, Next TV
Oct. 23, 2017	Oct. 16, 2017	OTT / VOD	<ul style="list-style-type: none"> Spotlight: Lawyers Outlook: Holiday Programming 	<ul style="list-style-type: none"> <i>Agency of the Year</i> 	Ad-Supported Video On Demand	
Nov. 6, 2017	Oct. 30, 2017	MOBILE, DATA & MEASUREMENT	<ul style="list-style-type: none"> Next TV: Social TV Top Production Companies 	<ul style="list-style-type: none"> <i>B&C's Year in Sports</i> 	Multicasts / Diginets	
Dec. 4, 2017	Nov. 27, 2017	LIVE TV	<ul style="list-style-type: none"> End-of-Year Ratings Scoreboard Addressable Advertising 	<ul style="list-style-type: none"> <i>News Director, Broadcasting, GM & Stn. Group of the Year</i> 	Guide to Production Companies	Gov't Video Expo – DC
Dec. 18, 2017	Dec. 11, 2017	BEST OF THE YEAR	<ul style="list-style-type: none"> Golden Globes Preview Holiday Programming 	<ul style="list-style-type: none"> <i>TV's Power 100 List</i> 	Guide to Sports Technology & Solutions	



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Jan. 8, 2018	Dec. 28, 2017	MID-SEASON PROGRAMMING	<ul style="list-style-type: none"> Programming: Global Update NATPE Preview 	<ul style="list-style-type: none"> <i>Producers & Production Companies of the Year</i> 	Guide to Mobile Programmatic	CES – Las Vegas
Jan. 15, 2018	Jan. 9, 2018	NATPE	<ul style="list-style-type: none"> Scripted Programming Next TV: OTT Update 	<ul style="list-style-type: none"> <i>Tartikoff / Legacy Awards</i> 	Definitive OTT Guide (eBook)	NATPE – Miami
Feb. 5, 2018	Jan. 29, 2018	PROGRAMMATIC	<ul style="list-style-type: none"> Unscripted Programming Cyber-Security 	<ul style="list-style-type: none"> <i>Digital All-Stars</i> 	Multicultural Networks	Real Screen Summit – DC
Feb. 19, 2018	Feb. 13, 2018	OTT / VOD	<ul style="list-style-type: none"> Black History Month Next TV: On Demand 	<ul style="list-style-type: none"> <i>Golden Mike Awards</i> 	News Tech: eBook	Golden Mike Award – NYC
Mar. 13, 2017	Mar. 6, 2017	PREMIUM NETWORKS	<ul style="list-style-type: none"> Wonder Women Upfront Central: Newfronts 	<ul style="list-style-type: none"> <i>The Top Recruiters List</i> <i>Top HR Execs</i> 	Independent Networks	Tech Leadership Summit - Charlotte
Mar. 20, 2017	Mar. 13, 2017	SYNDICATION	<ul style="list-style-type: none"> NAB: ATSC 3.0 Spotlight Upfront Central: Cable 	<ul style="list-style-type: none"> <i>Station News Leaders: Local Talent</i> 	Guide to Multicultural Networks	Advanced Adv. - NYC Wonder Women – NYC

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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 tradeshow, professional summits, and annual association shows.