



# 2017 – 2018 Media Planning Guide

Advertising Charlie Weiss [cweiss@nbmedia.com](mailto:cweiss@nbmedia.com)  
 Editorial Kent Gibbons [kgibbons@nbmedia.com](mailto:kgibbons@nbmedia.com)

Aug., 2017

Issue Date	Ad Deadline	Issue Theme	Specials	B&C Salutes	Supplements	Extended Distribution
July 17, 2017	Jul. 10, 2017	<b>DIGITAL CONTENT &amp; BACKBONE</b>	<ul style="list-style-type: none"> <li>• Summer Programming</li> <li>• Marketing Specialists: Innovative Marketing Strategies and Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• <i>The Buyers of Syndication</i></li> </ul>	Advanced Advertising: Programmatic	
July 24, 2017	Jul. 17, 2017	<b>INDEPENDENT NETWORKS</b>	<ul style="list-style-type: none"> <li>• E-Sports &amp; VR Movers</li> <li>• Next TV – OTT special</li> </ul>	<ul style="list-style-type: none"> <li>• <i>The Strategists: Video's Top Media Planners</i></li> </ul>	Cyber Security	The Independent Show - Indianapolis
Aug. 21, 2017	Aug. 16, 2017	<b>EMMYS</b>	<ul style="list-style-type: none"> <li>• Emmys: Phase II (the nominations)</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Regional Sports TV All Stars</i></li> </ul>	Emmy Nominations: Expected Winners	
Aug. 28, 2017	Aug. 23, 2017	<b>FALL SEASON</b>	<ul style="list-style-type: none"> <li>• Focus: "Ad Blocking"</li> <li>• Next TV – VR / AR</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Dealmakers: TV's Top Agents, Lawyers, and Managers</i></li> </ul>	On-Demand Supplement	
Sept. 11, 2017	Sept. 4, 2017	<b>INNOVATION</b>	<ul style="list-style-type: none"> <li>• Fall Season Preview: Broadcast, Cable &amp; Syndication</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Personality of the Year</i></li> </ul>	Data & Measurement	
Sept. 25, 2017	Sept. 18, 2017	<b>ORIGINAL PROGRAMMING</b>	<ul style="list-style-type: none"> <li>• Spotlight: Game Shows</li> <li>• Outlook: Diginets / Multicasts</li> <li>• Primetime Emmys</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Broadcaster of the Year: Jordan Wertlieb</i></li> <li>• <i>Top TV Media Buyers</i></li> </ul>	Streaming: Technology	<ul style="list-style-type: none"> <li>• TVB</li> <li>• News Tech Summit</li> </ul>
Oct. 16, 2017	Oct. 9, 2017	<b>NYC TV WEEK</b>	<ul style="list-style-type: none"> <li>• Advanced Adv. – Analytics</li> <li>• Outlook: Human Resources</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Hispanic TV Summit: Lifetime Achievement</i></li> </ul>	B&C Hall of Fame Supplement	<ul style="list-style-type: none"> <li>• B&amp;C Hall of Fame, VR, Advanced Advertising, Hispanic TV, Next TV</li> <li>• SCTE Cable-Tec Expo</li> </ul>
Oct. 23, 2017	Oct. 16, 2017	<b>OTT / VOD</b>	<ul style="list-style-type: none"> <li>• Spotlight: Lawyers</li> <li>• Outlook: Holiday Programming</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Agency of the Year</i></li> </ul>	Ad-Supported Video On Demand	



# 2017 – 2018 Media Planning Guide

Advertising Charlie Weiss [cweiss@nbmedia.com](mailto:cweiss@nbmedia.com)  
 Editorial Kent Gibbons [kgibbons@nbmedia.com](mailto:kgibbons@nbmedia.com)

Aug., 2017

Issue Date	Ad Deadline	Issue Theme	Specials	B&C Salutes	Supplements	Extended Distribution
Nov. 6, 2017	Oct. 30, 2017	<b>MOBILE, DATA &amp; MEASUREMENT</b>	<ul style="list-style-type: none"> <li>Next TV: Social TV</li> <li>Top Production Companies</li> </ul>	<ul style="list-style-type: none"> <li><i>B&amp;C's Year in Sports</i></li> </ul>	Multicasts / Diginets	
Dec. 4, 2017	Nov. 27, 2017	<b>LIVE TV</b>	<ul style="list-style-type: none"> <li>End-of-Year Ratings Scoreboard</li> <li>Addressable Advertising</li> </ul>	<ul style="list-style-type: none"> <li><i>News Director, Broadcasting, GM &amp; Stn. Group of the Year</i></li> </ul>	Guide to Production Companies	Gov't Video Expo – DC
Dec. 18, 2017	Dec. 11, 2017	<b>BEST OF THE YEAR</b>	<ul style="list-style-type: none"> <li>Golden Globes Preview</li> <li>Holiday Programming</li> </ul>	<ul style="list-style-type: none"> <li><i>TV's Power 100 List</i></li> </ul>	Guide to Sports Technology & Solutions	
Jan. 8, 2018	Dec. 28, 2017	<b>MID-SEASON PROGRAMMING</b>	<ul style="list-style-type: none"> <li>Programming: Global Update</li> <li>NATPE Preview</li> </ul>	<ul style="list-style-type: none"> <li><i>Producers &amp; Production Companies of the Year</i></li> </ul>	Guide to Mobile Programmatic	CES – Las Vegas
Jan. 15, 2018	Jan. 9, 2018	<b>NATPE</b>	<ul style="list-style-type: none"> <li>Scripted Programming</li> <li>Next TV: OTT Update</li> </ul>	<ul style="list-style-type: none"> <li><i>Tartikoff / Legacy Awards</i></li> </ul>	Definitive OTT Guide (eBook)	NATPE – Miami
Feb. 5, 2018	Jan. 29, 2018	<b>PROGRAMMATIC</b>	<ul style="list-style-type: none"> <li>Unscripted Programming</li> <li>Cyber-Security</li> </ul>	<ul style="list-style-type: none"> <li><i>Digital All-Stars</i></li> </ul>	Multicultural Networks	Real Screen Summit – DC
Feb. 19, 2018	Feb. 13, 2018	<b>OTT / VOD</b>	<ul style="list-style-type: none"> <li>Black History Month</li> <li>Next TV: On Demand</li> </ul>	<ul style="list-style-type: none"> <li><i>Golden Mike Awards</i></li> </ul>	News Tech: eBook	Golden Mike Award – NYC
Mar. 13, 2018	Mar. 6, 2018	<b>PREMIUM NETWORKS</b>	<ul style="list-style-type: none"> <li>Wonder Women</li> <li>Upfront Central: Newfronts</li> </ul>	<ul style="list-style-type: none"> <li><i>The Top Recruiters List</i></li> <li><i>Top HR Execs</i></li> </ul>	Independent Networks	Tech Leadership Summit - Charlotte
Mar. 20, 2018	Mar. 13, 2018	<b>SYNDICATION</b>	<ul style="list-style-type: none"> <li>NAB: ATSC 3.0 Spotlight</li> <li>Upfront Central: Cable</li> </ul>	<ul style="list-style-type: none"> <li><i>Station News Leaders: Local Talent</i></li> </ul>	Guide to Multicultural Networks	Advanced Adv. - NYC Wonder Women – NYC



# 2017 – 2018 Media Planning Guide

Advertising Charlie Weiss [cweiss@nbmedia.com](mailto:cweiss@nbmedia.com)  
 Editorial Kent Gibbons [kgibbons@nbmedia.com](mailto:kgibbons@nbmedia.com)

Aug., 2017

Issue Date	Ad Deadline	Issue Theme	Specials	B&C Salutes	Supplements	Extended Distribution
Apr. 17, 2018	April 10, 2018	ADVERTISING SALES	<ul style="list-style-type: none"> <li>Upfront Central: Ad Tech</li> <li>NAB Preview</li> </ul>	<ul style="list-style-type: none"> <li><i>Top Premium &amp; OTT Offerings (small, medium &amp; large)</i></li> </ul>	Programmatic	
April 24, 2018	Apr. 18, 2018	NAB	<ul style="list-style-type: none"> <li>Newsroom Technology</li> <li>Cable Tech at NAB</li> <li>Daytime Emmys</li> </ul>	<ul style="list-style-type: none"> <li><i>Technology Leadership Awards</i></li> </ul>	Guide to Ad-Supported Networks	NAB – Las Vegas Tech Leadership Awards
May 1, 2018	Apr. 24, 2018	UPFRONTS / NEWFRONTS	<ul style="list-style-type: none"> <li>Focus: Streaming</li> <li>Upfront Central: Syndication</li> </ul>	<ul style="list-style-type: none"> <li><i>Next Wave of Leaders</i></li> <li><i>Leaders of the Newfronts</i></li> </ul>	Newfronts: Evolution of Digital Video	Daytime Emmys
May 15, 2018	May 8, 2018	UPFRONTS	<ul style="list-style-type: none"> <li>Next TV – Social</li> <li>Advanced Adv. – Mobile</li> </ul>	<ul style="list-style-type: none"> <li><i>Market Movers</i></li> </ul>	Definitive Guide to MSOs & MVPDs	
May 22, 2018	May 15, 2018	DIVERSITY / MULTICULTURAL	<ul style="list-style-type: none"> <li>Advanced Adv. – Data</li> <li>Next TV: Social</li> </ul>	<ul style="list-style-type: none"> <li><i>Emmy: Pre-noms</i></li> </ul>	World of Apps in the TV Industry	
June 12, 2018	Jun. 5, 2018	S-VOD / A-VOD	<ul style="list-style-type: none"> <li>Emmys – Phase I</li> <li>Half-Year Ratings Scoreboard</li> </ul>	<ul style="list-style-type: none"> <li><i>Women in the Game</i></li> <li><i>Next TV “Founders on the Rise” Awards</i></li> </ul>	Addressability Solutions	VID Week Digital Media Tech. Sum.
June 26, 2018	Jun. 19, 2018	PROGRAMMATIC	<ul style="list-style-type: none"> <li>Advanced Adv. – Addressable</li> <li>Next TV: VR</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	Subscriber-Supported Video On Demand	News Tech Summit - Atlanta

# 2017 – 2018 Media Planning Guide

Advertising Charlie Weiss [cweiss@nbmedia.com](mailto:cweiss@nbmedia.com)  
Editorial Kent Gibbons [kgibbons@nbmedia.com](mailto:kgibbons@nbmedia.com)

Aug., 2017

---

## 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.