## TIME 2018 OPPORTUNITIES

115   OPTIMISM/THE GOOD NEWS ISSUE; WITH GUEST   GLOBAL ECONOMIC OUTLOOK/DAVOS'   TRUMPS FIRST YEAR   GOLDBAL ECONOMIC OUTLOOK/DAVOS'   12.15   1.5.18   1.5.12   1.5.18   1.5.18   1.5.18   1.5.18   1.5.18   1.5.18   1.5.12   1.5.18   1.5.18   1.5.18   1.5.18   1.5.18   1.5.18   1.5.12   1.5.18   1		DATE	TOPIC	AD CLOSE	ON SALE	
TRUMPS FIRST YEAR   GOLDEN GLOBES WRAP PUP (1/7)*   1988/ 50 YEARS LATER (MIX DAY SPECIAL)*   1222   1.12		1.15	EDITOR BILL GATES	12.15	1.5.18	
1988/30 YEARS LATER (MILE DAY SPECIAL)						
1988/30 YEARS LATER (MILE DAY SPECIAL)				12.22	1.12	
129		1.22				
25   BLACK HISTORY MONTH*   1.5   1.26			FRONTIERS OF MEDICINE: COLD AND FLU*			
212   MAKING AMERICA NUCLEAR AGAIN   1.12   2.2		1.29	THE AVENGERS: WOMEN CHANGING POLITICS	12.29	1.19	
BLACK PANTHER MOVIE   SUPER BOWL WRAP UP (2/4)*   1.19   2.9   5		2.5	BLACK HISTORY MONTH*	1.5	1.26	
SUPER BOWL WRAP UP (2/4)*   1.19   2.9   50		2.12		1.12	2.2	
LONGEVITY/GUIDE TO LONG LIFE (DOUBLE)		2.19				Q1
LONGEVITY/GUIDE TO LONG LIFE (DOUBLE)				1.19		
1.26   2.16   SPRING BOOKS*   SPRING TRAVEL*			(VALENTINE'S DAY SPECIAL)*			
SPRING BOOKS*   SPRING TRAVEL*   SPRING TRAVEL*		2 26	WINTER OLYMPICS (2/9 – 25)	1 26		
1986   3.5   FRONTIERS OF MEDICINE: OPIOIDS   2.2   2.23     3.12   OSCARS/TIME'S UP AND HOLLYWOOD   2.9   3.2     QUARTERLY FIRSTS SPECIAL*   THIS IS US TY FEATURE   HIV/AIDS UPDATE*   FRONTIERS OF MEDICINE: FERTILITY*     4.2   THE FIGHT AGAINST GUNS   3.2   3.23     4.4   YOUNG ADULT BOOKS*   4.9   MARCH MADNESS RECAP (3/13-3/24)*   3.9   3.30     5PACE: 60 YEARS OF NASA*   FUTURE OF COFFEE/HOWARD SCHULTZ   MLB PREVIEW*   FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE*   CLIMATE CHANGE REPORT (EARTH DAY SPECIAL)*     4.23   TALE OF THREE CITIES: INNOVATION IN CITY PLANNING*   3.23   4.13     KENTUCKY DERBY PREVIEW*   NY AUTO SHOW*   4.30   TIME 100 (DOUBLE)   3.30   4.20     5.14   MOST HEALING FOODS*   4.13   5.4     WOST HEALING FOODS*   4.13   5.4     MOST HEALING FOODS*   4.20   5.11   7.11     NEXT GENERATION LEADERS   5.28   SUMMER MOVILE PREVIEW   4.27   5.18     FRONTIERS OF MEDICINE: KID'S HEALTH*   7.5   7.5     ROYAL WEDDING COVERAGE   5.28   SUMMER TRAVEL: NATIONAL PARKS*   5.4   5.25     CANNES FILM FESTIVAL (5/9 - 20)*   THE CONNECTED LIFE*   DRONES   SCIENCE OF EXERCISE*   NBA FINALS*   KIDS BOOKS*   MOST INFLUENTIAL PEOPLE ON THE INTERNET   6.11   6.1     FRONTIERS OF MEDICINE: DIGGING FOR DRUGS*   5.18   6.8     WORLD CUP   WOMEN CHEFS/FOOD ISSUE*   6.15		2.26	SPRING BOOKS*	1.20		
13.12   OSCARS/TIME'S UP AND HOLLYWOOD   2.9   3.2		0.5		0.0	0.00	
QUARTERLY FIRSTS SPECIAL*						
1980   HIV/AIDS UPDATE*   FRONTIERS OF MEDICINE: FERTILITY*     4.2	E E	3.12		2.9	3.2	
HIV/AIDS UPDATE*   FRONTIERS OF MEDICINE: FERTILITY*	MAR		,			
4.2		3.19	HIV/AIDS UPDATE*	2.16	3.9	
YOUNG ADULT BOOKS*   4.9   MARCH MADNESS RECAP (3/13-3/24)*   3.9   3.30     SPACE: 60 YEARS OF NASA*   FUTURE OF COFFEE/HOWARD SCHULTZ   MLB PREVIEW*   3.16   4.6     FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE*   CLIMATE CHANGE REPORT (EARTH DAY SPECIAL)*     4.23   TALE OF THREE CITIES: INNOVATION IN CITY PLANNING*   3.23   4.13     KENTUCKY DERBY PREVIEW*   NY AUTO SHOW*   4.30   TIME 100 (DOUBLE)   3.30   4.20     TIME 100 WRAP UP   MOST HEALING FOODS*   QUARTERLY FIRSTS SPECIAL*   MOTHER'S DAY*   4.20   5.11     5.21   MOTHER'S DAY*   4.20   5.11   NSIDE THE MIND OF DOGS*   NEXT GENERATION LEADERS   5.28   SUMMER MOVIE PREVIEW   4.27   5.18     FRONTIERS OF MEDICINE: KID'S HEALTH*   ROYAL WEDDING COVERAGE   SUMMER TRAVEL: NATIONAL PARKS*   5.4   5.25     CANNES FILM FESTIVAL (5/9 - 20)*   THE CONNECTED LIFE*   DRONES   SCIENCE OF EXERCISE*   NBA FINALS*   KIDS BOOKS*   MOST INFLUENTIAL PEOPLE ON THE INTERNET   6.18   FRONTIERS OF MEDICINE: DIGGING FOR DRUGS*   5.18   6.8   WORLD CUP   WOMEN CHEFS/FOOD ISSUE*   5.25   6.15			FRONTIERS OF MEDICINE: FERTILITY*			
4.9   MARCH MADNESS RECAP (3/13-3/24)*   3.9   3.30     SPACE: 60 YEARS OF NASA*   FUTURE OF COFFEE/HOWARD SCHULTZ     MLB PREVIEW*   3.16   4.6     FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE*     CLIMATE CHANGE REPORT (EARTH DAY SPECIAL)*     4.23   TALE OF THREE CITIES: INNOVATION IN CITY PLANNING*   3.23   4.13     KENTUCKY DERBY PREVIEW*   NY AUTO SHOW*     1		4.2		3.2	3.23	
SPACE: 60 YEARS OF NASA*		4.9			0.00	
### FUTURE OF COFFEE/HOWARD SCHULTZ   4.16   MLB PREVIEW*   3.16   4.6				3.9	3.30	
### 4.16   FRONTIERS OF MEDICINE:				3.16	4.6	
A.23	APRIL	4.16	MLB PREVIEW*			
CLIMATE CHANGE REPORT (EARTH DAY SPECIAL)*						
A.23		4.23	CLIMATE CHANGE REPORT	3.23	4.13	
4.23   INNOVATION IN CITY PLANNING*   3.23   4.13						
NY AUTO SHOW*   4.30   TIME 100 (DOUBLE)   3.30   4.20			INNOVATION IN CITY PLANNING*			
4.30   TIME 100 (DOUBLE)   3.30   4.20						
S.14		430		3 30	4.20	
MOST HEALING FOODS* QUARTERLY FIRSTS SPECIAL*  5.21 MOTHER'S DAY*  5.21 MOTHER'S DAY*  1.SIDE THE MIND OF DOGS* NEXT GENERATION LEADERS  5.28 SUMMER MOVIE PREVIEW FRONTIERS OF MEDICINE: KID'S HEALTH* ROYAL WEDDING COVERAGE SUMMER TRAVEL: NATIONAL PARKS* CANNES FILM FESTIVAL (5/9 - 20)* THE CONNECTED LIFE* DRONES SCIENCE OF EXERCISE* NBA FINALS* KIDS BOOKS* MOST INFLUENTIAL PEOPLE ON THE INTERNET 6.18 FRONTIERS OF MEDICINE: DIGGING FOR DRUGS* WORLD CUP WOMEN CHEFS/FOOD ISSUE* 6.25 FATHER'S DAY*  5.11 6.1						
S.21   MOTHER'S DAY*   4.20   5.11   5.21   10   10   10   10   10   10   10		5.14		4.13	5.4	
INSIDE THE MIND OF DOGS*   NEXT GENERATION LEADERS     5.28   SUMMER MOVIE PREVIEW   4.27   5.18     FRONTIERS OF MEDICINE: KID'S HEALTH*     ROYAL WEDDING COVERAGE   SUMMER TRAVEL: NATIONAL PARKS*   5.4   5.25     CANNES FILM FESTIVAL (5/9 - 20)*   THE CONNECTED LIFE*     DRONES   SCIENCE OF EXERCISE*   NBA FINALS*   KIDS BOOKS*   MOST INFLUENTIAL PEOPLE ON THE INTERNET     6.18   FRONTIERS OF MEDICINE: DIGGING FOR DRUGS*   5.18   6.8     WORLD CUP   WOMEN CHEFS/FOOD ISSUE*   6.25   6.15	¥	5.21				<b>Q2</b>
NEXT GENERATION LEADERS     5.28   SUMMER MOVIE PREVIEW   4.27   5.18     FRONTIERS OF MEDICINE: KID'S HEALTH*     ROYAL WEDDING COVERAGE     SUMMER TRAVEL: NATIONAL PARKS*     CANNES FILM FESTIVAL (5/9 - 20)*     THE CONNECTED LIFE*     DRONES     SCIENCE OF EXERCISE*     NBA FINALS*     KIDS BOOKS*     MOST INFLUENTIAL PEOPLE ON THE INTERNET     6.18   FRONTIERS OF MEDICINE: DIGGING FOR DRUGS*     WORLD CUP     WOMEN CHEFS/FOOD ISSUE*     6.25   FATHER'S DAY*   5.25   6.15	Σ			4.20	5.11	
FRONTIERS OF MEDICINE: KID'S HEALTH*  ROYAL WEDDING COVERAGE  SUMMER TRAVEL: NATIONAL PARKS*  CANNES FILM FESTIVAL (5/9 - 20)*  THE CONNECTED LIFE*  DRONES  SCIENCE OF EXERCISE*  NBA FINALS*  KIDS BOOKS*  MOST INFLUENTIAL PEOPLE ON THE INTERNET  6.18 FRONTIERS OF MEDICINE: DIGGING FOR DRUGS*  WORLD CUP  WOMEN CHEFS/FOOD ISSUE*  6.25 FATHER'S DAY*  5.4 5.25  5.4 5.25  6.11 6.1  6.1 6.1						
ROYAL WEDDING COVERAGE  SUMMER TRAVEL: NATIONAL PARKS*  CANNES FILM FESTIVAL (5/9 - 20)*  THE CONNECTED LIFE*  DRONES  SCIENCE OF EXERCISE*  NBA FINALS*  KIDS BOOKS*  MOST INFLUENTIAL PEOPLE ON THE INTERNET  6.18 FRONTIERS OF MEDICINE: DIGGING FOR DRUGS*  WORLD CUP  WOMEN CHEFS/FOOD ISSUE*  6.25 FATHER'S DAY*  5.4 5.25  5.4 5.25		5.28	SUMMER MOVIE PREVIEW	4.27	5.18	
6.4 SUMMER TRAVEL: NATIONAL PARKS*  CANNES FILM FESTIVAL (5/9 - 20)*  THE CONNECTED LIFE*  DRONES  SCIENCE OF EXERCISE*  NBA FINALS*  KIDS BOOKS*  MOST INFLUENTIAL PEOPLE ON THE INTERNET  6.18 FRONTIERS OF MEDICINE: DIGGING FOR DRUGS*  WORLD CUP  WOMEN CHEFS/FOOD ISSUE*  6.25 FATHER'S DAY*  5.4 5.25  5.4 5.25	_					
6.4 CANNES FILM FESTIVAL (5/9 - 20)*  THE CONNECTED LIFE*  DRONES  SCIENCE OF EXERCISE*  NBA FINALS*  KIDS BOOKS*  MOST INFLUENTIAL PEOPLE ON THE INTERNET  6.18 FRONTIERS OF MEDICINE: DIGGING FOR DRUGS*  WORLD CUP  WOMEN CHEFS/FOOD ISSUE*  6.25 FATHER'S DAY*  5.4 5.25  5.4 5.25		6.4			5.25	
THE CONNECTED LIFE*				5.4		
6.11 SCIENCE OF EXERCISE* NBA FINALS* KIDS BOOKS* MOST INFLUENTIAL PEOPLE ON THE INTERNET 6.18 FRONTIERS OF MEDICINE: DIGGING FOR DRUGS* WORLD CUP WOMEN CHEFS/FOOD ISSUE* 6.25 FATHER'S DAY* 5.25 6.15						
6.11   NBA FINALS*   5.11   6.1		6.11	DRONES	5.11	6.1	
KIDS BOOKS*  MOST INFLUENTIAL PEOPLE ON THE INTERNET  6.18 FRONTIERS OF MEDICINE: DIGGING FOR DRUGS* 5.18 6.8  WORLD CUP  WOMEN CHEFS/FOOD ISSUE*  6.25 FATHER'S DAY* 5.25 6.15	JUNE		SCIENCE OF EXERCISE*			
MOST INFLUENTIAL PEOPLE ON THE INTERNET  6.18 FRONTIERS OF MEDICINE: DIGGING FOR DRUGS* 5.18 6.8  WORLD CUP  WOMEN CHEFS/FOOD ISSUE*  6.25 FATHER'S DAY* 5.25 6.15			NBA FINALS*			
WORLD CUP WOMEN CHEFS/FOOD ISSUE* 6.25 FATHER'S DAY* 5.25 6.15		6.18		5.18	6.8	
WOMEN CHEFS/FOOD ISSUE* 6.25 FATHER'S DAY* 5.25 6.15						
6.25 FATHER'S DAY* 5.25 6.15						
		6.25		5.25	6.15	
				· -		

	DATE	TOPIC	AD CLOSE	ON SALE	
	7.2	FRONTIERS OF MEDICINE: WOMEN'S MEDICINE*	6.1	6.22	
	7.9	JOHN GRISHAM: EXAMINING THE CULTURE OF THE SOUTH (DOUBLE)	6.8	6.29	
JULY		SOUTHERN TRAVEL GUIDE*			
=	7.23	NELSON MANDELA CENTENNIAL (7/18)*	6.22	7.13	
		25 FUNNIEST PEOPLE IN THE WORLD RIGHT NOW	6.29	7.20	
	7.30	SCIENCE OF LAUGHTER*			
		WIMBLEDON WRAP UP (7/2 – 15)* QUARTERLY FIRSTS SPECIAL			
	8.6	ECONOMIC OUTLOOK*	7.6	7.27	
ST		BEST OF THE CENTURY			1
AUGUST	8.20	FRONTIERS OF MEDICINE: BABY BOOMERS* MOST BELOVED COLLEGES	7.20	8.10	<b>Q</b> 3
	8.27	BACK TO SCHOOL*	7.27	8.17	
		FALL BOOKS* SCIENCE OF CREATIVITY*			
	9.3	NFL PREVIEW*	8.3	8.24	
		MOST INFLUENTIAL TEENS (DOUBLE)			1
2		CEO INITIATIVE			-
MBE	9.17	FALL TV & ARTS PREVIEW	8.17	9.7	
SEPTEMBER		FALL STYLE*			
S		GRANDPARENTS DAY*			
		WORLD'S GREATEST PLACES TO TRAVEL		9.14	
	9.24	FRONTIERS OF MEDICINE: GROWING ORGANS*	8.24		
		US OPEN WRAP UP (8/27 – 9/9)*			
	404	FUTURE OF FOOD*  EMMYS WRAP UP	8.31	9.21	-
	10.1	SMART HOME UPDATE*			
		RESILIENCE			
	10.8	WINTER TRAVEL*	9.7	9.28	
ER	10.15	FRONTIERS OF MEDICINE: BREAST CANCER*	9.14	10.5	
OCTOBER	10.13	BEST HORROR FILMS* NEXT GENERATION LEADERS (DOUBLE)	7.2.		
00	10.22	MOST INFLUENTIAL PHOTOS IN SPORTS	9.21	10.12	94
		(SI+TIME COLLABORATION)*			
	10.29	MOST POWERFUL WOMEN* SCIENCE OF FAMILIES*	9.28	10.19	
		YOUNG ADULT BOOKS*			
		WORLD SERIES WRAP UP* FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE*	10.5	10.26	
	11.3	HOLIDAY ARTS PREVIEW	10.5	10.20	
	11.12	HOLIDAY FOOD/100 BEST COCKTAILS*		11.2	
Ä		THE CONNECTED LIFE*			
MBE		OFF YEAR ELECTIONS (11/6)			
NOVEMB		VETERANS DAY (100TH ANNIV. OF WWI)*		11.9	
Z	11.26	GENIUS/BEST INVENTIONS (DOUBLE)	10.26	11.16	
		HOLIDAY GIFT GUIDES*			
		FRIENDS - GIVING*			
	12.10	FRONTIERS OF MEDICINE: WORLD AIDS DAY* PERSON OF THE YEAR PREVIEW	11.9	11.30	
		LOOKING FORWARD: RETIREMENT SPECIAL			
		SPACE: 50 YEAR ANNIVERSARY OF APOLLO 8*			
22		YEAR END PHILANTHROPY*			
MBE		SCIENCE OF STRESS*			
DECEMBER		PERSON OF THE YEAR (DOUBLE)			
	12.17	THE YEAR IN REVIEW	11.16	12.7	
	,	2018 FIRSTS WRAP UP*	21.20	12.7	
		100 MOST INFLUENTIAL PHOTOS OF THE YEAR*			
	12.24	2019 THE YEAR AHEAD (DOUBLE)	11.23	12.14	