

# TIME

EVERYWHERE

# 2018

## MISSION STATEMENT

### TRUST. ACCESS. INFLUENCE.

TIME's mission is to tell the stories that matter most, to spark conversations that drive global change, and to provide context and understanding to the issues and events that define our time.

With unparalleled access to the world's most influential people, the immeasurable trust of consumers globally and an unrivaled power to convene, TIME is one of the world's most recognizable media brands.



## GLOBAL AUDIENCE PROFILE

	DIGITAL	PRINT
%M/F	69/31	71/29
Median Age	43	43
Average Personal Income (USD)	\$428k	\$489k
Average Net worth/liquid assets (USD)	\$1,342,000	\$1,472,000
First/Business Class for any Trip	75%	77%
C-Suites	51%	51%
BDMs	97%	97%

Source: Global Business Influencers 2017



## CIRCULATION & TRAFFIC

	CIRCULATION	DIGITAL TRAFFIC	SOCIAL REACH
U.S.	3.0m	28.8 UVs	
EMEA (incl. Latam)	362k	7.3m UVs	
Asia (incl. Asia+Sopac)	236k	6.2m UVs	
- Asia	190k	5.1m UVs	
- South Pacific	46k	1.1m UVs	
Worldwide	3.5m	45.6m UVs	41.8m+

SOURCES: HK ABC FY 2016; AAM 2H 2016 Print+Digital Issue; ABC Jan-Dec 2016 Print+Digital; Google Analytics Dec 2017; Social Aug 2017

[OPEN RATES >](#)

## CONTENT/EVENTS



### FRANCHISES

- Frontiers of Medicine
- TIME 100
- Most Influential Teens
- The Genius Issue & Best Inventions
- Person of the Year
- Year Ahead
- FIRSTS

### EVENTS

- TIME 100: A star-studded gala with over 300 of the world's most discerning and influential people.
- Brainstorm Design

[EDIT CALENDAR >](#)

# TIME

# EVERYWHERE

## EDIT CALENDAR

	DATE	TOPIC	AD CLOSE	ON SALE	
JANUARY	1.15	OPTIMISM/THE GOOD NEWS ISSUE: WITH GUEST EDITOR BILL GATES GLOBAL ECONOMIC OUTLOOK/DAVOS*	12.15	1.5.18	
	1.22	TRUMP'S FIRST YEAR GOLDEN GLOBES WRAP UP (1/7)* 1968 / 50 YEARS LATER (MLK DAY SPECIAL)* FRONTIERS OF MEDICINE: COLD AND FLU*	12.22	1.12	
	1.29	THE AVENGERS: WOMEN CHANGING POLITICS	12.29	1.19	
FEBRUARY	2.5	BLACK HISTORY MONTH*	1.5	1.26	
	2.12	MAKING AMERICA NUCLEAR AGAIN	1.12	2.2	
	2.19	BLACK PANTHER MOVIE SUPER BOWL WRAP UP (2/4)* SCIENCE OF RELATIONSHIPS (VALENTINE'S DAY SPECIAL)* LONGEVITY/GUIDE TO LONG LIFE (DOUBLE)	1.19	2.9	Q1
	2.26	WINTER OLYMPICS (2/9 - 25) SPRING BOOKS* SPRING TRAVEL*	1.26	2.16	
3.5	FRONTIERS OF MEDICINE: OPIOIDS	2.2	2.23		
3.12	OSCAR'S/TIME'S UP AND HOLLYWOOD	2.9	3.2		
MARCH	3.19	QUARTERLY FIRSTS SPECIAL* THIS IS US TV FEATURE HIV/AIDS UPDATE* FRONTIERS OF MEDICINE: FERTILITY*	2.16	3.9	
	4.2	DRONES	3.2	3.23	
APRIL	4.9	YOUNG ADULT BOOKS* MARCH MADNESS RECAP (3/13-3/24)* SPACE: 60 YEARS OF NASA* JOHN GRISHAM: EXAMINING THE CULTURE OF THE SOUTH	3.9	3.30	
	4.16	SOUTHERN TRAVEL GUIDE* MLB PREVIEW* FRONTIERS OF MEDICINE: INNOVATION IN HEALTHCARE*	3.16	4.6	
	4.23	CLIMATE CHANGE REPORT (EARTH DAY SPECIAL)* TALE OF THREE CITIES: INNOVATION IN CITY PLANNING* KENTUCKY DERBY PREVIEW* NY AUTO SHOW*	3.23	4.13	
	4.30	TIME 100 (DOUBLE) TIME 100 WRAP UP	3.30	4.20	
	5.14	MOST HEALING FOODS* QUARTERLY FIRSTS SPECIAL* MOTHER'S DAY* INSIDE THE MIND OF DOGS* NEXT GENERATION LEADERS	4.13	5.4	Q2
5.21	SUMMER MOVIE PREVIEW FRONTIERS OF MEDICINE: KID'S HEALTH* ROYAL WEDDING COVERAGE	4.27	5.18		
MAY	6.4	SUMMER TRAVEL: NATIONAL PARKS* CANNES FILM FESTIVAL (5/9 - 20)* THE CONNECTED LIFE* WOMEN CHEFS/FOOD ISSUE*	5.4	5.25	
	6.11	SCIENCE OF EXERCISE* NBA FINALS* KIDS BOOKS*	5.11	6.1	
	6.18	MOST INFLUENTIAL PEOPLE ON THE INTERNET FRONTIERS OF MEDICINE: DIGGING FOR DRUGS* WORLD CUP FATHER'S DAY*	5.18	6.8	
	6.25	LGBTQ PRIDE*	5.25	6.15	

	DATE	TOPIC	AD CLOSE	ON SALE	
JULY	7.2	FRONTIERS OF MEDICINE: WOMEN'S MEDICINE*	6.1	6.22	
	7.9	AMERICA'S FAVORITES REASONS TO LOVE AMERICA (DOUBLE)*	6.8	6.29	
	7.23	NELSON MANDELA CENTENNIAL (7/18)*	6.22	7.13	
	7.30	25 FUNNIEST PEOPLE IN THE WORLD RIGHT NOW SCIENCE OF LAUGHTER* WIMBLEDON WRAP UP (7/2 - 15)*	6.29	7.20	
AUGUST	8.6	QUARTERLY FIRSTS SPECIAL ECONOMIC OUTLOOK* BEST OF THE CENTURY	7.6	7.27	
	8.20	FRONTIERS OF MEDICINE: BABY BOOMERS* MOST BELOVED COLLEGES	7.20	8.10	Q3
	8.27	BACK TO SCHOOL* FALL BOOKS*	7.27	8.17	
9.3	SCIENCE OF CREATIVITY* NFL PREVIEW* MOST INFLUENTIAL TEENS (DOUBLE) CEO INITIATIVE	8.3	8.24		
SEPTEMBER	9.17	FALL TV & ARTS PREVIEW FALL STYLE* GRANDPARENTS DAY*	8.17	9.7	
	9.24	WORLD'S GREATEST PLACES TO TRAVEL FRONTIERS OF MEDICINE: GROWING ORGANS* US OPEN WRAP UP (8/27 - 9/9)*	8.24	9.14	
OCTOBER	10.1	FUTURE OF FOOD* EMMYS WRAP UP SMART HOME UPDATE*	8.31	9.21	
	10.8	RESILIENCE WINTER TRAVEL*	9.7	9.28	
	10.15	FRONTIERS OF MEDICINE: BREAST CANCER* BEST HORROR FILMS* NEXT GENERATION LEADERS (DOUBLE)	9.14	10.5	
	10.22	MOST INFLUENTIAL PHOTOS IN SPORTS (SI+TIME COLLABORATION)* MOST POWERFUL WOMEN*	9.21	10.12	
	10.29	SCIENCE OF FAMILIES* YOUNG ADULT BOOKS* WORLD SERIES WRAP UP*	9.28	10.19	
NOVEMBER	11.5	FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE* HOLIDAY ARTS PREVIEW	10.5	10.26	
	11.12	HOLIDAY FOOD/100 BEST COCKTAILS* THE CONNECTED LIFE* OFF YEAR ELECTIONS (11/6)	10.12	11.2	Q4
	11.19	VETERANS DAY (100TH ANNIV. OF WWI)* GENIUS/BEST INVENTIONS (DOUBLE) HOLIDAY GIFT GUIDES* FRIENDS - GIVING*	10.19	11.9	
	11.26	FRONTIERS OF MEDICINE: WORLD AIDS DAY* PERSON OF THE YEAR PREVIEW	10.26	11.16	
12.10	LOOKING FORWARD: RETIREMENT SPECIAL SPACE: 50 YEAR ANNIVERSARY OF APOLLO 8* YEAR END PHILANTHROPY*	11.9	11.30		
DECEMBER	12.17	SCIENCE OF STRESS* PERSON OF THE YEAR (DOUBLE) THE YEAR IN REVIEW 2018 FIRSTS WRAP UP* 100 MOST INFLUENTIAL PHOTOS OF THE YEAR*	11.16	12.7	
	12.24	2019 THE YEAR AHEAD (DOUBLE)	11.23	12.14	

\*Built if Sold. Requires 4 weeks lead time.  
All content subject to change at the editors' discretion.

# TIME

EVERYWHERE

## OPEN RATES

	TIME US	TIME US	TIME EMEA	TIME EMEA	TIME ASIA	TIME SOPAC
Edition	Full Run	Business	Full Run	Europe	Full Run	Full Run
RateBase (000)	2,000	1,000				
<b>4-COLOR RATES</b>						
Full page	US\$254,200	US\$171,800	€ 98,800	€ 95,300	US\$83,000	US\$19,600
Full page Premium	n/a	n/a	€ 113,700	€ 109,600	US\$95,450	US\$22,600
2/3 page	US\$217,000	US\$146,700	€ 84,000	€ 81,000	US\$70,600	US\$16,700
1/2 page	US\$190,700	US\$128,900	€ 74,100	€ 71,500	US\$62,300	US\$14,700
1/3 page	US\$114,400	US\$77,400	€ 44,500	€ 42,900	US\$37,400	US\$8,900
1/5 page	n/a	n/a	n/a	n/a	n/a	n/a
cover 2 1 spread	US\$546,600	n/a	€ 237,200	€ 228,700	US\$199,200	US\$47,100
cover 3	US\$254,200	n/a	€ 108,700	€ 104,800	US\$91,300	US\$21,600
cover 4	US\$343,200	n/a	€ 123,500	€ 119,100	US\$103,800	US\$24,500
<b>BLACK &amp; WHITE RATES</b>						
Full page	US\$165,300	US\$111,700	€ 64,500	€ 62,100	US\$54,000	US\$12,800
2/3 page	US\$140,000	US\$94,600	€ 54,900	€ 52,800	US\$45,900	US\$10,900
1/2 page	US\$124,000	US\$83,800	€ 48,400	€ 46,600	US\$40,500	US\$9,600
1/3 page	US\$74,400	US\$50,300	€ 29,100	€ 28,000	US\$24,300	US\$5,800
<b>BRC INSERT CARDS</b>						
Reg - Supplied	US\$203,360	US\$137,440	n/a	n/a	n/a	n/a
Reg - We-Print	US\$254,200	US\$171,800	n/a	n/a	n/a	n/a
Oversize-Supplied	US\$228,780	US\$154,620	n/a	n/a	n/a	n/a
Oversize-We-Print	US\$292,330	US\$197,570	n/a	n/a	n/a	n/a