

Issue Date	Ad Deadline	Issue Theme	Specials & Supplements	Multichannel Salutes	Extended Distribution
Jul. 10, 2017	Jul. 3, 2017	INDEPENDENT SHOW	<ul style="list-style-type: none"> • Half-Year Ratings Scoreboard • Independent Show Preview 	<ul style="list-style-type: none"> • <i>Independent Operator</i> • <i>of the Year, GCI</i> 	The Independent Show – Indianapolis
Jul. 24 & 25, 2017	Jul. 10, 2017	NCTC INDEPENDENT SHOW DAILY			
Jul. 31, 2017	Jul. 24, 2017	MASTERS OF NEWS + POLITICS	<ul style="list-style-type: none"> • Cable Technology 	<ul style="list-style-type: none"> • <i>Salute: Leaders in News</i> 	
Aug. 14, 2017	Jul. 31, 2017	CYBER SECURITY / IOT	<ul style="list-style-type: none"> • Sales & Billing Solutions • TV Data 	<ul style="list-style-type: none"> • <i>Gatekeepers: TV Key Players in Video Distribution</i> 	
Aug. 28, 2017	Aug. 14, 2017	FALL SEASON	<ul style="list-style-type: none"> • Streaming Technology • Cable’s Franchises 	<ul style="list-style-type: none"> • <i>Sports Executive of the Year</i> 	
Sep. 4, 2017	Aug. 28, 2017	SPORTS	<ul style="list-style-type: none"> • Cable & OTT Syndication • E Sports 	<ul style="list-style-type: none"> • <i>Distributor of the Year</i> 	<i>Distributor of the Year</i>
Sep. 18, 2017	Sep. 11, 2017	REALITY / UNSCRIPTED	<ul style="list-style-type: none"> • App Nation • Reality TV’s Top 30 	<ul style="list-style-type: none"> • <i>Ovation TV – 10th Anniversary</i> • <i>Kardashian – 10th Anniversary</i> 	News Tech Summit
Oct. 2, 2017	Sep. 25, 2017	TV DOCUMENTARIES	<ul style="list-style-type: none"> • Cloud & IP • PPV 	<ul style="list-style-type: none"> • <i>Marketing Innovation –</i> • <i>Seasons’ Best Campaigns</i> 	
Oct. 16, 2017	Oct. 9, 2017	NYC TV WEEK – POWER 30 New York TV Talent & Execs	<ul style="list-style-type: none"> • Future of Home Shopping • SCTE Cable-Tec 	<ul style="list-style-type: none"> • <i>Hispanic TV Summit Award</i> • <i>Women in Technology Pioneers</i> 	SCTE Cable-Tec Expo NYC Television Week
Oct. 18 th – 20 th , 2017	Oct. 9, 2017	SCTE CABLE-TEC SHOW DAILY			
Oct. 30, 2017	Oct. 23, 2017	OPERATORS / MVPDs	<ul style="list-style-type: none"> • Ad Tech for Digital Media 	<ul style="list-style-type: none"> • <i>Top Talent Hunters in Entertainment</i> 	
Nov. 13, 2017	Nov. 6, 2017	OTT / VOD	<ul style="list-style-type: none"> • Regional Market Spotlight: MIAMI • Affiliate Marketing 	<ul style="list-style-type: none"> • <i>The Sports Athlete /</i> • <i>Brand of Year</i> 	
Nov. 27, 2017	Nov. 20, 2017	PREMIUM NETWORKS	<ul style="list-style-type: none"> • The Consultants 	<ul style="list-style-type: none"> • <i>Executive of the year</i> 	
Dec. 11, 2017	Dec. 4, 2017	BEST OF THE YEAR	<ul style="list-style-type: none"> • International Dealmakers 	<ul style="list-style-type: none"> • <i>TV’s Power 100</i> 	

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Jan. 15, 2018	Jan. 10, 2018	NATPE	<ul style="list-style-type: none"> International Content Creators 	<ul style="list-style-type: none"> <i>Dealmakers – the Law Firms</i> 	
Jan. 29, 2018	Jan. 24, 2018	VIEWER WATCH	<ul style="list-style-type: none"> Outlook: Distribution in OTT 	<ul style="list-style-type: none"> <i>Wonder Women supplement</i> 	
Feb. 12, 2108	Feb. 7, 2018	APP NATION	<ul style="list-style-type: none"> Portfolio Update (larger networks) 	<ul style="list-style-type: none"> <i>Business Services</i> 	
Feb. 26, 2018	Feb. 22, 2018	“STATE OF CABLE”	<ul style="list-style-type: none"> Black History Month 	<ul style="list-style-type: none"> 	
Mar. 6, 2018	Mar. 2, 2018	HISPANIC TV UPDATE	<ul style="list-style-type: none"> Spotlight: Operators 	<ul style="list-style-type: none"> 	
Mar. 27, 2018	Mar. 23, 2018	WONDER WOMEN	<ul style="list-style-type: none"> Annual Update: Newfronts 	<ul style="list-style-type: none"> <i>Wonder Women program</i> 	
Apr. 3, 2018	Mar. 28, 2018	THE “CARRIAGE” GAME	<ul style="list-style-type: none"> New Premier Shows – Premium Networks 	<ul style="list-style-type: none"> <i>Masters of social media</i> 	
Apr. 10, 2018	Apr. 4, 2018	NAB	<ul style="list-style-type: none"> New Premiere Shows – OTT Networks 	<ul style="list-style-type: none"> <i>Cable Hall of Fame</i> 	NAB – Las Vegas
Apr. 24, 2018	Apr. 18, 2018	STREAMING / SVOD	<ul style="list-style-type: none"> Next TV – On Demand 	<ul style="list-style-type: none"> <i>Next Wave of Leaders</i> 	Peabody Awards May 20 th , NYC
May 7, 2018	May 1, 2018	AUDIENCE / RATINGS	<ul style="list-style-type: none"> Next TV – Social TV Advanced Advertising – Data 	<ul style="list-style-type: none"> <i>Emmy’s</i> 	
May 21, 2018	May 15, 2018	ADVANCED ADVERTISING	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	
Jun. 5, 2018	May 29, 2018	CABLE NETWORK PROGRAMMING	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> <i>Next TV Founders</i> <i>on the Rise Award</i> 	VID Week Next Wave of Leaders
Jun. 19, 2018	Jun. 12, 2018	PRODUCTION	<ul style="list-style-type: none"> Advanced Advertising – Programmatic and Mobile 	<ul style="list-style-type: none"> 	Digital Media Tech Leadership Summit

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.