### 2017 – 2018 MEDIA PLANNING GUIDE

**Issue Date** | **Ad Deadline** | **Issue Theme** | **Specials & Supplements** | **Multichannel Salutes** | **Extended Distribution**
--- | --- | --- | --- | --- | ---
**Jul. 10, 2017** | **Jul. 3, 2017** | **INDEPENDENT SHOW** | • Half-Year Ratings Scoreboard  
• Independent Show Preview | • *Independent Operator of the Year*, GCI | 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** | • Cable Technology | • *Salute: Leaders in News* | —

**Aug. 14, 2017** | **Jul. 31, 2017** | **HOME SHOPPING** | • Sales & Billing Solutions  
• TV Data | • *Gatekeepers: TV Key Players in Video Distribution* | —

**Aug. 21, 2017** | **Aug. 14, 2017** | **CYBER SECURITY** | • Streaming Technology  
• The Mayweather / McGregor fight: Pay-per-View & Beyond | • *Sports Executive of the Year* | —

**Sep. 4, 2017** | **Aug. 28, 2017** | **SPORTS** | • Cable & OTT Syndication  
• E Sports | • *Distributor of the Year* | —

**Sep. 18, 2017** | **Sep. 11, 2017** | **REALITY / UNSCRIPTED** | • App Nation  
• Reality TV’s Top 30 | • *Ovation TV – 10th Anniversary*  
*Kardashian – 10th Anniversary* | —

**Oct. 2, 2017** | **Sep. 25, 2017** | **TV DOCUMENTARIES** | • Cloud & IP  
• PPV | • *Marketing Innovation –*  
*Seasons’ Best Campaigns* | —

**Oct. 9, 2017** | **Oct. 4, 2017** | **NYC TV WEEK – POWER 30**  
New York TV Talent & Execs | • Future of Home Shopping  
• SCTE Cable-Tec | • *Hispanic TV Summit Award*  
*Women in Technology*  
*Cable TV Pioneers* | SCTE Cable-Tec Expo  
**NYC Television Week**

**Oct. 18th – 20th, 2017** | **Oct. 9, 2017** | **SCTE CABLE-TEC SHOW DAILY** | — | — | —

**Oct. 30, 2017** | **Oct. 23, 2017** | **OPERATORS / MVPDs** | • Ad Tech for Digital Media | • *Top Talent Hunters in Entertainment* | —

**Nov. 13, 2017** | **Nov. 6, 2017** | **OTT / VOD** | • Regional Market Spotlight: MIAMI  
• Affiliate Marketing | • *The Sports Athlete / Brand of Year* | —

**Nov. 27, 2017** | **Nov. 20, 2017** | **PREMIUM NETWORKS** | • The Consultants | • *Executive of the year* | —

**Dec. 11, 2017** | **Dec. 4, 2017** | **BEST OF THE YEAR** | • International Dealmakers | • *TV’s Power 100* | —
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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. MCN 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 MCN’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. MCN 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 MCN audience.

MCN SALUTES

The MCN 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 MCN 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.