

# TIME 2017 OPPORTUNITIES

	DATE	TOPIC	AD CLOSE	ON SALE	
JANUARY	1.16	GOLDEN GLOBES GLOBAL ECONOMIC OUTLOOK BOTOX	12.16	1.6	Q1
	1.23	DAVOS PREVIEW	12.23	1.13	
	1.30	INAUGURATION ISSUE DETROIT AUTO SHOW	12.30	1.23	
	2.6	SUPER BOWL PREVIEW	1.6	1.27	
FEBRUARY	2.13	GRAMMYS LEGO BATMAN MOVIE NEW AMERICAN FAMILY/GLOBAL FAMILY* NASCAR	1.13	2.3	
	2.20	OSCAR'S PREVIEW 100 BEST MOVIES	1.20	2.10	
	2.27	LONGEVITY/NEW SCIENCE OF LONG LIFE (DOUBLE) SPRING BOOKS SPRING TRAVEL* C-SUITE PROFILE*	1.20	2.17	
MARCH	3.13	FRONTIERS OF MEDICINE: PREPPING THE NEXT PANDEMIC OSCAR'S WRAP UP NEXT GENERATION LEADERS	2.10	3.3	
	3.20	REBUILDING AMERICA (INFRASTRUCTURE)*	2.17	3.10	
	3.27	MOST INFLUENTIAL PEOPLE ON INTERNET THE CONNECTED LIFE*	2.24	3.17	
APRIL	4.3	FRONTIERS OF MEDICINE: CANCER UPDATE AND NEW THERAPIES	3.3	3.24	
	4.10	MARCH MADNESS	3.10	3.31	
	4.17	YOUNG ADULT BOOKS MLB PREVIEW FUTURE OF FOOD*	3.17	4.7	
	4.24	WONDERS OF THE WORLD* NY AUTO SHOW* T100 PREVIEW SUMMER TRAVEL*	3.24	4.14	
MAY	5.1	<b>TIME 100 (DOUBLE)</b>	3.24	4.21	
	5.15	FRONTIERS OF MEDICINE: SUPERBUGS TIME 100 WRAP UP	4.14	5.5	
	5.22	LETTERS FROM MOM	4.21	5.12	
	5.29	SUMMER MOVIE PREVIEW STAR WARS VIII GLOBAL INFRASTRUCTURE SURVEY*	4.28	5.19	
JUNE	6.5	JFK'S 100TH BIRTHDAY CANNES FILM FESTIVAL FRONTIERS OF MEDICINE: CRISPR IN HUMAN TRIALS THE CONNECTED LIFE*	5.5	5.26	
	6.12	SMART HOME UPDATE* KIDS BOOKS NBA FINALS	5.12	6.2	
	6.19	BEST ANIMATED FILMS TOY STORY 4 C-SUITE PROFILE*	5.19	6.9	
	6.26	LETTERS FROM DAD INSIDE GAME OF THRONES	5.26	6.16	

	DATE	TOPIC	AD CLOSE	ON SALE	
JULY	7.3	FRONTIERS OF MEDICINE: PERSONALIZED HEALTHCARE YOUNG ADULT BOOKS	6.2	6.23	Q3
	7.10	250 THINGS TO LOVE ABOUT AMERICA (DOUBLE) NEXT GENERATION LEADERS	6.2	6.30	
	7.24	DUNKIRK MOVIE WIMBLEDON	6.23	7.14	
	7.31	BEST AND WORST SUPERHEROES	6.30	7.21	
	8.7	ALIEN: THE ORAL HISTORY ECONOMIC OUTLOOK*	7.7	7.28	
AUGUST	8.21	FRONTIERS OF MEDICINE: GENETIC TESTING	7.21	8.11	
	8.28	FALL BOOKS FALL TRAVEL* WONDERS OF THE WORLD*	7.28	8.18	
SEPTEMBER	9.4	FALL TV & ARTS PREVIEW (DOUBLE) FIRSTS NFL PREVIEW* THE CONNECTED LIFE*	7.28	8.25	
	9.18	EMMYS 100 BEST TV SHOWS FRONTIERS OF MEDICINE: FIGHTING STRESS	8.18	9.8	
	9.25	C-SUITE PROFILE* US OPEN TENNIS RETIREMENT GUIDE*	8.25	9.15	
OCTOBER	10.2	SMART HOME UPDATE* AMERICAN FAMILY/GLOBAL FAMILY*	9.1	9.22	
	10.9	BLADE RUNNER SEQUEL WINTER TRAVEL*	9.8	9.29	
	10.16	FRONTIERS OF MEDICINE: BREAST CANCER NEXT GENERATION LEADERS	9.15	10.6	
	10.23	<b>MOST INFLUENTIAL TEENS (DOUBLE)</b> MOST POWERFUL WOMEN WORLD SERIES PREVIEW*	9.15	10.13	
	10.30	YOUNG ADULT BOOKS WORLD SERIES*	9.29	10.20	
	11.6	FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE	10.6	10.27	
NOVEMBER	11.13	HOLIDAY ARTS PREVIEW THE CONNECTED LIFE*	10.13	11.3	
	11.20	OFF YEAR ELECTIONS KIDS BOOKS	10.20	11.10	
	11.27	<b>GENIUS/BEST INVENTIONS (DOUBLE)</b> FUTURE OF FOOD* WORLD AIDS DAY*	10.20	11.17	
DECEMBER	12.11	PERSON OF THE YEAR PREVIEW C-SUITE PROFILE*	11.10	12.1	
	12.18	<b>PERSON OF THE YEAR (DOUBLE)</b> YEAR IN CULTURE	11.10	12.8	
	12.25	<b>2018 THE YEAR AHEAD (DOUBLE)</b>	11.17	12.18	

\*Built if Sold. Requires 4 weeks lead time.

All content subject to change at the editors' discretion.