



# Editorial Calendar

Advertising: Charlie Weiss / [cweiss@nbmedia.com](mailto:cweiss@nbmedia.com)

Editorial: Dade Hayes / [dhayes@nbmedia.com](mailto:dhayes@nbmedia.com)

MARCH-2016

| Issue Date       | Materials | Ad Close | Primary Special Report   | Spotlight   | Events   |
|------------------|-----------|----------|--|---|--|
| 01.04.16         | 12.30.15  | 12.23.15 | <ul style="list-style-type: none"> <li>• Inside CES: Connected TV and Mobile Trends</li> </ul>   | <ul style="list-style-type: none"> <li>• Guide to Advanced Advertising</li> </ul>   | CES – Las Vegas  |
| 01.11.16         | 01.07.16  | 12.30.15 | <ul style="list-style-type: none"> <li>• Programming: A Global Update</li> </ul>   | <ul style="list-style-type: none"> <li>•</li> </ul>   |  |
| 01.18.16         | 01.14.16  | 01.07.16 | <ul style="list-style-type: none"> <li>• NATPE Issue</li> <li>• Next TV / OTT Update</li> <li>• 2015 Producers &amp; Production Co. of the Year</li> </ul> | <ul style="list-style-type: none"> <li>• Brandon Tartikoff Legacy Awards</li> <li>• International Marketplace</li> </ul>      | NATPE – Miami  |
| 01.25.16         | 01.21.16  | 01.14.16 | <ul style="list-style-type: none"> <li>• Unscripted Programming</li> <li>• Producer of the Year</li> </ul>   | <ul style="list-style-type: none"> <li>• Technology Behind the Super Bowl</li> </ul>  | Real Screen Summit – Washington D.C.                         |
|                  |           |          |  |   |  |
| 02.01.16         | 01.28.16  | 01.21.16 | <ul style="list-style-type: none"> <li>• Black History Month</li> <li>• 50<sup>th</sup> Anniversary of the SuperBowl</li> </ul>                            | <ul style="list-style-type: none"> <li>•</li> </ul>   |  |
| 02.08.16         | 02.04.16  | 01.28.16 | <ul style="list-style-type: none"> <li>• Programmatic Advertising Update</li> <li>• Multicast Network Trends</li> </ul>                                    | <ul style="list-style-type: none"> <li>• Upfront Central: Women</li> </ul>  | The Programmatic Summit - Miami                              |
| 02.15.16         | 02.11.16  | 02.05.16 | <ul style="list-style-type: none"> <li>• Virtual Reality Close-Up</li> </ul>   | <ul style="list-style-type: none"> <li>•</li> </ul>   | National Religious B'casters - Nashville                     |
| 02.22.16/2.29.16 | 02.18.16  | 02.19.16 | <ul style="list-style-type: none"> <li>• Digital All Stars</li> <li>• Golden Mike Award: Bob Pittman</li> </ul>  | <ul style="list-style-type: none"> <li>• Tech: traffic, billing, &amp; automation</li> </ul>                                  |  |
|                  |           |          |  |   |  |
| 03.07.16         | 02.25.16  | 02.18.16 | <ul style="list-style-type: none"> <li>• “Upfront Survival Guide”</li> </ul>   | <ul style="list-style-type: none"> <li>• Upfront Central: News Networks</li> <li>• Spotlight: Game Shows</li> </ul>           | Technology Leadership Summit – Orlando<br>Wonder Women – NYC |
| 03.14.16         | 03.09.16  | 03.04.16 | <ul style="list-style-type: none"> <li>• Outlook: Independent Network</li> </ul>   | <ul style="list-style-type: none"> <li>• Upfront Central: Food &amp; Lifestyle</li> </ul>                                     |  |
| 03.21.16         | 03.16.16  | 03.11.16 | <ul style="list-style-type: none"> <li>• “News Leaders: Local Talent”</li> </ul>   | <ul style="list-style-type: none"> <li>• Upfront Central: Syndication</li> <li>• NewsTech eBook (custom published)</li> </ul> |  |



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|----------|----------|----------|--|--|---|
| 03.28.16 | 03.23.16 | 03.18.16 | <ul style="list-style-type: none"> <li>NAB Preview</li> </ul>  | <ul style="list-style-type: none"> <li>Upfront Central: Cable</li> <li>NAB Preview</li> </ul>                  |   |
|          |          |          |  |  |   |
| 04.04.16 | 03.30.16 | 03.25.16 | <ul style="list-style-type: none"> <li>Audience Measurement/Data Issue</li> </ul>  | <ul style="list-style-type: none"> <li>Video Marketer Award</li> </ul>   | Advanced Advertising – NYC<br>TVMC – NYC  |
| 04.11.16 | 04.06.16 | 03.30.16 | <ul style="list-style-type: none"> <li>NAB Preview</li> <li>Top 25 Station Groups</li> </ul>   | <ul style="list-style-type: none"> <li></li> </ul>   | NAB – Las Vegas<br>B&C Tech Lead Awards   |
| 04.18.16 | 04.13.16 | 04.07.16 | <ul style="list-style-type: none"> <li>NAB Issue</li> <li>Upfront Central: Market Movers               <ul style="list-style-type: none"> <li>Next Generation</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Technology Leadership Awards</li> <li>Daytime Emmys Preview</li> </ul>  |   |
| 04.25.16 | 04.20.16 | 04.14.16 | <ul style="list-style-type: none"> <li>The “NewFront” Issue and Newfront Leaders</li> </ul>  | <ul style="list-style-type: none"> <li>Upfront Central: NewFronts</li> <li>Streaming Sports special</li> </ul> | Daytime Emmys                             |
|          |          |          |  |  |   |
| 05.02.16 | 04.28.16 | 04.22.16 | <ul style="list-style-type: none"> <li>Leaders of the International Marketplace</li> </ul>   | <ul style="list-style-type: none"> <li></li> </ul>   |   |
| 05.09.16 | 05.05.16 | 04.28.16 | <ul style="list-style-type: none"> <li></li> </ul>   | <ul style="list-style-type: none"> <li></li> </ul>   |   |
| 05.16.16 | 05.12.16 | 05.06.16 | <ul style="list-style-type: none"> <li>Upfront Central: Hispanic</li> <li>INTX Issue</li> </ul>  | <ul style="list-style-type: none"> <li>Hispanic Upfront eBook (Custom)</li> <li>Peabody Awards</li> </ul>      | INTX – Boston<br>Multicultural Breakfast  |
| 05.23.16 | 05.19.16 | 05.06.16 | <ul style="list-style-type: none"> <li>The Emmy Issue</li> </ul>   | <ul style="list-style-type: none"> <li></li> </ul>   | Peabody Awards – NYC                      |
| 05.30.16 |          |          | NO ISSUE   |  |   |
|          |          |          |  |  |   |
| 06.06.16 | 06.01.16 | 05.26.16 | <ul style="list-style-type: none"> <li></li> </ul>   | <ul style="list-style-type: none"> <li></li> </ul>   | Next TV Summit – San Francisco            |
| 06.13.16 | 06.09.16 | 06.02.16 | <ul style="list-style-type: none"> <li>DigiNetworks</li> </ul>   | <ul style="list-style-type: none"> <li></li> </ul>   | Promax BDA – LA<br>Licensing Expo – Vegas |



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|---------------|----------|----------|---|--|-----------------------------------|
| 06.20.16      | 06.15.16 | 06.09.16 | <ul style="list-style-type: none"> <li>Women in the Game</li> <li>Programmatic Update</li> </ul>                            | <ul style="list-style-type: none"> <li>Promax: Station Summit</li> </ul> | Cloud Tech Summit<br>E3 Expo – LA |
| 06.27.16      | 06.22.16 | 06.16.16 | <ul style="list-style-type: none"> <li>18 UNDER 34</li> </ul>   | <ul style="list-style-type: none"> <li></li> </ul>                       |                                   |
|               |          |          |   |  |                                   |
| 07.04.16      | 06.29.16 | 06.23.16 | <ul style="list-style-type: none"> <li>NO ISSUE</li> </ul>  | <ul style="list-style-type: none"> <li></li> </ul>                       |                                   |
| 07.11.16      | 06.29.16 | 06.23.16 | <ul style="list-style-type: none"> <li>Next Wave of Leaders – The Tech Twelve</li> </ul>                                    | <ul style="list-style-type: none"> <li></li> </ul>                       |                                   |
| 07.18 - 25.16 | 07.13.16 | 07.07.16 | <ul style="list-style-type: none"> <li>The Strategists: TV's Top Media Planners</li> </ul>                                  | <ul style="list-style-type: none"> <li>VidCon Reveiw</li> </ul>          | VidCon – Anaheim                  |
|               |          |          | <ul style="list-style-type: none"> <li></li> </ul>  | <ul style="list-style-type: none"> <li></li> </ul>                       |                                   |
|               |          |          |   |  |                                   |
| 08.01.16      | 07.27.16 | 07.21.16 | <ul style="list-style-type: none"> <li>NO ISSUE</li> </ul>  | <ul style="list-style-type: none"> <li></li> </ul>                       |                                   |
| 08.08.16      | 08.03.16 | 07.28.16 | <ul style="list-style-type: none"> <li></li> </ul>  | <ul style="list-style-type: none"> <li></li> </ul>                       |                                   |
| 08.15.16      | 08.10.16 | 08.04.16 | <ul style="list-style-type: none"> <li>Dealmakers: TV's Top Agents, Lawyers, Mgrs.</li> <li>Advanced Advertising</li> </ul> | <ul style="list-style-type: none"> <li></li> </ul>                       |                                   |
| 08.22-29.16   | 08.17.16 | 08.11.16 | <ul style="list-style-type: none"> <li>Sports Beyond the Mainstream: Outdoor, MMA, Motorsports</li> </ul>                   | <ul style="list-style-type: none"> <li></li> </ul>                       |                                   |
|               |          |          | <ul style="list-style-type: none"> <li></li> </ul>  | <ul style="list-style-type: none"> <li></li> </ul>                       |                                   |
|               |          |          |   |  |                                   |
| 09.05.16      | 08.31.16 | 08.24.16 | <ul style="list-style-type: none"> <li>IBC Preview</li> </ul>   | <ul style="list-style-type: none"> <li>NFL Season Kickoff</li> </ul>     | IBC – Amsterdam                   |



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| 09.12.16 | 09.07.16 | 08.31.16 | <ul style="list-style-type: none"> <li>Fall Season Preview: Broadcast, Cable, &amp; Syndication</li> <li>Broadcaster of the Year</li> </ul> | •   |                                 |
| 09.19.16 | 09.14.16 | 09.07.16 | <ul style="list-style-type: none"> <li>Leaders in Diversity</li> </ul>  | •   | News Tech Summit                |
| 09.26.16 | 09.21.16 | 09.14.16 | <ul style="list-style-type: none"> <li>Independent Networks</li> </ul>  | •   | Diversity Week / Katz Dinner    |
|          |          |          |   |   |                                 |
| 10.03.16 | 09.27.16 | 09.21.16 | <ul style="list-style-type: none"> <li>News Tech Summit</li> </ul>  | •   | News Tech Summit                |
| 10.10.16 | 10.05.16 | 09.27.16 | <ul style="list-style-type: none"> <li></li> </ul>  | •   |                                 |
| 10.17.16 | 10.12.16 | 10.05.16 | <ul style="list-style-type: none"> <li>Hall of Fame Issue</li> <li>Hispanic TV Summit: Awards Spotlight</li> </ul>                          | <ul style="list-style-type: none"> <li>Hispanic TV Summit: Network Guide</li> </ul> | NYC TV WEEK<br>B&C Hall of fame |
| 10.24.16 | 10.19.16 | 10.12.16 | <ul style="list-style-type: none"> <li>Special Feature: Holiday Programming</li> <li>Business of Live</li> </ul>                            | •   |                                 |
| 10.31.16 | 10.26.16 |          | <ul style="list-style-type: none"> <li></li> </ul>  | •   |                                 |
|          |          |          |   |   |                                 |
| 11.07.16 | 11.01.16 | 10.26.16 | <ul style="list-style-type: none"> <li>NO ISSUE</li> </ul>  | •   |                                 |
| 11.14.16 | 11.08.16 | 11.01.16 | <ul style="list-style-type: none"> <li>Next TV Awards for Innovation</li> </ul>   | •   |                                 |
| 11.21.16 | 11.16.16 | 11.08.16 | <ul style="list-style-type: none"> <li>NO ISSUE</li> </ul>  | •   |                                 |
| 11.28.16 | 11.22.16 | 11.16.16 | <ul style="list-style-type: none"> <li>Multicast / Diginet Guide (pull-out)</li> <li>B&amp;C's The Year in Sports</li> </ul>                | •   |                                 |
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|----------|----------|----------|---|--|---|
| 12.05.16 | 11.29.16 | 11.22.16 | <ul style="list-style-type: none"> <li>• TV's Power 100</li> <li>•</li> </ul>   | <ul style="list-style-type: none"> <li>• Programmatic Update Special</li> </ul>      | Gov't Video Expo – DC<br>B&C Awards – NYC |
| 12.12.16 | 12.06.12 | 11.29.16 | <ul style="list-style-type: none"> <li>• NO ISSUE</li> </ul>  | <ul style="list-style-type: none"> <li>•</li> </ul>                                  |   |
| 12.19.16 | 12.14.16 | 12.06.16 | <ul style="list-style-type: none"> <li>• News Director, Multiplatform Broadcast, GM, and Station of the Year</li> </ul> | <ul style="list-style-type: none"> <li>• Golden Globes Nomination Special</li> </ul> |   |
| 12.26.16 | 12.20.16 | 12.14.16 | <ul style="list-style-type: none"> <li>• NO ISSUE</li> </ul>  | <ul style="list-style-type: none"> <li>•</li> </ul>                                  |   |
|          |          |          |   |  |   |