

| Issue Date | SBJ In-Depth | Industry Events | Sponsored Sections* | Ad • Materials Close |
|--------------------|--|---|---|---------------------------|
| 1ST QUARTER | | | | |
| Jan. 6 | Golf 2014 | | | 12/23/13 • 12/24/13 |
| Jan. 13 | Facilities Series: Concessions | | | 12/30/13 • 12/31/13 |
| Jan. 20 | David Stern: A Tribute and Retrospective | | | 1/6 • 1/8 |
| Jan. 27 | Super Bowl Preview | Super Bowl XLVIII, MetLife Stadium | | 1/13 • 1/15 |
| Feb. 3 | Sochi Winter Olympics | Winter Olympics February 7-23 | | 1/21 • 1/22 |
| Feb. 10 | Sports Sponsorship and Marketing | | | 1/27 • 1/29 |
| Feb. 17 | Motorsports 2014 | Daytona 500, February 23 | | 2/3 • 2/5 |
| Feb. 24 | MLS Season Opener | | Chicago Cubs Mesa Spring Training Facility Opening | 2/10 • 2/12 |
| Mar. 3 | Social and Digital Media | | | 2/18 • 2/19 |
| Mar. 10 | Forty Under 40 | Forty Under 40 Banquet, March 20 | | 2/24 • 2/26 |
| Mar. 17 | World Congress of Sports | World Congress of Sports, March 19-20 | Taylor / 30th Anniversary Irving, TX Sports Town Profile | 3/3 • 3/5 |
| Mar. 24 | MLB Season Preview Special Issue: Wrigley at 100* | | | 3/10 • 3/12 *3/3 • 3/5 |
| Mar. 31 | Sports Finance | | | 3/17 • 3/19 |
| 2ND QUARTER | | | | |
| April 7 | Facilities Series: Hospitality | | Ballpark Village, St. Louis | 3/24 • 3/26 |
| April 14 | Marathons and Endurance Events | Boston Marathon, April 21 | | 3/31 • 4/2 |
| April 21 | The Fight Game | | | 4/7 • 4/9 |
| April 28 | Ticketing | | | 4/14 • 4/16 |
| May 5 | The Sports Media Upfront | | | 4/21 • 4/23 |
| May 12 | Action Sports 2014 | X Games, Austin, Texas, May 15-18 | | 4/28 • 4/30 |
| May 19 | Sports Business Awards | Sports Business Awards, 2014 May 21 | | 5/5 • 5/7 |
| May 26 | Sports Sponsorship and Marketing | Intersport Activation Summit, May 29-30 | | 5/12 • 5/14 |
| June 2 | World Cup 2014 — Brazil | World Cup starts June 12 | | 5/19 • 5/21 |
| June 9 | NACDA | NACDA Convention, June 9-12; Veritix Sports Facilities & Franchises/ Ticketing Symposium, June 10-12 | Degrees in Sports Business | 5/27 • 5/28 |
| June 16 | Hispanic Marketing | | | 6/2 • 6/4 |
| June 23 | Sports Law | | | 6/9 • 6/11 |
| June 30 | E-Commerce in Sports | | Sports Gives Back: Support the Troops | 6/16 • 6/23 |

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| 3RD QUARTER | | | | |
| July 7 | OPEN WEEK - NO PUBLICATION | | | |
| July 14 | MLB All-Star Preview | | | 6/30 • 7/2 |
| July 21 | The Convergence of Sports & Entertainment | | Fan Experience | 7/7 • 7/9 |
| July 28 | The Education Issue | | | 7/14 • 7/16 |
| Aug. 4 | Youth Sports — Little League 75th World Series | Little League World Series 75th Anniversary | National Association of Sports Commissions | 7/21 • 7/23 |
| Aug. 11 | Sports Media | SEC Network debut, August 21 | | 7/28 • 7/30 |
| Aug. 18 | College Football Season Preview | | Reinventing the Training Room; Tulane University Stadium | 8/4 • 8/6 |
| Aug. 25 | Tennis 2014 | | | 8/11 • 8/13 |
| Sept. 1 | NFL Season Preview | | Levi's Stadium Opening — San Francisco 49ers | 8/18 • 8/20 |
| Sept. 8 | Facilities Series: Design and Construction | | | 8/25 • 8/27 |
| Sept. 15 | Game Changers — Women in Sports Business | Game Changers, September 16 | | 9/2 • 9/3 |
| Sept. 22 | NHL Season Preview | | | 9/8 • 9/10 |
| Sept. 29 | TBD | | | 9/15 • 9/17 |
| 4TH QUARTER | | | | |
| Oct. 6 | The Fight Game | | | 9/22 • 9/24 |
| Oct. 13 | Sports Sponsorship and Marketing | CSE Sports Marketing Symposium/Social Media & Sports Series, October 14-15 | Sports Property Showcase | 9/29 • 10/1 |
| Oct. 20 | NBA Season Preview | | | 10/6 • 10/8 |
| Oct. 27 | Horse Racing 2014 | Breeders' Cup, October 31-November 1 | | 10/13 • 10/15 |
| Nov. 3 | Sports Media | Sports Media & Technology, November 5-6 | North Carolina: Sports Destination Profile | 10/20 • 10/22 |
| Nov. 10 | College Basketball Season Preview | | | 10/27 • 10/29 |
| Nov. 17 | Facilities Series: TBD | | Pro Sports Facilities | 11/3 • 11/5 |
| Nov. 24 | SBJ/SBD Reader Survey | | Sports Gives Back | 11/10 • 11/12 |
| Dec. 1 | College Sports | Motorsports Marketing Forum, December 2-3 | Degrees in Sports Business Directory; College Facilities | 11/17 • 11/19 |
| Dec. 8 | 50 Most Influential Executives in Sports | IMG Intercollegiate Athletics Forum, December 10-11 | | 11/24 • 11/26 |
| Dec. 15 | The Year In Sports Business | | | 12/1 • 12/3 |
| Dec. 22 | OPEN WEEK - NO PUBLICATION | | | |
| Dec. 29 | OPEN WEEK - NO PUBLICATION | | | |

COLUMNS

WEEKLY:

- **THE LEFTON REPORT** is a weekly must-read on sponsorship, advertising and marketing news written by SportsBusiness Journal/Daily Editor-at-Large Terry Lefton. It is consistently one of the most widely read features in the magazine.
- **LABOR & AGENTS BY LIZ MULLEN** covers the dynamic world of sports agencies and talent agents, as well as the key labor issues facing the sports industry. Her weekly column is a can't-miss among top sports agents and talent negotiators, as well as league and labor leaders.
- **BREAKING GROUND BY DON MURET** covers the latest news and trends among sports facilities and venues in this weekly column widely read by facility managers, architects, contractors, vendors, concessionaires and other partners. The column examines new elements in facility design and development, seating and ticketing.

SEMI-MONTHLY:

- **SPORTS MEDIA BY JOHN OURAND** is known for its provocative and spirited opinion, offering a unique perspective on the latest trends in the dynamic and fluid sports media space. From rights fees to programming trends to ratings spin, Ourand delivers keen analysis of some of the hot-button issues that everyone is talking about.

MONTHLY:

- A longtime sports business veteran, Dr. Bill Sutton authors a monthly column on best practices. The column continuously receives the most feedback and response of any column to appear in SportsBusiness Journal. Sutton details best practices on ticket pricing, renewals, group sales and corporate sponsorship strategies applicable to both leagues and sponsors.

QUARTERLY:

- **UP NEXT BY RICH LUKER** presents issues and perspectives by Rich Luker, the well-respected consultant with The Luker Co., that is intended to move the industry forward in its thinking. This thought-provoking piece examines the latest societal trends in sports consumption and habits, and features trending data on issues such as interest in sports among our youth, and thoughts from industry leaders about what's on the horizon.

**Issues To Be Determined will be added to the SportsBusiness Journal site as they are announced. To get the latest information go to www.sportsbusinessjournal.com and click on the Advertise With Us section.*