

Issue Date	SBJ In-Depth	Industry Events	Sponsored Sections*	Ad / Materials Close
1ST QUARTER				
Jan. 1	OPEN WEEK – NO PUBLICATION			
Jan. 8	Sponsorship & Marketing			12/26/-12/27 2017
Jan. 15	Ticketing			1/2-1/3
Jan. 22	Winter Olympics			1/8-1/10
Jan. 29	Super Bowl	Super Bowl LII, February 4, US Bank Stadium, Minneapolis		1/15-1/17
Feb. 5	Madison Square Garden at 50	Madison Square Garden 50th Anniversary, February 11, 2018 Winter Olympics, February 9-25, PyeongChang, South Korea		11 1/22-1/24
Feb. 12	Motorsports: NASCAR at 70	2018 Daytona 500, February 18, Daytona, FL		18 1/29-1/31
Feb. 19	The Education Issue			2/5-2/7
Feb. 26	MLS 2018		Ahead of the Game: Best and Latest Innovations in Sports*	2/12-2/14
March 5	Data & Analytics			2/19-2/21
March 12	March Madness	Selection Sunday, March 11		2/26-2/28
March 19	Facilities: Fan Experience			3/5-3/7
March 26	MLB 2018	Opening Day 2018, March 29		3/12-3/14
2ND QUARTER				
April 2	Golf 2018	The Masters, April 5-8, Augusta, GA		3/19-3/21
April 9	Forty Under 40	Forty Under 40 Awards Banquet, April 18, JW Marriott LA Live		3/26-3/28
April 16	World Congress of Sports	World Congress of Sports, April 17-18, JW Marriott LA Live		4/2-4/4
April 23	Horse Racing			4/9-4/11
April 30	SportsBusiness Journal 20th Anniversary	144th Kentucky Derby, May 5, Louisville, KY		4/16-4/18
May 7	Sports in Focus: Bowling			4/23-4/25
May 14	Facilities: Concessions			4/30-5/2
May 21	Sports Business Awards	2018 Sports Business Awards, May 23, Marriott Marquis Times Square, New York	Belmont Stakes 150th Anniversary*	5/7-5/9
May 28	E-Sports		Banc of California Stadium*	5/14-5/16
June 4	Sponsorship & Marketing	Brand Engagement Summit, June 7-9, Hotel Nikko, San Francisco		5/21-5/23
June 11	Youth Sports		Clio Sports*	5/28-5/30
June 18	Power Players: Ticketing	18th Annual AXS Sports Facilities & Franchises/Ticketing Symposium, June 19-21, The Westin Book Cadillac, Detroit	Pro Bull Riders 25th Anniversary*	6/4-6/6
June 25	AD of the Year	National Association of College Directors of Athletics Convention, June 24, Washington, DC	University of Minnesota Athletes Village* Profiles of Sports Business Degree Programs* American Athletic Conference*	6/11-6/13

All editorial topics listed are subject to change, without notice, at the discretion of the publisher.

* **Deadlines vary** — please contact your SBJ advertising representative for deadlines for all Sponsored Sections.
All information effective as of 7/6/18.

Issue Date	SBJ In-Depth	Industry Events	Sponsored Sections*	Ad / Materials Close
3RD QUARTER				
July 2	OPEN WEEK – NO PUBLICATION			
July 9	Sports Commissions		Audi Field/D.C. United* Sports Commission Showcase*	6/25-6/27
July 16	Culinary Marketing and Activation in Sports		The New Fan Experience*	7/2-7/3
July 23	The Education Issue Special Report: Warsaw Marketing Center at 25			7/9-7/11
July 30	Power Players: TBD			7/16-7/18
Aug. 6	Training Camps			7/23-7/25
Aug. 13	Sports Law			7/30-8/1
Aug. 20	College Football Season Preview		Milwaukee Bucks New Arena Opening – Wisconsin Entertainment and Sports Center*	8/6-8/8
Aug. 27	Tennis 2018	U.S. Open, August 27-September 9, New York		8/13-8/15
Sept. 3	NFL 2018			8/20-8/22
Sept. 10	Game Changers		Northwestern University – Remake by the Lake*	8/27-8/29
Sept. 17	Facilities: Premium Seating			9/4-9/5
Sept. 24	Power Players: TBD		Texas Live! – Arlington Texas*	9/10-9/12
4TH QUARTER				
Oct. 1	NHL 2018			9/17-9/19
Oct. 8	NBA 2018			9/24-9/26
Oct. 15	Media	20th Annual NeuLion Sports Media & Technology, October 16-17, Marriott Marquis Times Square, New York	Legends 10th Anniversary*	10/1-10/3
Oct. 22	Data and Analytics			10/8-10/10
Oct. 29	Sponsorship and Marketing		Sports Marketing and Properties Showcase*	10/15-10/17
Nov. 5	College Basketball			10/22-10/29
Nov. 12	The Fight Game	esports Rising, November 13-14, Lowes Hollywood, Los Angeles		10/29-10/31
Nov. 19	Power Players: TBD		Sports Gives Back*	11/5-11/7
Nov. 26	Finance Reader Survey			11/12-11/14
Dec. 3	College Sports	Learfield Intercollegiate Athletics Forum, December 5-6, Crowne Plaza, New York	Collegiate Facilities* Directory of Degree Programs in Sports Business*	11/19-11/21
Dec. 10	Facilities: Design		Pro Facilities*	11/26-11/28
Dec. 17	50 Most Influential People in Sports Business			12/3-12/5
Dec. 24	The Year in Sports Business			12/10-12/12
Dec. 31	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.
- **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

- **SUTTON IMPACT** is a monthly column on best practices in sports business written by longtime sports business veteran, Dr. Bill Sutton. His 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 intended to move the industry forward in its thinking. Rich Luker, the well respected consultant with Luker Co., writes thought-provoking pieces that examine the latest societal trends in sports consumption and habits. He features trending data on issues, such as the 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.