

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 7/27/18.

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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	Diversity			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	Game Changers Conference, September 12, Crowne Plaza Times Square Manhattan, NYC	Northwestern University – Remake by the Lake*	8/27-8/29
Sept. 17	Facilities: Premium Seating			9/4-9/5
Sept. 24	Power Players: Brand Marketers		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	Octagon Sports Marketing Symposium, October 30 - 31, Crowne Plaza Times Square Manhattan, NYC	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	Dealmakers in Sports, November 28, New York JW Marriott Essex House, NYC		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		University of Arkansas Donald W. Reynolds Razorback Stadium Renovation and Expansion*	12/3-12/5
Dec. 24	The Year in Sports Business			12/10-12/12
Dec. 31	OPEN WEEK – NO PUBLICATION			