

Issue Date	SBJ In-Depth	Industry Events	Sponsored Sections*	Ad / Materials Close
<b>1ST QUARTER</b>				
Jan.1	<b>OPEN WEEK – NO PUBLICATION</b>			
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 @ 50	Madison Square Garden 50th Anniversary, February 11 2018 Winter Olympics, PyeongChang, South Korea 2/9 - 2/25		11 1/22-1/24
Feb. 12	Motorsports - NASCAR @ 70	2018 Daytona 500, February 18		18 1/29-1/31
Feb. 19	The Education Issue			2/5-2/7
Feb. 26	MLS 2018			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		3/19-3/21
<b>2ND QUARTER</b>				
April 2	Golf 2018	The Masters, April 5-8		3/20-3/22
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	SportsBusiness Journal 20th Anniversary			4/9-4/11
April 30	Horse Racing	144th Kentucky Derby, May 5		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, JW Marriott, Times Square, NYC		5/7-5/9
May 28	E-Sports			5/14-5/16
June 4	Sponsorship & Marketing	Brand Engagement Summit, Hotel Nikko, San Francisco, 5/7-5/9		5/21-5/23
June 11	Power Players: TBD			5/28-5/30
June 18	AD of the Year	National Association of College Directors of Athletics Convention, June 24, Washington, DC	Profiles of Sports Business Degree Programs*	6/4-6/6
June 25	Ticketing			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 7/10/17.

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<b>3RD QUARTER</b>				
July 2	<b>OPEN WEEK - NO PUBLICATION</b>			
July 9	Sports Commissions			6/25-6/27
July 16	Culinary Marketing And Activation In Sports			7/2-7/3
July 23	The Education Issue Special Report: Warsaw Marketing Center @ 25			7/9-7/11
July 30	Power Players: TBD			7/16-7/18
Aug. 6	Training Camps			7/23-7/25
Aug. 13	Youth Sports			7/30-8/1
Aug. 20	College Football Season Preview			8/6-8/18
Aug. 27	Tennis 2018	U.S. Open, August 27 to September 9. New York City		8/13-8/15
Sept. 3	NFL 2018			8/20-8/22
Sept. 10	Game Changers			8/27-8/29
Sept. 17	Facilities - Premium Seating			9/4-9/15
Sept. 24	Power Players: TBD			9/10-9/12
<b>4TH QUARTER</b>				
Oct. 1	NHL 2018			9/17-9/19
Oct. 8	Sponsorship & Marketing			9/24-9/26
Oct. 15	NBA 2018			10/1-10/3
Oct. 22	Data and Analytics			10/8-10/10
Oct. 29	Media			10/15-10/17
Nov. 5	College Basketball			10/22-10/29
Nov. 12	The Fight Game			10/29-10/31
Nov. 19	Power Players: TBD			11/5-11/7
Nov. 26	Finance/Reader Survey			11/12-11/14
Dec. 3	College Sports			11/19-11/21
Dec. 10	Facilities -Design			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	<b>OPEN WEEK - NO PUBLICATION</b>			

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## 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, which is a favorite for facility managers, architects, contractors, vendors, concessionaires and other partners. The column examines new elements in facility design and development, seating and ticketing.
- **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](http://www.sportsbusinessjournal.com) and click on the Advertise With Us section.*