Broadcasting+Cable covers the business of TV, from broadcasting and cable operations to programs, advertising, technology, all parts of the business and its people, through breaking news, in-depth analysis, video, podcasts and live events, bringing the community together to deliver key insights and recognize excellence.
The Digital Television Authority

*Broadcasting + Cable (B+C)*, is the leading voice of the television industry, serving the broadcast, cable, program syndication and streaming communities. B+C's readers include executives at TV stations, TV networks, cable systems and networks, major media companies, ad agencies, streaming services and professionals in the technology and government sector related to the television industry, including Congress and the FCC.

- **14k** Qualified Readers
- **412k** Monthly Worldwide Visitors
- **600k** Monthly Worldwide Page Views

SOURCE: INTERNAL
Highlighting each day’s top stories, B+C Today Daily eNewsletters provide our subscribers with the latest digital content from broadcastingcable.com.
FEATURED EDITORIAL

STREAMING

“YOUTUBE SPORTS A NEW LOOK

PROGRAMMING

“SEASON THREE OF ‘DESIGNATED SURVIVOR’ TO RUN ON NETFLIX IN 2019

“NEXT SEASON OF ‘THE RANCH’ WILL BE FINAL ONE ON NETFLIX

“SEASON THREE OF ‘GOLIATH’ A GO ON AMAZON

ADVERTISING

“OFFERMAN, MULLALLY ARE ‘SLINGERS’ IN NEW COMMERCIALS

LEADING VOICE OF THE TV INDUSTRY

Being the authority in media entertainment, B+C has comprehensive coverage of the topics affecting the TV industry. Top executives and influencers choose B+C as the go-to source for news on: technology, programming, streaming & OTT, regulation, and advertising.
<table>
<thead>
<tr>
<th>JANUARY 20</th>
<th>FEBRUARY 17</th>
<th>MARCH 16</th>
<th>APRIL 27</th>
<th>MAY 11</th>
<th>JUNE 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISSUE THEME</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of Syndication</td>
<td>Producer of the Year</td>
<td>NYC TV WEEK - Spring</td>
<td>Upfronts</td>
<td>Streaming into Awards Season</td>
<td>Summer Programming</td>
</tr>
<tr>
<td>SPECIALS &amp; SUPPLEMENTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NATPE Miami CES Recap</td>
<td>Social Impact Programming Tech Leadership Awards</td>
<td>Advanced Advertising Next TV: Streaming</td>
<td>ATSC 3.0 Closeup Earth Day</td>
<td>Emmys, Phase I: Nominations</td>
<td></td>
</tr>
<tr>
<td>B+C SALUTES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Syndication Stars Brandon Tartikoff Legacy Awards</td>
<td>Producer of the Year</td>
<td>BFOA Golden Mike Award</td>
<td>Outlook of Upfronts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BONUS DISTRIBUTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NATPE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JULY 20</td>
<td>AUGUST 10</td>
<td>SEPTEMBER 21</td>
<td>OCTOBER 26</td>
<td>NOVEMBER 16</td>
<td>DECEMBER 14</td>
</tr>
<tr>
<td>ISSUE THEME</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td>Advertising</td>
<td>Fall Programming</td>
<td>NYC TV Week</td>
<td>Holiday Season</td>
<td>Station Awards</td>
</tr>
<tr>
<td>SPECIALS &amp; SUPPLEMENTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emmys, Phase II: The Nominations Football</td>
<td>Fall Season Preview: B’cast, cable &amp; Syndication</td>
<td>NYC TV Week</td>
<td>Holiday Programming</td>
<td>Golden Globes Preview</td>
<td></td>
</tr>
<tr>
<td>B+C SALUTES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women in the Game</td>
<td>Top Media Buyers &amp; Planners</td>
<td>Broadcaster of the Year</td>
<td>B+C Hall of Fame Profiles + Program Guide</td>
<td>News Director, Multiplatform Broadcaster, GM, Station Group of the Year</td>
<td></td>
</tr>
<tr>
<td>BONUS DISTRIBUTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACA/NCTC The Independent Show</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CONTACT US TO RECEIVE OUR RATE CARD & MORE INFORMATION
WHO WE SERVE

Serving executives and influencers - the movers and shakers - of the TV industry as the go-to source on emerging technologies, changes in advertising, and building awareness on the latest tv programming.

30% ENGINEERING VP / CHIEF / DIRECTOR / MANAGER / TECHNICIAN
28% CHAIRMAN / OWNER / PRESIDENT / PARTNER / EXECUTIVE
15% DIRECTOR / GENERAL MANAGER / MANAGER / SYSTEMS MANAGER

SOURCE: 2019 READER SURVEY
AUDIENCE DEMOGRAPHICS

27.7% TV AFFILIATE & INDEPENDENT (3,871)
10.7% ADVERTISER/ADVERTISING AGENCY (1,491)
10.0% TV NETWORK (1,393)
8.6% PROGRAMMING & SERVICES (1,198)
8.5% CABLE TV OPERATION/MSO/CABLE MSO HEADQUARTERS (1,183)
13.9% OTHERS ALLIED TO THE FIELD (1,949)
5.9% NEW MEDIA/OTT INTERNET TV/INTERNET VIDEO/STREAMING (822)
3.3% RADIO STATION/NETWORK (456)
3.2% GOVERNMENT/TRADE (444)
3.5% CABLE NETWORK (495)
3.2% MFG OF RADIO/TV/CABLE (442)
0.7% TELEPHONE COMPANY (101)
0.6% FINANCIAL INSTITUTIONS (80)
0.5% ADVERTISING REP FIRM (75)

SOURCE: INTERNAL
MARKETING SERVICES
As the number one media company in the markets it serves, Future US has the editorial expertise, market knowledge, and the high-spending audiences that are the critical pillars for a successful content marketing program.

Our Solutions

Our Solutions

TARGETED B2B MARKETING
Leveraging FUTURE's leading brands and market expertise, we deliver responsive audiences. Our advanced data profile capabilities ensure precise segmentation and targeting.

CUSTOM ONLINE CREATIVE SOLUTIONS
Sponsored content programs run across our platforms and beyond using paid, owned, and earned media.

TRUSTED CONTENT
We attract an audience of in-market business decision makers, who engage with and are influenced by our expert editorial content.
Personalized Brand Experiences

- SPONSORED CONTENT
- WEBINARS
- PODCASTS
- SOCIAL MEDIA HUB
- VIDEO
- WHITEPAPERS & EBOOKS
- RESEARCH & SURVEYS

SEE OUR FULL CATALOG OF MARKETING SOLUTIONS
TRADESHOW AMPLIFICATION
For major industry shows, *Broadcasting + Cable* provides important and impactful stories from the conference through content in the magazine, on broadcastingcable.com and through enewsletters. B+C obtains maximum reach during The Independent Show, NAB, NATPE, and other with distribution at these shows.