database
TRENDS AND APPLICATIONS

20 25

MEDIA KIT

Targeted Marketing and Demand Generation
Solutions for the Age of Intelligence

WWW.DBTA.COM

database TRENDS AND APPLICATIONS
A New Era of Data Management Architectures: Cloud and Beyond

database TRENDS AND APPLICATIONS
Reimagining Data Management for the Real-Time, AI-Powered Future

database TRENDS AND APPLICATIONS
100 COMPANIES THAT MATTER MOST IN DATA

THE *DATABASE TRENDS AND APPLICATIONS* NETWORK
— 100,000 STRONG

⮕ *Database Trends and Applications* **(DBTA)** provides actionable advice and real direction to more than 100,000 IT professionals at organizations across North America through its print magazines, website, family of email newsletters, and exclusive contract publishing partnerships with leading technology user groups in the industry. From live webinars to technical white papers, market research, independent analysis, and breaking news stories, *DBTA* guides professionals who evaluate, recommend, and purchase solutions for all the facets of *data* management and analysis. Partnering with *DBTA* allows your organization to extend its reach deeply into the marketplace to leading corporations, educational institutions, and government agencies interested in learning about new technologies and strategies for managing, storing, securing, integrating, accessing, and creating business value from data today.

⮕ **DBTA Sponsorship, Advertising, Marketing, and Lead-Generation Opportunities Include:**

Database Trends and Applications **Magazine:** *DBTA* is read by more than 10,000 influential information management professionals.

DBTA.com: The site offers multiple sponsorship and banner advertising opportunities.

Big Data Quarterly: *Big Data Quarterly* is the leading print and online publication focusing solely on big data applications and strategies.

Web Events: Turnkey single-sponsor and multi-sponsor webinars are guaranteed to deliver leads.

Email Newsletters: *DBTA* produces eight original email newsletters. These newsletters provide targeted marketing opportunities with a variety of different sponsorship levels:

> *5 Minute Briefing: Information Management*
> *5 Minute Briefing: Oracle*
> *5 Minute Briefing: SAP*
> *Big Data Quarterly E-Edition*

> *5 Minute Briefing: Cloud*
> *5 Minute Briefing: Data Center*
> *5 Minute Briefing: MultiValue*
> *DBTA E-Edition*

DBTA Best Practices and Thought Leadership Series White Papers: Every month, *DBTA* and *Big Data Quarterly* produce a special report on specific information management topics of interest to our readers. Participation from sponsors provides thought leadership as well as guaranteed sales leads to your organization.

Custom-Sponsored Research: Unisphere Research, *DBTA*'s research arm, conducts ongoing proprietary and "for-publication" research projects for select IT vendors. Projects can be conducted through the *DBTA* and *Big Data Quarterly* readership.

Lead-Generation Programs for Your White Papers and Other Content Marketing Assets: *DBTA* will host your content marketing assets, market them to our readership, collect registrations, and deliver quality leads to your organization on a pay-per-lead basis.

Direct Email Marketing: *DBTA* maintains an opt-into third-party email list of more than 12,000 subscribers, available for your direct response messaging.

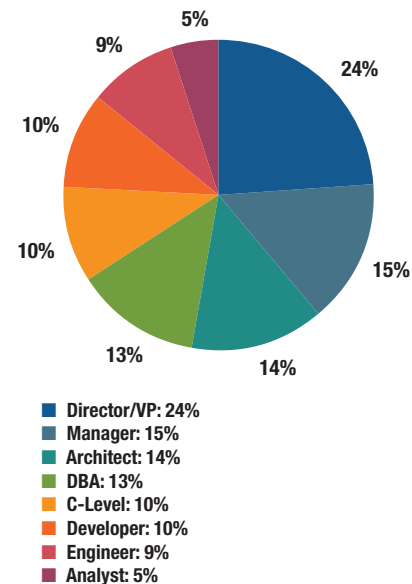# DATABASE TRENDS AND APPLICATIONS MAGAZINE

Database Trends and Applications (*DBTA*) delivers advanced trends analysis and case studies in data management and analytics developed by a team with more than 25 years of market coverage experience and groundbreaking research of unparalleled depth and foresight exclusively through its Unisphere Research division. Serving the IT and business stakeholders within complex data environments, *DBTA* reaches all the job titles and functions involved in the evaluation, recommendation, and purchase of products and services for controlling, protecting, integrating, analyzing, and enhancing the value of data and information assets.
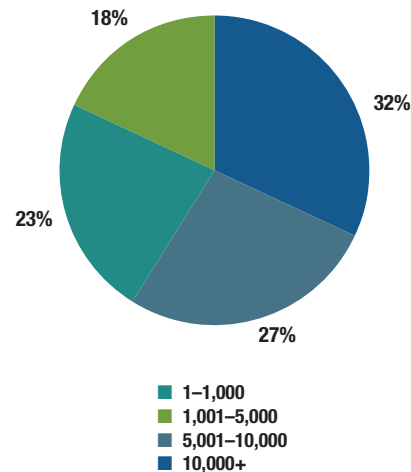
DBTA Subscriber Key Facts:

› 80% are involved in purchasing decisions

› 75% are managing data in cloud-based environments

› 53% are using or adopting a cloud data warehouse

› 50% are working on real-time analytics projects

› 48% are focused on enabling AI and ML use cases

› 48% are seeking solutions to data security and governance challenges

› 43% are using or are adopting a data lakehouse

› 40% are pursuing an integrated data management environment

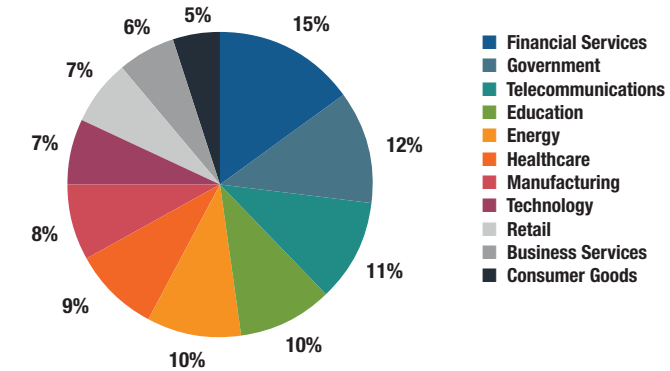## Who Subscribes to *Database Trends and Applications*?

› By Job Function

- Director/VP: 24%
- Manager: 15%
- Architect: 14%
- DBA: 13%
- C-Level: 10%
- Developer: 10%
- Engineer: 9%
- Analyst: 5%

› By Company Size

- 1–1,000
- 1,001–5,000
- 5,001–10,000
- 10,000+

› By Business and Industry

- Financial Services
- Government
- Telecommunications
- Education
- Energy
- Healthcare
- Manufacturing
- Technology
- Retail
- Business Services
- Consumer Goods

database TRENDS AND APPLICATIONS — From Unisphere Media, a division of Information Today, Inc.

THE MAGAZINE

2025 EDITORIAL & MARKETING OPPORTUNITIES CALENDAR

ISSUE DATE	ISSUE TYPE	EDITORIAL FOCUS	ADVERTISING SUPPLEMENT	WEBINAR ROUNDTABLE
JANUARY	Thought Leadership Report Series		**Thought Leadership Report:** Data Engineering Essentials for the AI Era	**1/16 Roundtable Webinar:** Modernizing Your Data Management Strategy for the AI Era **1/30 Roundtable Webinar:** Top Trends in Data Engineering for 2025
FEBRUARY	*DBTA* Magazine and Best Practices Report Series	The AI Era: Crafting the Perfect Environment for AI to Thrive MultiValue Special Section	**Best Practices Report:** Modernizing Data Management for Hybrid and Multi-Cloud Environments	**2/6 Roundtable Webinar:** Top Trends in Modern Data Architecture for 2025 **2/20 Roundtable Webinar:** Building a Microservices Architecture for the Edge and AI Era
MARCH	*Big Data Quarterly* (Spring Issue) and Best Practices Report Series	Examining the Modern Data Stack With the Latest Tools, Platforms, and Strategies	**Best Practices Report:** The Modern Data Stack in 2025: New Tools, Platforms, and Strategies	**3/6 Roundtable Webinar:** The Role of the DBA in 2025: Changes, Challenges, and Opportunities
MARCH	Thought Leadership Report Series		**Thought Leadership Report:** Powering GenAI Apps With Knowledge Graphs	**3/20 Roundtable Webinar:** Harnessing AI for IoT: Strategies and Technologies for Data Empowerment
APRIL	*DBTA* Magazine and Best Practices Report Series	Reimagining Data Governance and Security Special Feature: Startups to Watch in 2025 (ONLINE ONLY)	**Best Practices Report:** Data Governance and Security in the Age of AI	**4/3 Roundtable Webinar:** The Rise of Cloud Optimization: Strategies, Tools, and Best Practices
APRIL	Thought Leadership Report Series		**Thought Leadership Series:** Building a Tech Stack for AI: Tools, Technologies, and Frameworks	**4/17 Roundtable Webinar:** Achieving Trusted Data: Data Quality, Data Governance, and MDM Trends
MAY	*Big Data Quarterly* (Summer Issue) and Best Practices Report Series	Exploring the Potential of Graph Databases and Knowledge Graphs	**Best Practices Report:** The Real-Time Imperative: Enabling Instant Insights, Automation, and AI	**5/1 Roundtable Webinar:** Enabling Data Self-Service for Data Democratization **5/15 Roundtable Webinar:** Mitigating AI Risks: Security and Compliance Strategies **5/29 Roundtable Webinar:** New Database Technologies and Strategies for the AI Era

2025 EDITORIAL & MARKETING OPPORTUNITIES CALENDAR

ISSUE DATE	ISSUE TYPE	EDITORIAL FOCUS	ADVERTISING SUPPLEMENT	WEBINAR ROUNDTABLE
JUNE	*DBTA* Magazine and Best Practices Report Series	*DBTA* 100: The Top Companies in Data in 2025 Game-Changing Technologies Fueling the Data-Driven Enterprise	**Best Practices Report:** The Future of Database Management: New Technologies and Strategies	**6/12 Roundtable Webinar:** The Future of Data Platforms: Faster, Smarter, and Easier **6/26 Roundtable Webinar:** Building and Managing Hybrid and Multi-Cloud Environments
JULY	Thought Leadership Report Series	Special Feature: Awesome Companies in AI (ONLINE ONLY)	**Thought Leadership Report:** The Rise of Data Intelligence Platforms and Tools	**7/17 Roundtable Webinar:** Achieving Unified Analytics: Top Tools and Strategies **7/31 Roundtable Webinar:** Data Integration and Governance for the AI Era
AUGUST	*DBTA* Magazine and Best Practices Report Series	The Future of Database Management 2025 DBTA Readers' Choice Awards	**Best Practices Report:** Modern Data Integration Solutions for the Fast-Paced, AI World	**8/14 Roundtable Webinar:** Getting Data Fabric Right: Key Tools and Best Practices **8/28 Roundtable Webinar:** Succeeding With Modern Data Applications
SEPTEMBER	*Big Data Quarterly* (Fall Issue) and Best Practices Report Series	Big Data 75: Companies Driving Innovation New Technologies in a Big Data World	**Best Practices Report:** Modern Data Governance: Active Metadata, Data Catalogs and Data Observability	**9/11 Roundtable Webinar:** Data Security and Governance for the AI Era **9/25 Roundtable Webinar:** AI Game Changers: Knowledge Graphs, Vector Databases, and Semantic Layers
OCTOBER	*DBTA* Magazine and Best Practices Report Series	Transforming Your Data and Analytics in the Cloud	**Best Practices Report:** Database Performance for the Modern Enterprise: Maximizing Speed, Scalability and Agility	**10/2 Roundtable Webinar:** Transforming Your Data and Analytics in the Cloud **10/16 Roundtable Webinar:** Power Modern Applications: Data Management for Speed and Scale
NOVEMBER	*Big Data Quarterly* (Winter Issue):	The Real World in Real-Time Analytics	**Best Practices Report:** The Future of Analytics: Cloud Data Warehouses, Data Lakehouses and More	**11/6 Roundtable Webinar:** Boosting Your Real-Time Data and Analytics Capabilities **11/20 Roundtable Webinar:** Building Better Data Products Through AI and ML
DECEMBER	*DBTA* Magazine and Best Practices Report Series	Trend-Setting Products in Data List The Top Information Management Trends for 2025	**Best Practices Report:** Future-Proofing Your Data Architecture for AI	**12/4 Roundtable Webinar:** What's Ahead in Data Architecture for 2026 **12/18 Roundtable Webinar:** Combing AI and BI: Changes, Challenges, and Opportunities in Data Analytics

DISPLAY AND CLASSIFIED ADVERTISING

⮞ 2025 Advertising Opportunities

ISSUE	AD MATERIALS DUE
FEBRUARY	1/23/25
APRIL	3/25/25
JUNE	5/22/25
AUGUST	7/23/25
OCTOBER	9/24/25
DECEMBER	11/24/25

⮞ 2025 Advertising Rates

AD SIZE	1X	2X	4X
FULL PAGE	$2,950	$2,750	$2,650
1/2 PAGE	$2,950	$2,750	$2,650
1/3 PAGE	$1,450	$1,250	$1,150
1/4 PAGE	$950	$750	$650

› **Black-and-White advertisements:** 25% discount from gross rate

› **Back Cover & Inside Front Cover:** Add 20%.

› **Center Spread, Inside Back Cover, and other guaranteed positions:** Add 10%.

FULL PAGE
Trim size: 8"x10.75"
Bleed: Need an additional .125 on all sides for bleed.

FULL-PAGE SPREAD
Trim size: 16"x10.75"
Bleed: add .25" safety margin beyond trim size Need an additional .125 on all sides for bleed.

1/2-PAGE ISLAND
4.6"x7"

1/2 PAGE
(Horizontal)
7"x4.75"

1/4 PAGE
4.6"x3.75"

CLASSIFIEDS
1/5 PAGE
7"x1.375"

CLASSIFIEDS
1/10 PAGE
3.375"x 1.375"

Payment Terms

Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.
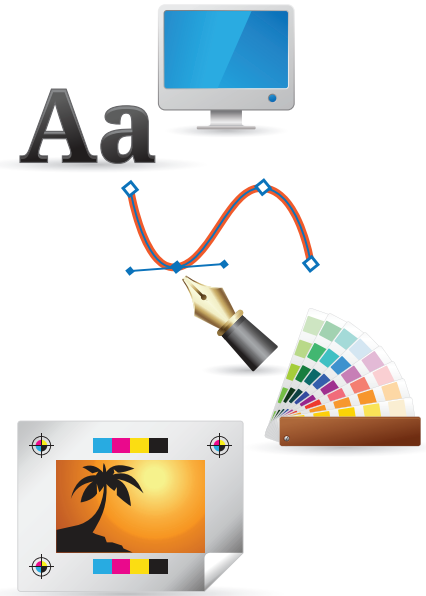
Commissions

All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

⮞ ADVERTISING CONTACT

› **Stephen Faig**
Tel: (908) 795-3702
Email: stephen@dbta.com

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

⮕ Ad production requirements — downloadable PDF.

  www.infotoday.com/advert/CTPAdSpecs.pdf

⮕ We accept the following formats:

› **Press-quality PDF files are preferred.**
  › Fonts must be embedded
  › Set black to overprint
  › Convert PMS to CMYK
  › Images must be in CMYK
  › 300 dpi images only
  › Flattened transparencies
  › Page dimensions and bleeds according to pub specs

› **We can also accept high-resolution Macintosh format Photoshop TIFF files.**
  › Flattened layers
  › CMYK color
  › 300 dpi
  › Page dimensions and bleeds according to pub specs

⮕ File submission instructions:

› **To upload files via the web:**
  › Using your web browser, log onto **http://files.infotoday.com**.
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email.
If there are any problems with your file, you will be contacted.

PLEASE NOTE:

› **Files submitted as RGB will be converted to CMYK.**

› **Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.**

› **All graphics must be at least 300 dpi resolution.**

For proper sizing of your ad, please refer to the Rate Card & Advertising Specs on page 6.

For production questions contact:
Jackie Crawford · Ad Trafficking Coordinator
jcrawford@infotoday.com

BIG DATA QUARTERLY

➡ *Big Data Quarterly* is the information management community's most important resource on new technologies and strategies in data management and analytics. As the premier magazine dedicated to big data trends and applications, *Big Data Quarterly* provides readers with an unparalleled resource when looking for the insight necessary to help shape their big data plans and strategies.

BDQ
BIG DATA QUARTERLY

Published four times per year, with Winter, Spring, Summer, and Fall editions, *Big Data Quarterly* has become a must-read publication for data scientists, CIOs, IT directors and managers, and other data professionals involved with data-intensive projects.

➡ *Big Data Quarterly*
Publication Schedule

ISSUE	AD MATERIALS DUE
SPRING	2/20/25
SUMMER	4/18/25
FALL	8/20/25
WINTER	10/20/25

➡ **FOR ADVERTISING AND SPONSORSHIP OPPORTUNITIES IN *BIG DATA QUARTERLY*, CONTACT:**

❯ **Stephen Faig**
Tel: (908) 795-3702
Email: stephen@dbta.com

BANNER ADVERTISING AND SITE SPONSORSHIPS

Banner Advertising and Site Sponsorship at www.dbta.com

The *Database Trends and Applications* website, **www.dbta.com,** receives more than 50,000 visitors and 100,000 page views every month.

Newly relaunched, DBTA.com features high-visibility, flat-fee sponsorship opportunities, as well as standard, impression-based ad positioning.

Site sponsorships

Site sponsorships are available on a monthly or annual basis. Monthly term begins on the first day of the month and ends on the last day of the month. Site sponsors receive a 300x100 sponsorship banner which delivers approximately 75,000 impressions per month. In addition, all site sponsors receive a mention on our "Site Sponsors" page along with a 100-word company description and link to your website for the duration of the sponsorship.

Site Sponsorship Pricing

$995 per month or $9,500 per year

Banner ad units

Banner advertising is available in multiple positions on the site. Banner ad units are available on a per-impression basis. Please see the following for sizing and specifications.

Banner Units Specifications

› **Leaderboard Banner:** 728x90 pixels

› **Standard Banner:** 468x60 pixels

› **Skyscraper:** 160x600 pixels

› **Box ad:** 300x250 pixels

› Acceptable formats: JPG, GIF, PNG, and Flash (SWF)

› File sizes may not exceed 200K

› Acceptable Flash versions: Flash 10, Action Script 3 (and all earlier versions)

› Exclusive sponsorship of individual channel banners are available on request.

CONTACT

› **Stephen Faig**
  Tel: (908) 795-3702
  Email: stephen@dbta.com

LEAD-GENERATION PROGRAMS

⮱ Lead-Generation Programs for White Papers (And Other Marketing Assets) at *DBTA* Downloads

For more than a decade, ***DBTA* Downloads at www.dbta.com** has been the key lead-generation solution for B2B marketers targeting the data management and analytics marketplace. Resident white papers are posted on the *DBTA* Downloads landing page in chronological order as well as on each relevant channel topic page on DBTA.com. *DBTA's* lead-generation program leverages a variety of *DBTA*-owned email list assets, contract partnership subscriber lists, and *DBTA* marketing affiliate email lists, totaling nearly 100,000 subscribers, conference attendees, and qualified user group members. *DBTA* Downloads custom-markets each white paper asset to appropriate audiences within this vast qualified email resource, delivering a new, clean set of qualified download contacts weekly.

› **Contact fields** captured include full name; job title; company name; street address; city, state, or province; country; phone number; and email address.

› **The basic screening** eliminates bad entries, nonqualifying leads such as students and competitors, small/independent consultants, and global leads. Global leads are provided by *DBTA* Downloads for companies choosing to take advantage of *DBTA's* unique international positioning at no added charge. Screening involving company size or other parameters is available above the base per-lead rate. Contact the publisher for details on rates.

› **Introductory programs** start at 100 leads, and renewal programs start at 200–300 leads and up.

Materials Required

Company logo, headline, 75 words of descriptive text, and PDF of the white paper (or URL for the webpage hosting the white paper)

⮱ *DBTA* Downloads

Lead-Generation Customers (partial list):

› Accenture	› MariaDB
› Actian	› Melissa
› Aerospike	› Navisite
› Alteryx	› Ontotext
› Appen	› Percona
› AWS	› Quest Software
› Cambridge Semantics	› Redis Labs
› Cloudera	› Rubrik
› Continuent	› SAP
› Couchbase	› Semarchy
› DataStax	› Snowplow
› Dell	› Vertica
› Delphix	› Yellowbrick Data
› Denodo	
› Digital.ai	
› Equalum	
› IBM	
› License Fortress	
› Looker	
› Luminex	

EMAIL BLAST DIRECT MARKETING

**⊡ Email Blast Direct Marketing
With *DBTA*'s Opt-Into Third-Party Subscriber List**

⊡ Email Blast Options

Database Trends and Applications' opt-into third-party email blast program reaches 90,000-plus subscribers who have voluntarily opted into *DBTA's* email program. Marketers have come to rely on email blast programs to drive direct response for webcasts, events, white papers, and other collateral promotions.

Issuing daily, *DBTA* email blasts are attractively priced at $4,500 for a one-time blast and at $4,000 per blast for multiple email blast contracts. Rates are subject to increases due to circulation delivery increases throughout the year.

⊡ Materials Required

Completed HTML provided by customer to *DBTA* for emailing by *DBTA*. Emailers requiring revision or creation by *DBTA* will incur an art charge of $200. Completed HTMLs due to *DBTA* 2 days prior to scheduled blast.

Copy for incomplete HTMLs or HTMLs requiring formatting must be submitted 1 week prior to emailing. A test will be sent for approval by sponsors prior to issuance.
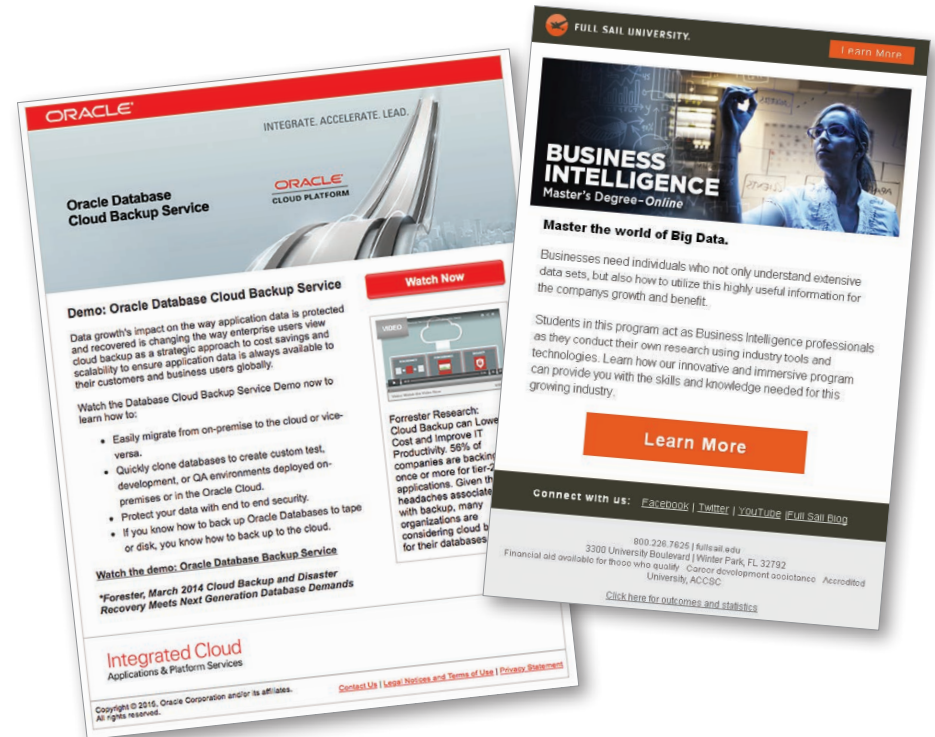
EMAIL NEWSLETTER SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities With *DBTA E-Edition* and *5 Minute Briefing* Email Newsletters

DBTA's *E-Edition* and its exclusive family of *5 Minute Briefing* email newsletters serve distinct groups of readers who have specific information requirements, offering a combined reach of more than 100,000 subscribers. The eight newsletters available for sponsorship, each reaching unique audiences, provide the opportunity to market your products to data professionals who have identified themselves as interested in specific technology areas.

The Newsletter Family

› *DBTA E-Edition*
› *Big Data Quarterly E-Edition*
› *5 Minute Briefing: Information Management*
› *5 Minute Briefing: Oracle*
› *5 Minute Briefing: SAP*
› *5 Minute Briefing: Data Center*
› *5 Minute Briefing: MultiValue*
› *5 Minute Briefing: Cloud* (published monthly)

Published on the last Thursday of each month, *5 Minute Briefing*: *Cloud* provides a concise report with key product news, market research, and insight about important considerations for cloud computing, such as security, governance, performance, and migration.

› January 30	› July 31
› February 27	› August 28
› March 27	› September 25
› April 24	› October 30
› May 29	› November 20*
› June 26	› December 18*
	*ahead of holiday

Database Trends and Applications E-Edition

Published twice monthly, the *DBTA E-Edition* has a circulation of more than 15,000 data professionals. Designed to alert our readers about all of our newest and most popular website content, the *E-Edition* reaches key decision makers interested in all types of information management products and services.

E-Edition Ad Rates and Specs

TYPE	AD SPECS	RATE
LEADER BOARD	728x90	$1,000
BOX AD	300x250	$750
SKYSCRAPER	160x600	$500

E-Edition Issue Dates

January	9, 23	**July**	10, 24
February	13,27	**August**	14, 28
March	13, 27	**September**	11, 25
April	10, 24	**October**	9, 23
May	8, 22	**November**	13
June	12, 26	**December**	11

Big Data Quarterly E-Edition

Published once per month, the new *Big Data Quarterly E-Edition* is your opportunity to reach the big data community. Call for pricing.

Big Data Quarterly E-Edition Issue Dates

January 16	July 17
February 20	August 21
March 20	September 18
April 17	October 16
May 15	November 20
June 19	December 18
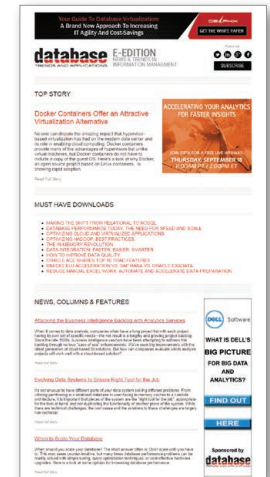
5 MINUTE BRIEFING E-NEWSLETTERS

⮕ *5 Minute Briefing: Information Management* (Weekly)

Published monthly, *5 Minute Briefing: SAP* reaches more than 5,000 SAP database and technology professionals on a monthly basis with news and trends analysis covering topics including databases, data management, replication, data integration, and analytics. Issues on the fourth Wednesday of each month.

› **Premium Text Ad specifications** are 25 words of text to include the headline in boldface and an active link.

› **Graphic Ad specifications** are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

⮕ *5 Minute Briefing: Oracle* (Twice Monthly)

Published bi-weekly with issues every other Wednesday, *5 Minute Briefing: Oracle* delivers product and industry news and trends to more than 15,000 Oracle database and technology professionals.

› **Premium Text Ad specifications** are 25 words of text to include the headline in boldface and an active link.

› **Graphic Ad specifications** are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

⮕ *5MB: Information Management* Rates

TYPE	1X	6X	12X	24X
TOP SPONSOR (GRAPHIC)	$500	$450	$375	$275
PREMIUM TEXT AD	$500	$450	$375	$225
RUN-OF-PUBLICATION (GRAPHIC)	$325	$275	$200	$100

⮕ *5MB: Quest IOUG* Rates

TYPE	1X	6X	13X	24X
TOP SPONSOR (GRAPHIC)	$750	$700	$635	$525
PREMIUM TEXT AD	$750	$700	$625	$525
RUN-OF-PUBLICATION (GRAPHIC)	$500	$450	$375	$275

⮕ *5MB: Information Management* Issue Dates

January	7, 14, 21, 28	July	1, 8, 15, 22, 29
February	4, 11, 18, 25	August	5, 12, 19, 26
March	4, 11, 18, 25	September	2, 9, 16, 23, 30
April	1, 8, 15, 22, 29	October	7, 14, 21, 28
May	6, 13, 210, 27	November	4, 11, 18, 25
June	3, 10, 17, 24	December	2, 9, 16

⮕ *5MB: Quest IOUG Issue* Dates

January	8, 22	July	2, 16
February	5, 19	August	6, 20
March	5, 19	September	3, 17
April	2, 16	October	1, 15
May	7, 21	November	5, 19
June	4, 18	December	3, 17

Please send materials to Donald Zayacz at dazyacz@dbta.com.

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THE DIGITAL NETWORK

5 MINUTE BRIEFING E-NEWSLETTERS

⮕ *5 Minute Briefing: SAP* (Monthly)

Published in partnership with the Independent SAP Technical User Group (ISUG-TECH), this newsletter reaches more than 5,000 subscribers monthly. Reports cover databases, data management, replication, data integration, analytics, and mobility typical of the SAP technical user. Issues on the fourth Wednesday of each month.

› **Premium Text Ad specifications** are 25 words of text to include the headline in boldface and an active link.

› **Graphic Ad specifications** are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

⮕ *5MB: SAP* Rates

TYPE	1X	12X
TOP SPONSOR (GRAPHIC)	$450	$350
PREMIUM TEXT AD	$450	$350
RUN-OF-PUBLICATION (GRAPHIC)	$250	$200

⮕ *5MB: SAP* Issue Dates

Month		Month	
January	22	July	23
February	26	August	27
March	26	September	24
April	23	October	22
May	28	November	19
June	25	December	17

⮕ *5 Minute Briefing: Data Center* (Every Other Week)

This is the official email newsletter of SHARE, the IBM data center users group. *5 Minute Briefing: Data Center* (*5MB: DC*) is issued every other Monday and reaches a total subscriber base of more than 10,000 subscribers. It covers technology, products, trends, and industry news for professionals who are managing complex IT systems, including IBM technology. Subscribers are mainly North American-based, with EMEA representing approximately 5% of the subscribers.

› **Premium Text Ad specifications** are 25 words of text to include the headline in boldface and an active link.

› **Graphic Ad specifications** are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

⮕ *5MB: Data Center* Rates

TYPE	1X	6X	12X	24X
TOP SPONSOR (GRAPHIC)	$600	$550	$475	$375
PREMIUM TEXT AD	$600	$550	$475	$375
RUN-OF-PUBLICATION (GRAPHIC)	$400	$350	$275	$175

⮕ *5MB: Data Center* Issue Dates

Month		Month	
January	6, 20	July	14, 28
February	10, 24	August	11, 25
March	10, 24	September	8, 22
April	7, 21	October	7, 20
May	5, 19	November	3, 17
June	2, 16, 30	December	8

database
TRENDS AND APPLICATIONS   From Unisphere Media, a division of Information Today, Inc.

THE DIGITAL NETWORK

5 MINUTE BRIEFING E-NEWSLETTERS

▶ *5 Minute Briefing: MultiValue* (Monthly)

This newsletter covers news and technology developments in the MultiValue database marketplace, reaching key users and consultants across North America. *5 Minute Briefing: MultiValue* is the focal resource for industry news and developments in this well-established and broadly deployed data management marketplace. Reaching more than 7,500 subscribers in North America, it is issued on the fourth Wednesday of each month.

› **Premium Text Ad specifications** are 25 words of text to include the headline in boldface and an active link.

› **Graphic Ad specifications** are 75 words of text plus a headline and an active link. If you wish to run a logo above your ad, you must provide a 72-dpi GIF or JPEG that is 145 pixels wide by the proportionate height.

▶ *5MB: MultiValue* Rates

TYPE	1X
TOP SPONSOR (GRAPHIC)	$650
PREMIUM TEXT AD	$650
RUN-OF-PUBLICATION (GRAPHIC)	$500

▶ *5MB: MultiValue* Issue Dates

January	22	July	23
February	26	August	27
March	26	September	24
April	23	October	22
May	28	November	19
June	25	December	17

Please send materials to Donald Zayacz at dzayacz@dbta.com.

WEBCAST SPONSORSHIPS WITH

Now more than ever, businesses are being challenged to anticipate change and revise their strategies for greater profitability. How can you market your company's solution to meet this challenge head on?

Unisphere Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and PowerPoint presentations. Audiences have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

Get Qualified Leads. Enjoy Sponsor Exclusivity.

Reach 200-plus decision makers through your sponsor-exclusive **Unisphere Web Event.** Leveraging the strength of the Unisphere brands and our unmatched industry experts, our broadcasts are targeted toward and attended by executives with purchasing authority from all industry sectors.

We Take Care of All the Details

Unisphere will produce, market, and broadcast your 1-hour Web Event. All your bases are covered:

› Aggressive online advertising program
› *DBTA* editor or senior executive to moderate the session
› Speakers can participate from their own office
› Real-time polling, Q&A, and survey
› Attendee registration, monitoring, and reporting
› Event archiving and online posting on the *DBTA* website (www.dbta.com), 24/7 on-demand viewing

Unisphere provides a turnkey solution including production, management, marketing, and lead generation of each Web Event. We will provide the following services:

Event Marketing

For your Web Event, Unisphere will design and produce:

› An online text invitation with your company logo and session content summary to be placed on DBTA.com
› Event will be promoted in the *5 Minute Briefing: Data Center* and *5 Minute Briefing: Information Management* weekly newsletters (at least 3 weeks)
› White paper posting during event promotion (white paper provided by sponsor)

› Banners to run on DBTA.com
› Create customized registration fields for your event
› A reminder email blast and phone call to all registrants the day prior to the event
› Follow-up email the day after (reminder for archive event and thank you)
› Unisphere will rent additional lists with selected criteria at your request (for an additional cost)

Moderators/Industry Experts

› Unisphere will provide a moderator/industry expert to facilitate your event.

Web Event Program & Highlights

› 1-hour event, complete with streaming audio, broadcast live over the internet.
› Producer for staging of content and online rehearsal services at each event
› PowerPoint slide synchronization
› Browser-based Q&A capabilities and polling and survey questions
› Detailed monitoring and reporting
› Complete registration management including final list of all registrants and participants
› Event archived on DBTA.com for 90 days, for anytime, on-demand viewing
› Master file of your event for local playback (trade shows, sales presentations, etc.)
› Event presentation (PowerPoint slides) available online postevent for viewing and downloading

Project Manager Assigned to Program (Development & Execution)

Management Fee (included for program development, marketing, & execution)

The entire event will be created (with the assistance of the sponsor), managed, and executed by Unisphere. Our production personnel will assist all participants.

2025 Pricing: $15,000 single sponsor

For more information please contact:

Stephen Faig • Unisphere Media, *a division of Information Today, Inc.*
121 Chanlon Road, New Providence, NJ 07974
(908) 795-3702 • stephen@dbta.com

database TRENDS AND APPLICATIONS — From Unisphere Media, a division of Information Today, Inc.

THE DIGITAL NETWORK

DBTA'S ROUNDTABLE WEB EVENT SERIES

➔ *Database Trends and Applications* magazine and DBTA.com invite you to participate in our **Roundtable Web Events** scheduled in 2024. These multi-sponsored, online Web Events are geared to generate leads for sponsors while providing a valuable resource for our readership on a number of topics.

FORMAT

› 3-4 sponsors and a moderator from *DBTA* magazine

› Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience

› 60 minutes in total length

WHAT YOU GET

› **Highly Qualified, Actionable Leads:** Generated from preregistration, live-event log-on, and registration to the archived event for 90 days, with leads delivered every Monday.

› **Extensive Event Registration:** A program offering multiple marketing touch points.

› **Brand Leverage:** Use the strength of our *DBTA* brand, moderated by *DBTA* staff and marketed under the aegis of *DBTA*.

› **A Managed Process:** We take care of all of the details: advertising materials, marketing, registration, technology, and, follow-up.

› **Experience:** The webcast team behind *DBTA* roundtables includes the most experienced webcast producer in the field and has produced more than 1,000 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the IT and enterprise technology marketplaces.

➔ *DBTA* **Roundtable Web Event Series Schedule**

JANUARY	**1/16 Roundtable Webinar:** Modernizing Your Data Management Strategy for the AI Era
	1/30 Roundtable Webinar: Top Trends in Data Engineering for 2025
FEBRUARY	**2/6 Roundtable Webinar:** Top Trends in Modern Data Architecture for 2025
	2/20 Roundtable Webinar: Building a Microservices Architecture for the Edge and AI Era
MARCH	**3/6 Roundtable Webinar:** The Role of the DBA in 2025: Changes, Challenges, and Opportunities
	3/20 Roundtable Webinar: Harnessing AI for IoT: Strategies and Technologies for Data Empowerment
APRIL	**4/3 Roundtable Webinar:** The Rise of Cloud Optimization: Strategies, Tools, and Best Practices
	4/17 Roundtable Webinar: Achieving Trusted Data: Data Quality, Data Governance, and MDM Trends
MAY	**5/1 Roundtable Webinar:** Enabling Data Self-Service for Data Democratization
	5/15 Roundtable Webinar: Mitigating AI Risks: Security and Compliance Strategies
	5/29 Roundtable Webinar: New Database Technologies and Strategies for the AI Era
JUNE	**6/12 Roundtable Webinar:** The Future of Data Platforms: Faster, Smarter, and Easier
	6/26 Roundtable Webinar: Building and Managing Hybrid and Multi-Cloud Environments
JULY	**7/17 Roundtable Webinar:** Achieving Unified Analytics: Top Tools and Strategies
	7/31 Roundtable Webinar: Data Integration and Governance for the AI Era
AUGUST	**8/14 Roundtable Webinar:** Getting Data Fabric Right: Key Tools and Best Practices
	8/28 Roundtable Webinar: Succeeding With Modern Data Applications
SEPTEMBER	**9/11 Roundtable Webinar:** Data Security and Governance for the AI Era
	9/25 Roundtable Webinar: AI Game Changers: Knowledge Graphs, Vector Databases, and Semantic Layers
OCTOBER	**10/2 Roundtable Webinar:** Transforming Your Data and Analytics in the Cloud
	10/16 Roundtable Webinar: Powering Modern Applications: Data Management for Speed and Scale
NOVEMBER	**11/6 Roundtable Webinar:** Boosting Your Real-Time Data and Analytics Capabilities
	11/20 Roundtable Webinar: Building Better Data Products Through AI and ML
DECEMBER	**12/4 Roundtable Webinar:** What's Ahead in Data Architecture for 2026
	12/18 Roundtable Webinar: Combing AI and BI: Changes, Challenges, and Opportunities in Data Analytics

BEST PRACTICES REPORT SERIES

THOUGHT LEADERSHIP AND LEAD GENERATION

DBTA publishes a special "Best Practices" report each month on a key topic of interest to our readers. Sponsors get to place content about their solution within the report preceded by an in-depth article on the current state of the marketplace from our editorial team.

Increase awareness of your brand.

Your company logo is featured prominently on the front cover of the report along with your sponsored content inside.

Generate quality leads.

The report PDF is hosted on the *DBTA* website, **www.dbta.com**, and marketed to more than 100,000 IT and business stakeholders at organizations across North America. As a sponsor, you receive all the leads produced from downloads, fully screened and cleansed.

Build credibility.

Each "Best Practices" report topic is preselected by our editorial team as hot-button buyer issue. Take advantage of the credibility of the *DBTA* brand and its built-in audience to make the case for your solution. As a sponsor, you get unrestricted hardcopy and digital reprint rights.

Your sponsored content theme and format can be wide-ranging.

› Third-party white papers and white paper abstracts
› Successful customer case studies
› Your company's unique value proposition or market position
› A behind-the-scenes look at your technology solution and why it's important

Editorial and production services are included. *DBTA* magazine will take care of all the copy editing, layout, and design. And we will send you a PDF of the final article at no extra charge.

Branding, Market Positioning, and Lead Gen All in One Place
Call today and reserve your space!
Stephen Faig • (908) 795-3702 • email: stephen@dbta.com

BEST PRACTICES TOPICS INCLUDE:

ISSUE	BEST PRACTICES/THOUGHT LEADERSHIP TOPIC	PUBLICATION DATE
JANUARY	TL Topic: Data Engineering Essentials for the AI Era	12/2/24
FEBRUARY	BP Topic: Modernizing Data Management for Hybrid and Multi-Cloud Environments	1/13/25
MARCH	BP Topic: The Modern Data Stack in 2025: New Tools, Platforms, and Strategies	2/11/25
	TL Topic: Powering GenAI Apps With Knowledge Graphs	3/12/25
APRIL	BP Topic: Data Governance and Security in the Age of AI	3/3/25
	TL Topic: Building a Tech Stack for AI: Tools, Technologies, and Frameworks	3/10/25
MAY	BP Topic: The Real-Time Imperative: Enabling Instant Insights, Automation, and AI	4/10/25
JUNE	BP Topic: The Future of Database Management: New Technologies and Strategies	5/12/25
JULY	TL Topic: The Rise of Data Intelligence Platforms and Tools	7/9/25
AUGUST	BP Topic: Modern Data Integration Solutions for the Fast-Paced, AI World	8/12/25
SEPTEMBER	BP Topic: Modern Data Governance: Active Metadata, Data Catalogs, and Data Observability	9/11/25
OCTOBER	BP Topic: Database Performance for the Modern Enterprise: Maximizing Speed, Scalability, and Agility	10/10/25
NOVEMBER	BP Topic: The Future of Analytics: Cloud Data Warehouses, Data Lakehouses, and More	11/12/25
DECEMBER	BP Topic: Future-Proofing Your Data Architecture for AI	12/4/25

BEST PRACTICES SPONSORSHIP RATES

TYPE	DESCRIPTION	SPONSORSHIP RATE
PLATINUM	4 pages (2,600 words)	$13,800
GOLD	3 pages (1,950 words)	$10,350
SILVER	2 pages (1,300 words)	$6,900
STANDARD	1 page (650 words)	$3,950

Premium Sponsorships (Platinum, Gold, Silver) also include premium positioning, cover logo, and enlarged logo positioning on back cover.

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THE MAGAZINE

INDIVIDUALIZED SPONSORED
CONTENT SOLUTIONS IN PRINT AND ONLINE

➔ **Database Trends and Applications** (*DBTA*) magazine delivers a unique program to amplify vendor case studies, white papers, webcasts, "First Look" technical papers, and corporate profiles for IT marketers. This program combines six distinct marketing elements into one economical package that enables the creation and dissemination for both sales and marketing collateral use.

➔ **Participating companies receive
the following comprehensive program:**

1. The editorial team for *Database Trends and Applications* will work with your organization to write a 650-word abstract or article. *DBTA* will write/edit/proof the draft of the article, lay out the article as a full-page advertisement, and obtain your final approval on all of the written deliverables.

2. A PDF of the full-page, full-color article will be created and delivered to your organization with full and unlimited electronic and print reprint rights extended by *DBTA*.

3. The article will run as a full-page, full-color advertisement in the next issue of *DBTA* magazine as a "Sponsored Content" advertisement.

4. The PDF will be posted for 6 months within the "Case Studies" section of *DBTA* Downloads (visit www.dbta.com/CaseStudies or www.dbta.com and click "Case Studies" in the left-hand toolbar). All PDFs will reside behind a registration page that captures full contact information for each downloaded copy of the white paper abstract.

5. The PDF will be converted into an HTML document and blasted to *DBTA*'s 12,000-plus opt-into-third-party subscriber list in the month that the ad appears in the magazine, driving respondents to the PDF on the www.dbta.com website and building sales leads. Leads are delivered twice monthly.

6. *DBTA* will create a sponsorship message to be run in its email newsletters including the *5 Minute Briefing: Information Management*, *5 Minute Briefing: Data Center*, *5 Minute Briefing: MultiValue*, and *5 Minute Briefing: Oracle*. This message will run once in each of these newsletters and will announce the new Sponsored Content articles posted at www.dbta.com each month. Links back to the articles will be provided in the sponsorship message as well for added traffic to your advertorial.

➔ **The cost for all of this is just $4,350 net.** The value of all of the deliverables separately is $11,900. *DBTA* delivers the highest-quality writing promptly and without the kind of excessive hand-holding often required when using less-expert writing resources. Of course, the ability to obtain the written document, to use it electronically without impediment, and to produce advertising value and sales leads through the related media is an unparalleled opportunity to stretch sales and marketing dollars.

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CUSTOM-SPONSORED RESEARCH SOLUTIONS

CUSTOM-SPONSORED RESEARCH SOLUTIONS FROM UNISPHERE RESEARCH

Unisphere Research, the market research arm of *Database Trends and Applications*, conducts proprietary and "for-publication" research for IT vendors in the marketplace leveraging its core subscriber base, as well as the member email databases of select database user groups with whom it partners.

Unisphere can conduct studies across the following memberships and subscriber bases:

› Independent Oracle Users Group (IOUG)
› Professional Association for SQL Server
› SHARE
› *Database Trends and Application* magazine subscribers
› *Customer Relationship Management* (*CRM*) magazine subscribers
› *KMWorld* magazine subscribers

Unisphere has completed more than 100 studies over the past 10 years for a wide range of clients, including:

› Attunity
› Cloudera
› Dell EMC
› IBM
› IDERA
› Informatica
› Intel
› MarkLogic
› Oracle
› Quest Software
› SAP
› Symantec
› Tableau

Unisphere is a turnkey provider. Every phase of the project is managed by its analyst and project management staff, and sponsors have full input and final approval over each deliverable of the project.

› Questionnaire development and hosting
› Survey solicitation via email
› Data collection, cleansing, and analysis
› Reporting of raw data results immediately upon survey cutoff
› Provisioning of the survey incentive and management of the Sweepstakes
› Authoring and formatting of the final report

WHY SPONSOR RESEARCH WITH UNISPHERE?

› **Thought Leadership:** Stake your claim as a "go-to" solution provider by educating the marketplace on key topics of interest.

› **Creditability:** Identify and validate the types of issues users are having and the breadth of that experience.

› **Branding:** Your company logo is featured prominently on the front cover of the study as the exclusive sponsor.

› **"Must-Have" Content:** Independent analyst reports are among the most sought-after content downloaded by buyers today.

› **Lead-Acquisition:** Your report is hosted on www.dbta.com and marketed to more than 100,000 IT and business stakeholders across North America.

The basic cost of conducting a proprietary or "for-publication" study is $15,000, including the cost of an incentive.

For more details on Unisphere Research programs, please see UnisphereResearch.com.