



V. DBTA MAGAZINE:
Efficient Contact With the Market's
Most Powerful Buyers

database
TRENDS AND APPLICATIONS

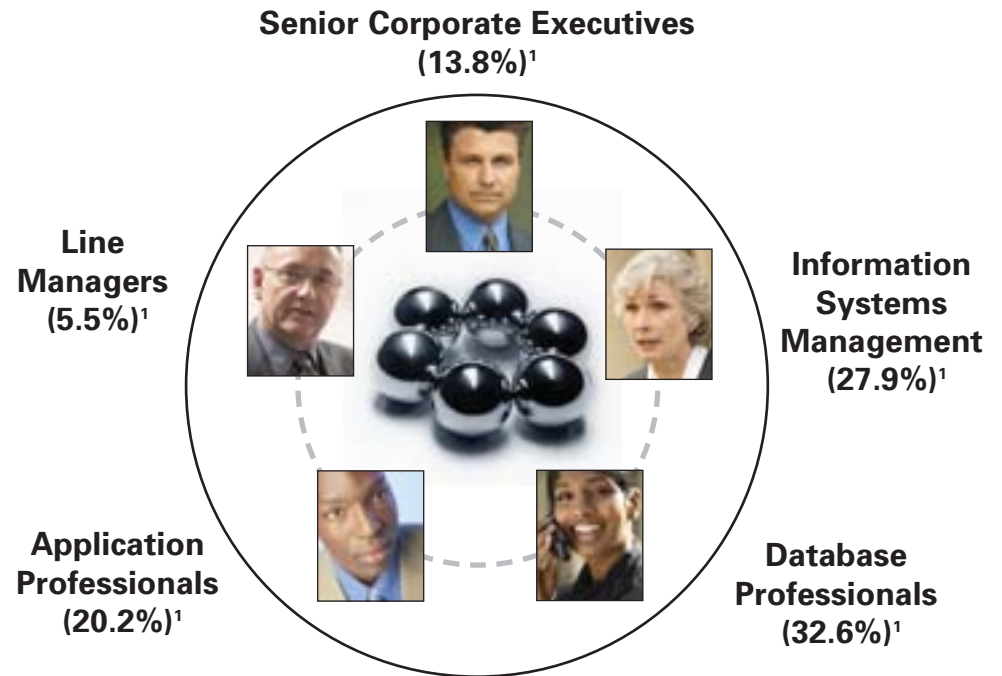
Integrated Media Solutions Connecting You With INFORMATION MANAGEMENT Decision Makers



Market Coverage

15,500
INFORMATION MANAGEMENT DECISION MAKERS

• Reach Two-Thirds of the FORTUNE 1000 Companies



**Qualified for Database Purchasing Authority:
Recommend, Evaluate, and/or Make Final Decisions**

Source: DBTA magazine, publisher's own data, 2009
¹Among direct requesters of DBTA magazine.



Database Trends and Applications Magazine
A UNIFYING Editorial Approach

GUIDED BY AN **EDITORIAL ADVISORY BOARD** OF LEADING TECHNOLOGISTS
IN THE ENTERPRISE INFORMATION MANAGEMENT MARKET

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2010 Editorial Coverage

Month	Spotlight	Best Practices	Editorial Close	Street Date
March	MultiValue	Data Management	1/15	3/2
June	Data Center Trends and Applications	Analytics, BI, and Performance Management	4/14	5/27
September	Oracle Ecosystem	Data Integration and Master Data Management	7/15	8/27
December	Research@DBTA	Virtualization, Cloud Computing, and SaaS	10/15	12/1