database
TRENDS AND APPLICATIONS
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THE MAGAZINE

EDITORIAL & MARKETING OPPORTUNITIES CALENDAR

ISSUE DATE	ISSUE TYPE	CLOSE DATES	EDITORIAL FOCUS	ADVERTISING SUPPLEMENT	WEBINAR ROUNDTABLE
JANUARY	Thought Leadership Report Series	Space Close/Materials Due: 12/12/16		Managing and Analyzing Data in the Internet of Things	Bridging the Gap Between Enterprise Data and Big Data
FEBRUARY	*DBTA* Magazine and Best Practices Report Series	Space Close/Materials Due: 1/9/17	Securing the Enterprise: Data Protection Requirements and Trends; MultiValue Special Section	Going Hybrid: The Next Generation of Data Management	Fast Data: The Key Ingredients for Real-Time Success
MARCH	*Big Data Quarterly* (Spring Issue) and Best Practices Report Series	Space Close/Materials Due: 2/6/17	IoT: The Emerging World of Sensors and Connected Devices	Building a Data Lake for the Enterprise	Data Engineering for the Internet of Things
APRIL	*DBTA* Magazine and Best Practices Report Series	Space Close/Materials Due: 3/6/17	The Modern Mobile Enterprise: The Challenges and Opportunities in Supporting an Increasingly Mobile Workforce	The Future of Data Warehousing	Leveraging Big Data with Hadoop, NoSQL, and RDBMS
MAY	*Big Data Quarterly* (Summer Issue) and Best Practices Report Series	Space Close/Materials Due: 4/3/17	Enterprise Architecture—Technologies and Skills that Build the Foundation for Data Management	The Rise of Fast Data Management & Analytics	Unlocking the Power of the Data Lake
JUNE	*DBTA* Magazine and Best Practices Report Series	Space Close/Materials Due: 5/8/17	*DBTA* 100: The Top Companies in Data; Game-Changing Technologies Fueling the Data-driven Enterprise	The New World of Database Technologies	Building a Modern Data Architecture
JULY	Thought Leadership Report Series	Space Close/Materials Due: 6/5/17		The In-Memory Revolution: Smarter Data Management and Analysis	Overcoming Big Data Integration Challenges
AUGUST	*DBTA* Magazine and Best Practices Report Series	Space Close/Materials Due: 7/6/17	Spotlight on The Oracle Ecosystem; *DBTA* Readers' Choice Awards	Data Integration for the Modern Enterprise	Harnessing the Hadoop Ecosystem
SEPTEMBER	*Big Data Quarterly* (Fall Issue) and Best Practices Report Series	Space Close/Materials Due: 8/7/17	Big Data 50: Companies Driving Innovation; New Technologies in a Big Data World	Emerging Big Data Technologies: NoSQL, Hadoop, Spark & Beyond	Taking Your Data and Analytics to the Cloud
OCTOBER	*DBTA* Magazine and Best Practices Report Series	Space Close/Materials Due: 9/5/17	The Real-Time Connected Enterprise	Database Performance: The Need for Speed and Scale	Supporting Modern Applications: Data Management for Speed and Scale
NOVEMBER	*Big Data Quarterly* (Winter Issue): *The Big Data Sourcebook*	Space Close/Materials Due:10/10/17	Special Publication: *The Big Data Sourcebook,* Fifth Edition	*The Big Data Sourcebook* Fifth Edition	Architecting a Modern Data Warehouse
DECEMBER	*DBTA* Magazine and Best Practices Report Series	Space Close/Materials Due:11/6/17	Trend-Setting Products in Data; The Top Information Management Trends	Moving to a Modern Data Architecture	Data Modeling for Big Data