

# EDITORIAL & MARKETING OPPORTUNITIES CALENDAR

ISSUE DATE	ISSUE TYPE	CLOSE DATES	EDITORIAL FOCUS	ADVERTISING SUPPLEMENT	WEBINAR ROUNDTABLE OPPORTUNITY
<b>JANUARY</b>	Thought Leadership Report Series	Space Close/Materials Due: 12/14/15		Preparing for the Internet of Things	The Rise of Data-as-a-Service
<b>FEBRUARY</b>	DBTA Magazine and Best Practices Report Series	Editorial Close: 12/14/15 Space Close/Materials Due: 1/11/16	Data At Your Service: Cloud Technologies Expand Across the Enterprise; MultiValue Special Section	Going Hybrid: The Next Era of Data Management	The Future of Analytics: Hadoop, MPP, and In-Memory
<b>MARCH</b>	<i>Big Data Quarterly</i> (Spring Issue) and Best Practices Report Series	Editorial Close: 1/11/16 Space Close/Materials Due: 2/8/16	The Opportunities and Challenges of the Internet of Things	Data Lakes; Beyond the Hype and Ready for the Enterprise	Data Engineering for the Internet of Things
<b>APRIL</b>	DBTA Magazine and Best Practices Report Series	Editorial Close: 2/15/16 Space Close/Materials Due: 3/4/16	Bridging the Data Divide: Getting the Most Value from Data with Integration	The Future of Data Warehousing	Leveraging Big Data with Hadoop, NoSQL, and RDBMS
<b>MAY</b>	<i>Big Data Quarterly</i> (Summer Issue) and Best Practices Report Series	Editorial Close: 3/7/16 Space Close/Materials Due: 4/11/16	Hadoop Fundamentals: Key Technologies in the Expanding Hadoop Ecosystem	Succeeding with Data Discovery, Data Science, and Enterprise BI	Unlocking the Power of the Data Lake
<b>JUNE</b>	DBTA Magazine and Best Practices Report Series	Editorial Close: 4/18/16 Space Close/Materials Due: 5/6/16	DBTA 100: The Top Companies in Data; Game-Changing Technologies Fueling the Data-driven Enterprise	The New World of Database Technologies	Machine-Learning With Apache Spark
<b>JULY</b>	Thought Leadership Report Series	Space Close/Materials Due: 6/13/15		In-Memory Computing: Smarter Data Management and Analysis	Overcoming Big Data Integration Challenges
<b>AUGUST</b>	DBTA Magazine and Best Practices Report Series	Editorial Close: 6/20/16 Space Close/Materials Due: 7/11/16	Spotlight on The Oracle Ecosystem; DBTA Readers' Choice Awards	Data Integration for the Modern Enterprise	Harnessing the Hadoop Ecosystem
<b>SEPTEMBER</b>	<i>Big Data Quarterly</i> (Fall Issue) and Best Practices Report Series	Editorial Close: 7/18/16 Space Close/Materials Due: 8/15/16	Big Data 50: Companies Driving Innovation; The Role of NoSQL, RDBMS, and Hadoop in a Big Data World	The Evolution of Big Data: Hadoop, Spark, and Beyond	Taking Your Data and Analytics to the Cloud
<b>OCTOBER</b>	DBTA Magazine and Best Practices White Paper Series	Editorial Close: 8/15/16 Space Close/Materials Due: 9/12/16	Putting Data to Work: Winning Approaches to BI, Analytics, and Reporting	Database Performance: The Need for Speed and Scale	Supporting Modern Applications: Data Management for Speed and Scale
<b>NOVEMBER</b>	<i>Big Data Quarterly</i> (Winter Issue): <i>The Big Data Sourcebook</i>	Editorial Close: 9/19/16 Space Close/Materials Due: 10/10/16	Special Publication: <i>The Big Data Sourcebook</i> , Fourth Edition	<i>The Big Data Sourcebook</i> Fourth Edition	Architecting a Modern Data Warehouse
<b>DECEMBER</b>	DBTA Magazine and Best Practices White Paper Series	Editorial Close: 10/17/16 Space Close/Materials Due: 11/11/16	Trend-Setting Products in Data; The Top Information Management Trends	Moving to a Modern Data Architecture	Data Modeling for Big Data