

**database**  
TRENDS AND APPLICATIONS

**DATA&AI**  
QUARTERLY

# MEDIA KIT



*Reach more than 200,000  
data, AI, and technology  
professionals*

Print | Digital | Webinars |  
Content | Research

**WWW.DBTA.COM**

# THE DBTA NETWORK

*Database Trends and Applications (DBTA)* delivers expert analysis, original research, and practical guidance on the technologies and strategies shaping enterprise data and AI.

Backed by more than 25 years of market coverage and research, DBTA reaches professionals who evaluate, recommend, and purchase solutions for managing, integrating, governing, securing, analyzing, and creating value from enterprise data.

## THE DBTA NETWORK AT A GLANCE

**200,000+**

Data, AI, and technology professionals

**95,000+**

Opt-in email subscribers

**25+ Years**

Covering the enterprise data market

## CONNECT WITH THE DBTA AUDIENCE

### PUBLICATIONS AND DIGITAL MEDIA

Build visibility through *DBTA magazine*, *Data & AI Quarterly*, DBTA.com, digital editions, and high-impact display advertising.

### WEBINARS

Engage targeted audiences through exclusive custom webinars and multi-sponsor roundtables offering speaking roles and guaranteed leads.

### EMAIL MARKETING

Reach opt-in subscribers through dedicated email campaigns and sponsorships across DBTA's portfolio of specialized newsletters.

### CONTENT SYNDICATION AND LEAD GENERATION

Extend the reach of white papers, reports, guides, and other content while generating qualified leads based on your audience and volume goals.

### BEST PRACTICES REPORTS AND SUPER GUIDES

Align your company with expert content focused on important enterprise data and AI topics throughout the year.

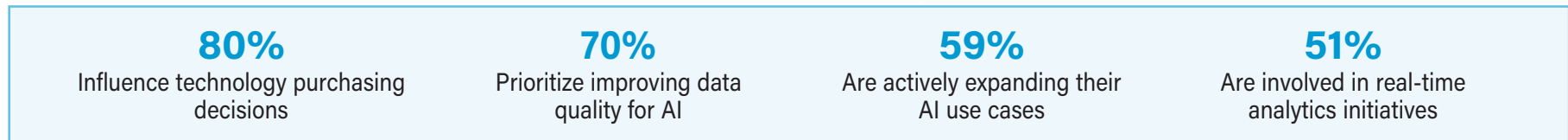
### SPONSORED CONTENT AND CUSTOM RESEARCH

Create professionally produced articles and original research that build credibility, visibility, market intelligence, and demand.

# AUDIENCE OVERVIEW

DBTA reaches technology decision makers and practitioners responsible for modernizing data environments, supporting analytics and AI, and evaluating the platforms and solutions that make those initiatives possible.

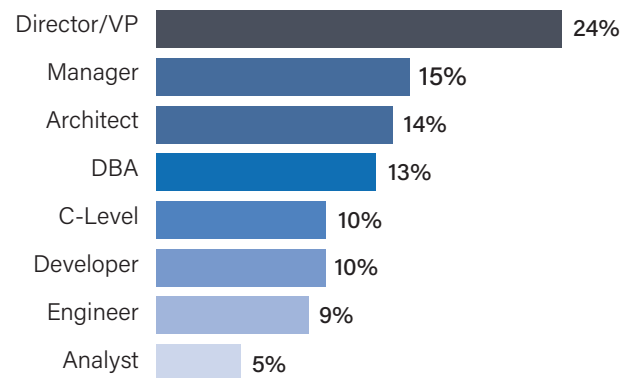
## DBTA AUDIENCE KEY FACTS



## WHO MAKES UP THE DBTA AUDIENCE?

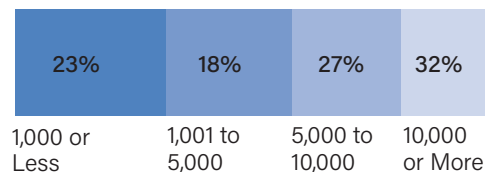
### BY JOB FUNCTION

**49% hold management or executive roles**



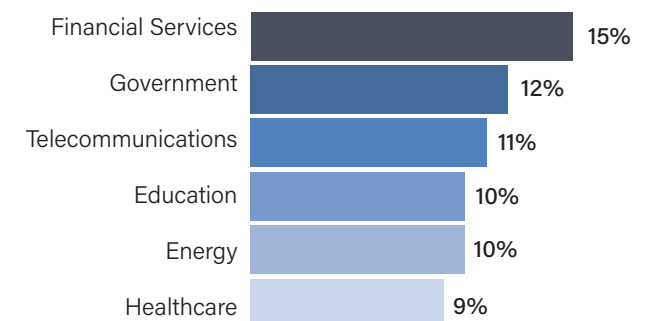
### BY COMPANY SIZE

**59% work at organizations with more than 5,000 employees**



### TOP INDUSTRIES

**DBTA reaches professionals across highly regulated and data-intensive industries.**



Additional industries include manufacturing, technology, retail, business services, and consumer goods.

Source: DBTA subscriber research.

# 2027 EDITORIAL & MARKETING OPPORTUNITIES CALENDAR

| MONTH    | MAGAZINE            | EDITORIAL OPPORTUNITIES                                                                                                                                                   | SPONSORED CONTENT & LEAD GENERATION                                                                                                                                        | ROUNDTABLE WEBINARS                                                                                                                                                                                                                   |
|----------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JANUARY  |                     | <b>Editorial Focus:</b> Architecting Data Environments for AI Agents                                                                                                      | <b>Jan. 13   Super Guide:</b> The AI-Ready Enterprise: Building the Data Foundation for AI                                                                                 | <b>Jan. 14:</b> Top Trends in Modern Data Architecture for 2027<br><b>Jan. 28:</b> Top Trends in Data Engineering for 2027                                                                                                            |
| FEBRUARY | DBTA                | <b>Special Feature:</b> AI Products to Watch List<br><b>Editorial Focus:</b> AI & Analytics Converge in 2027<br><b>Special Feature:</b> MultiValue Community Roundup 2027 | <b>Showcase:</b> AI Innovation Spotlight                                                                                                                                   | <b>Feb. 11:</b> Data Products for AI: Building Trusted, Reusable Data<br><b>Feb. 25:</b> DevOps for Data & AI: Automation, Delivery, & Scale                                                                                          |
| MARCH    | Data & AI Quarterly | <b>Editorial Focus:</b> Creating Modern Real-Time Data Platforms                                                                                                          | <b>March 3   Best Practices Report:</b> Building Trusted Data: Governance, Quality, & Control                                                                              | <b>March 4:</b> Database Modernization: Strategies for the AI Era<br><b>March 18:</b> Supporting Modern Data Applications: Performance, Scale, & Reliability                                                                          |
| APRIL    |                     | <b>Special Feature:</b> DBTA Startups to Watch in 2027 List                                                                                                               | <b>April 7   Super Guide:</b> Modern Data Platforms: Built for Speed, Scale, & AI<br><b>Market Study:</b> The State of Data, & AI 2027: Adoption, Priorities, & Challenges | <b>April 1:</b> Agentic Data Management: From Automation to Autonomy<br><b>April 15:</b> Breaking Data Silos: Connecting Data for Analytics, & AI<br><b>April 29:</b> Ensuring Data Reliability: Observability, Monitoring, & DataOps |
| MAY      | Data & AI Quarterly | <b>Editorial Focus:</b> The Cloud Evolution in the AI Era                                                                                                                 | <b>May 5   Best Practices Report:</b> Unifying Enterprise Data: Breaking Down Silos for Analytics & AI                                                                     | <b>May 6:</b> AI-Ready Data: Integration, Governance, & Scale<br><b>May 27:</b> Controlling Data, & AI Costs: Performance, Scale, & Efficiency                                                                                        |

## 2027 EDITORIAL & MARKETING OPPORTUNITIES CALENDAR, CONTINUED

| MONTH     | MAGAZINE            | EDITORIAL OPPORTUNITIES                                                                                                                                                      | SPONSORED CONTENT & LEAD GENERATION                                                                                                                                        | ROUNDTABLE WEBINARS                                                                                                                                                                                                                                                                  |
|-----------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JUNE      | DBTA                | <p><b>Special Feature:</b> DBTA 100: The Top Companies in Data in 2027 List</p> <p><b>Editorial Focus:</b> Game-Changing Technologies Fueling the Data-Driven Enterprise</p> | <p><b>Showcase:</b> DBTA 100: View From the Top</p> <p><b>June 2   Best Practices Report:</b> Modernizing Data Pipelines: Integration, Automation, &amp; Observability</p> | <p><b>June 3:</b> AI's Data Core: Architecting for Agents, RAG &amp; GenAI</p> <p><b>June 17:</b> Real-Time Data in Action: Streaming, CDC, &amp; Event-Driven Strategies</p>                                                                                                        |
| JULY      |                     | <p><b>Editorial Focus:</b> Modernizing Databases for the AI Era</p>                                                                                                          | <p><b>July 14   Best Practices Report:</b> Rethinking Enterprise Data Architecture: Connecting Data, Cloud, &amp; AI</p>                                                   | <p><b>July 15:</b> Trusted Data for AI: Governance, Quality &amp; Control</p> <p><b>July 29:</b> Building the Context Layer for Enterprise AI</p>                                                                                                                                    |
| AUGUST    | DBTA                | <p><b>Special Feature:</b> DBTA Readers' Choice Awards</p> <p><b>Editorial Focus:</b> Making Data AI-Ready &amp; Trustworthy</p>                                             | <p><b>Showcase:</b> DBTA Readers' Choice Awards Winners Circle</p> <p><b>Special Publication:</b> Enterprise AI Sourcebook</p>                                             | <p><b>Aug. 12:</b> Modern Data Platforms: Powering the Next Wave of AI &amp; Analytics</p> <p><b>Aug. 26:</b> Unlocking Enterprise Data: Access, Integration, &amp; AI</p>                                                                                                           |
| SEPTEMBER | Data & AI Quarterly | <p><b>Special Feature:</b> Data &amp; AI 75 List</p> <p><b>Editorial Focus:</b> The Newest Technologies Driving the Data &amp; AI Revolution</p>                             | <p><b>Showcase:</b> Data &amp; AI Trailblazers</p> <p><b>Sept. 8   Best Practices Report:</b> Powering the Real-Time Enterprise: Data, Analytics, &amp; AI</p>             | <p><b>Sept. 2:</b> Making Enterprise Data Discoverable: Metadata, Lineage, &amp; Intelligence</p> <p><b>Sept. 16:</b> Powering Context-Aware AI: Data, Knowledge &amp; Real-Time Intelligence</p> <p><b>Sept. 30:</b> Securing the AI Data Stack: Governance, Privacy &amp; Risk</p> |
| OCTOBER   |                     | <p><b>Editorial Focus:</b> The New Era of Automated Data Engineering</p>                                                                                                     | <p><b>Market Study:</b> The Data Trust Gap: Quality, Reliability, &amp; the Business Impact</p>                                                                            | <p><b>Oct. 14:</b> Modern Data Pipelines: Integration, Automation, &amp; Trust</p> <p><b>Oct. 28:</b> Putting Unstructured Data to Work for AI: Access, Governance, &amp; Insights</p>                                                                                               |
| NOVEMBER  | Data & AI Quarterly | <p><b>Editorial Focus:</b> Examining Semantic Layers: Connecting Data, Context, &amp; AI</p>                                                                                 | <p><b>Nov. 3   Super Guide:</b> From Data to Action: Operationalizing Data for Analytics, Automation, &amp; AI</p>                                                         | <p><b>Nov. 4:</b> Powering Modern Applications: Speed, Scale, &amp; Agility</p> <p><b>Nov. 18:</b> Real-Time Data for AI: From Instant Insights to Intelligent Action</p>                                                                                                            |
| DECEMBER  | DBTA                | <p><b>Special Feature:</b> 2028 DBTA Trend-Setting Products List</p> <p><b>Editorial Focus:</b> The Top Information Management Trends for 2028</p>                           | <p><b>Showcase:</b> DBTA Product Spotlight</p> <p><b>Dec. 8   Best Practices Report:</b> Connecting Data &amp; Context: Semantic Layers, Knowledge Graphs, &amp; AI</p>    | <p><b>Dec. 2:</b> Fueling AI With Trusted Context: Semantic Layers, Knowledge Graphs, &amp; Retrieval</p> <p><b>Dec. 16:</b> What's Ahead in Data Architecture for 2028</p>                                                                                                          |

# PRINT ADVERTISING

## 2027 Advertising Opportunities

| ISSUE           | AD MATERIALS DUE |
|-----------------|------------------|
| <b>FEBRUARY</b> | 1/21/27          |
| <b>JUNE</b>     | 5/20/27          |
| <b>AUGUST</b>   | 7/20/27          |
| <b>DECEMBER</b> | 11/17/27         |

**FULL PAGE**  
Trim size: 8.5"x10.875"

Bleed: Need an additional .125 on all sides for bleed.

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

**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.

## 2027 Advertising Rates

| AD SIZE          | 1X      | 2X      | 4X      |
|------------------|---------|---------|---------|
| <b>FULL PAGE</b> | \$2,950 | \$2,750 | \$2,650 |
| <b>1/2 PAGE</b>  | \$2,950 | \$2,750 | \$2,650 |

### ADVERTISING CONTACT

**Stephen Faig**

Call

(973) 224-2930

or email

stephen@dbta.com



# PRODUCTION REQUIREMENTS AND SUBMISSION INSTRUCTIONS

## Ad production requirements — DOWNLOADABLE PDF.

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://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 publication's rate card (on page 6).

### For production questions contact:

**Jackie Crawford**  
Ad Trafficking Coordinator  
[jcrawford@infotoday.com](mailto:jcrawford@infotoday.com)

## DATA & AI QUARTERLY

**Data & AI Quarterly, formerly 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, *Data & AI Quarterly* provides readers with an unparalleled resource when they are looking for the insight necessary to help shape their big data plans and strategies.

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

### Data & AI Quarterly Publication Schedule

| ISSUE  | AD MATERIALS DUE |
|--------|------------------|
| SPRING | 3/2/27           |
| SUMMER | 4/30/27          |
| FALL   | 9/1/27           |
| WINTER | 11/2/27          |

**Data & AI Quarterly, formerly Big Data Quarterly,**



**FOR ADVERTISING  
AND  
SPONSORSHIP  
OPPORTUNITIES IN  
DATA & AI QUARTERLY,  
CONTACT:**

**Stephen Faig**

Call

(908) 795-370204

or email

stephen@dbta.com

# DIGITAL ADVERTISING AND SITE SPONSORSHIPS

## Reach the DBTA Digital Audience

DBTA.com connects technology marketers with data, AI, and IT professionals researching the latest industry developments, solutions, and strategies. The site attracts more than 50,000 visitors and generates approximately 100,000 page views each month.

Digital advertising programs provide sustained visibility alongside trusted editorial coverage, research, webinars, and other high-interest content.

### Audience at a Glance

**50,000+**  
Monthly visitors

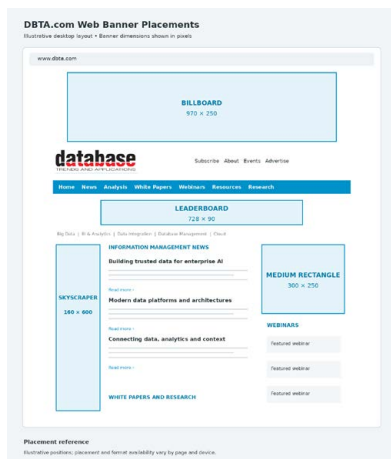
**100,000+**  
Monthly page views

**75,000**  
Monthly site sponsor impressions

## Advertising Opportunities

### Banner Advertising

Build visibility through prominent advertising placements across DBTA.com. Campaigns are available on an impression basis and can be aligned with relevant editorial topics and campaign timing.



### Site Sponsorships

Own a high-visibility presence across DBTA.com with a monthly or annual site sponsorship. Sponsors also receive recognition on the DBTA Sponsors page, including a company description and link to their website.

### 2027 Site Sponsorship Pricing

**\$995** per month

**\$9,500** per year

### Available Banner Sizes

| Placement           | Dimensions |
|---------------------|------------|
| Billboard           | 970 × 250  |
| Leaderboard         | 728 × 90   |
| Standard Banner     | 468 × 60   |
| Skyscraper          | 160 × 600  |
| Box Ad              | 300 × 250  |
| Site Sponsor Banner | 300 × 1000 |

Accepted formats: JPG, PNG, and GIF. Complete specifications and submission instructions are available upon request.

# CONTENT SYNDICATION AND LEAD GENERATION

## Turn Your Content Into Qualified Demand

DBTA helps technology companies extend the reach of white papers, reports, guides, and other content while generating guaranteed leads from qualified data, AI, and technology professionals.

Campaigns can be aligned with your target audience, topic, timing, and lead-volume goals. DBTA hosts and promotes your content, captures registrations, screens responses, and delivers new leads weekly throughout the campaign.

### How It Works

#### 1. Submit Your Content

Provide a white paper, report, guide, research study, or other downloadable asset.

#### 2. Reach the Right Audience

DBTA promotes your content through targeted email, newsletter, website, event, and partner audiences.

#### 3. Receive Qualified Leads

New, screened leads are delivered weekly in a convenient spreadsheet or client-provided template.

### Program Details

#### 100 Leads

Introductory program minimum

#### Weekly Delivery

New leads throughout the campaign

#### Custom Targeting

Aligned with your audience goals

#### Targeting and Qualification

Programs can be customized by:

- › Job title and function
- › Industry and company size
- › Geography
- › Topic and technology interest
- › Named accounts and account exclusions
- › Lead volume and campaign timing

Existing customers, competitors, and other specified companies can be excluded from the leads delivered.

#### Lead Information

Standard fields include name and job title, company name, business address and country, phone number, and business email address.

Standard programs focus on clean, qualified North American leads. Global leads and additional screening criteria are also available.

#### Materials Required

Company logo, headline, approximately 75 words of descriptive copy, and a PDF or URL for the featured content must be provided.

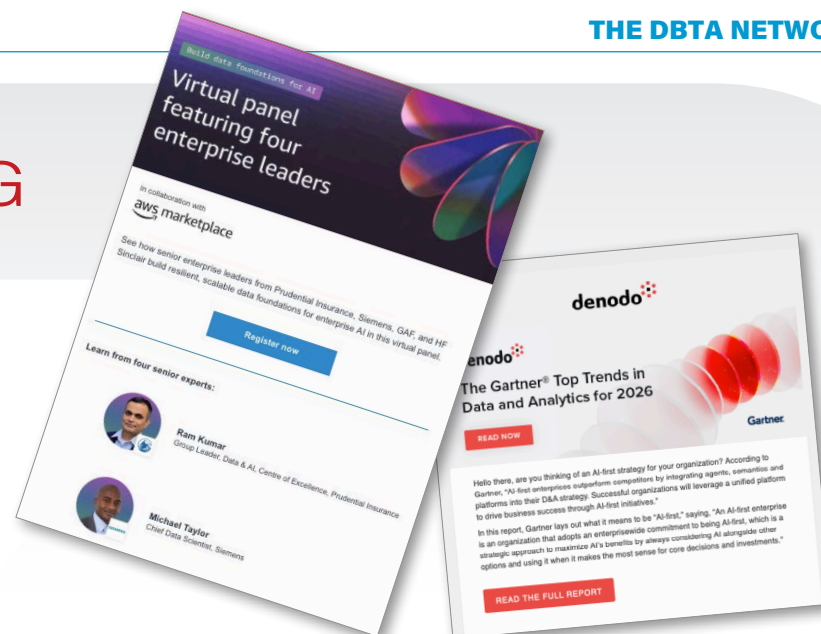


# DEDICATED EMAIL MARKETING

## Put Your Message Directly in Front of the DBTA Audience

Reach more than 95,000 opt-in subscribers with a dedicated email campaign featuring your company's content, event, or offer.

**95,000+** opt-in subscribers



### Ideal for Promoting

#### EVENTS

Monthly visitors

#### CONTENT

White papers and guides

#### RESEARCH

Research reports

#### LAUNCHES

Product announcements

#### OFFERS

Conferences and special offers

### 2027 PRICING

Single Dedicated Email **\$4,500**

Multiple-Email Program **\$4,000 per email**

Pricing is based on current audience volume and may be adjusted as circulation grows.

### CAMPAIGN PROCESS

#### 1. Submit

#### 2. Review and Test

#### 3. Deploy

#### Materials Required

Provide a completed HTML email and subject line at least two business days before the scheduled deployment. DBTA will send a test for approval before the campaign launches.

If DBTA is asked to create, revise, or format the HTML, materials must be submitted at least one week in advance. A \$200 production fee applies.

# EMAIL NEWSLETTER SPONSORSHIPS

## Reach Targeted Data and Technology Audiences

DBTA's email newsletters connect advertisers with specialized audiences across data management, databases, enterprise platforms, infrastructure, and AI. Sponsorships place your message alongside trusted industry news and analysis, providing repeated visibility among professionals interested in specific technology markets.

### The Newsletter Portfolio

|                                                                                                                                                         |                                                                                                                                                                 |                                                                                                                      |                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>8,000+</b><br><b>WEEKLY</b><br><b>5 Minute Briefing: Information Management</b><br>Data management, integration, governance, security, and analytics | <b>15,000+</b><br><b>TWICE MONTHLY</b><br><b>5 Minute Briefing: Oracle</b><br>Oracle databases and enterprise technology                                        | <b>5,000+</b><br><b>MONTHLY</b><br><b>5 Minute Briefing: SAP</b><br>SAP data, analytics, integration, and technology | <b>10,000+</b><br><b>TWICE MONTHLY</b><br><b>5 Minute Briefing: Data Center</b><br>Enterprise infrastructure, databases, systems, and data center technology |
| <b>7,500+</b><br><b>MONTHLY</b><br><b>5 Minute Briefing: MultiValue</b><br>MultiValue database users, consultants, and technology providers             | <b>35,000+</b><br><b>TWICE MONTHLY</b><br><b>5 Minute Briefing: Information Management</b><br>Data management, integration, governance, security, and analytics | <b>50,000+</b><br><b>MONTHLY</b><br><b>Data &amp; AI Quarterly E-Edition</b><br>Enterprise data and AI professionals |                                                                                                                                                              |

### Why Sponsor?

- › Reach audiences based on specific technology interests.
- › Build visibility alongside relevant editorial content.
- › Promote events, research, content, products, and announcements.
- › Select individual placements or discounted frequency programs.

## 5 MINUTE BRIEFING SPONSORSHIP OPTIONS

### Available Formats

#### Top Sponsor Graphic

Premium positioning featuring your headline, copy, image, and active link

#### Premium Text Ad

A concise message featuring a bold headline, up to 25 words of copy, and an active link

#### Run-of-Publication Graphic

A headline, up to 75 words of copy, an active link, and a sponsor-provided image

### 2027 Standard Rates

| Newsletter             | Top Sponsor Graphic | Premium Text Ad | Run-of-Publication Graphic |
|------------------------|---------------------|-----------------|----------------------------|
| Oracle                 | \$750               | \$625           | \$500                      |
| Information Management | \$600               | \$500           | \$400                      |
| Data Center            | \$600               | \$500           | \$400                      |
| MultiValue             | \$550               | \$450           | \$350                      |
| SAP                    | \$500               | \$400           | \$300                      |

### Frequency Discounts

|                            |                      |                       |                       |
|----------------------------|----------------------|-----------------------|-----------------------|
| <b>1x</b><br>Standard rate | <b>6x</b><br>10% off | <b>12x</b><br>20% off | <b>24x</b><br>30% off |
|----------------------------|----------------------|-----------------------|-----------------------|

The 24x discount is available for weekly and twice-monthly newsletters. Monthly newsletters offer commitments of up to 12 placements.

Please send materials to Donald Zayacz at [dazyacz@dbta.com](mailto:dazyacz@dbta.com).

# DIGITAL EDITION ADVERTISING

## DBTA E-Edition

### DBTA E-Edition

Published twice monthly, the *DBTA E-Edition* reaches more than 35,000 data, AI, and technology professionals with recent editorial coverage, industry news, and popular content from DBTA.com.

### Data & AI Quarterly E-Edition

Published monthly, the *Data & AI Quarterly E-Edition* connects advertisers with professionals following the technologies and strategies shaping enterprise data and AI.

## 2027 Standard Rates

| Format      | Dimensions | Standard Rate |
|-------------|------------|---------------|
| Leaderboard | 728 x 90   | \$1,000       |
| Box Ad      | 300 x 250  | \$750         |
| Skyscraper  | 160 x 600  | \$500         |

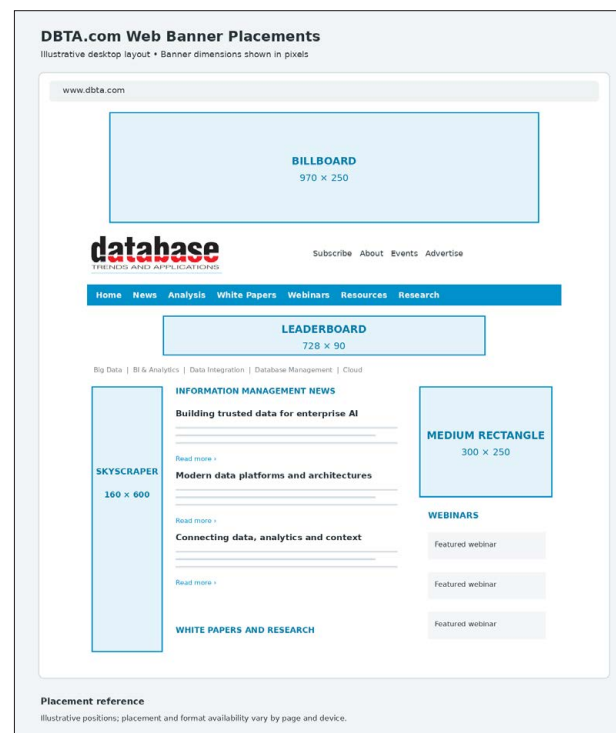
## Frequency Discounts

|                      |                       |                      |
|----------------------|-----------------------|----------------------|
| <b>6x</b><br>10% off | <b>12x</b><br>20% off | <b>24</b><br>30% off |
|----------------------|-----------------------|----------------------|

## Materials Required

Provide banner creative in the listed dimensions, an active URL, and a JPG, PNG, or GIF file.

Complete 2027 issue dates, availability, and material deadlines are available upon request.



# CUSTOM WEBINAR SPONSORSHIPS

## Own a Conversation With the DBTA Audience

Build a 60-minute webinar around your topic, and present it exclusively with your speakers. DBTA manages promotion, production, registration, and lead delivery.

**60 MINUTES**

Sponsor-exclusive live event

**300**

Clean North American leads

**90 DAYS**

Lead return

## What Is Included

### PROGRAM DEVELOPMENT

Topic planning, a branded registration page, and a DBTA moderator

### PROMOTION

Campaign promotion across relevant DBTA digital channels and newsletters

### PRODUCTION

Speaker rehearsal, live event management, audience Q&A, and reporting

## Lead Delivery and On-Demand Access

A live-event lead report is delivered within 24 hours, followed by weekly on-demand lead updates. The webinar remains on DBTA.com for 90 days as the program works toward its lead commitment.

**Custom Webinar Sponsorship**

**\$16,000**

For more information: Stephen Faig | (973) 224-2930 | [stephen@dbta.com](mailto:stephen@dbta.com)

## ROUNDTABLE WEBINAR SERIES

Join a focused, multi-sponsor discussion on a timely data management, analytics, or enterprise AI topic. Each sponsor receives a speaking role, shared lead generation, and turnkey production at a lower investment than a custom webinar.

**60 MINUTES**

live educational discussion

**3-4**

participating sponsors

**250 LEADS**

clean North American leads

**\$7,000**

per sponsor

### YOUR SPEAKING ROLE

- › An 8–10 minute presentation to share insights, strategies, or customer examples
- › Moderated peer discussion connecting each perspective to the central topic
- › Live audience Q&A that surfaces practical questions from data and AI professionals
- › Speaker briefing and content guidance before the event
- › Shared sponsor lead list with contact and company information

### DBTA HANDLES THE REST

- › DBTA develops, promotes, produces, moderates, and broadcasts the program
- › Promotion to more than 200,000 professionals through email, newsletters, and website advertising
- › Sponsors provide a qualified speaker; DBTA manages the event infrastructure
- › On-demand archive and MP4 recording with full usage rights
- › Live lead report within 24 hours, followed by weekly on-demand leads for 90 days

### AVAILABILITY

Speaking positions are filled on a first-come, first-served basis. Upcoming dates and topics appear on the following page.

### HOW THE LIVE SESSION FLOWS

**1**

**PRESENT**

Each sponsor shares a focused point of view.

**2**

**DISCUSS**

The moderator leads a peer conversation.

**3**

**ENGAGE**

Speakers respond to audience questions.

### HOW THE LIVE SESSION FLOWS

**Contact our sales team to discuss timing, topics, speakers, and campaign goals.**

**Stephen Faig** • 973-224-2930  
• email: [stephen@dbta.com](mailto:stephen@dbta.com)

**DBTA.com**

Data, analytics and enterprise AI

# 2027 DBTA WEBINAR CALENDAR

Plan your 2027 campaigns around timely data and AI topics. Roundtable speaking positions are available on a first-come, first-served basis.

## JANUARY 14

Top Trends in Modern Data Architecture for 2027

## JANUARY 28

Top Trends in Data Engineering for 2027

## FEBRUARY 11

Data Products for AI: Building Trusted, Reusable Data

## FEBRUARY 25

DevOps for Data & AI: Automation, Delivery, & Scale

## MARCH 4

Database Modernization: Strategies for the AI Era

## MARCH 18

Supporting Modern Data Applications: Performance, Scale, & Reliability

## APRIL 1

Agentic Data Management: From Automation to Autonomy

## APRIL 15

Breaking Data Silos: Connecting Data for Analytics, & AI

## APRIL 29

Ensuring Data Reliability: Observability, Monitoring, & DataOps

## MAY 6

AI-Ready Data: Integration, Governance, & Scale

## MAY 27

Controlling Data & AI Costs: Performance, Scale, & Efficiency

## JUNE 3

AI's Data Core: Architecting for Agents, RAG, & GenAI

## JUNE 17

Real-Time Data in Action: Streaming, CDC, & Event-Driven Strategies

## JULY 15

Trusted Data for AI: Governance, Quality, & Control

## JULY 29

Building the Context Layer for Enterprise AI

## AUGUST 12

Modern Data Platforms: Powering the Next Wave of AI, & Analytics

## AUGUST 26

Unlocking Enterprise Data: Access, Integration, & AI

## SEPTEMBER 2

Making Enterprise Data Discoverable: Metadata, Lineage, & Intelligence

## SEPTEMBER 16

Powering Context-Aware AI: Data, Knowledge, & Real-Time Intelligence

## SEPTEMBER 30

Securing the AI Data Stack: Governance, Privacy, & Risk

## OCTOBER 14

Modern Data Pipelines: Integration, Automation, & Trust

## OCTOBER 28

Putting Unstructured Data to Work for AI: Access, Governance, & Insights

## NOVEMBER 4

Powering Modern Applications: Speed, Scale, & Agility

## NOVEMBER 18

Real-Time Data for AI: From Instant Insights to Intelligent Action

## DECEMBER 2

Fueling AI with Trusted Context: Semantic Layers, Knowledge Graphs, & Retrieval

## DECEMBER 16

What's Ahead in Data Architecture for 2028

Need a different topic? Ask about a custom DBTA webinar.

# CUSTOM-SPONSORED CONTENT

## One Story. Multiple Channels. Lasting Marketing Value.

Turn your expertise, customer success story, technical insight, or solution overview into professionally produced content that builds visibility and generates qualified leads.

DBTA's editorial and design teams work with your organization to create a polished, 650-word sponsored article. The finished content is distributed across print, digital, email, newsletter, and lead-generation channels.

### PROGRAM AT A GLANCE

|                                                    |                                                     |                                                  |                                    |
|----------------------------------------------------|-----------------------------------------------------|--------------------------------------------------|------------------------------------|
| <b>500 Words</b><br>Professionally written article | <b>Full-Page Feature</b><br>In <i>DBTA magazine</i> | <b>95,000+ Reach</b><br>Opt-in email subscribers | <b>\$4,350</b><br>Complete program |
|----------------------------------------------------|-----------------------------------------------------|--------------------------------------------------|------------------------------------|

### THE PROGRAM INCLUDES

#### 1. Professional Content Development

DBTA writes, edits, proofreads, and designs a 650-word article based on your input. Your team approves the final content before publication.

#### 2. Full-Page Print Placement

Your article appears as a full-page, full-color sponsored content feature in an issue of DBTA magazine.

#### 3. Professionally Designed PDF

Receive a finished PDF with unlimited electronic and print reprint rights for sales, marketing, events, and digital campaigns.

#### 4. Online Lead Generation

The PDF is hosted behind a registration form in DBTA Downloads for 6 months. New leads are delivered throughout the campaign.

#### 5. Dedicated Email Promotion

A dedicated email to more than 95,000 opt-in subscribers drives readers to the article and generates leads.

#### 6. Newsletter Promotion

Receive four additional promotional placements across DBTA's 5 Minute Briefing email newsletters.

Create → Publish → Promote → Generate Leads

### IDEAL FOR

Customer success stories • Technical solution overviews • Product launches and "First Look" articles  
Executive perspectives • Research findings and market insights

**2027 PRICING | \$4,350 NET**

# CUSTOM MARKET RESEARCH SPONSORSHIPS

## Turn Original Market Insights Into High-Value Content

Unisphere Research, the market research division of Database Trends and Applications, develops proprietary and publishable research programs for technology companies. Targeted audiences of data, AI, IT, knowledge management, and business professionals help uncover market trends, technology priorities, adoption patterns, challenges, and buying behavior.

| CUSTOM STUDY                        | TARGETED AUDIENCES                                        | FULL-SERVICE DELIVERY                          |
|-------------------------------------|-----------------------------------------------------------|------------------------------------------------|
| Proprietary or publishable research | Relevant data, AI, technology, and business professionals | Survey development, analysis, and final report |

## A TURNKEY RESEARCH PROGRAM

Unisphere's analysts and project managers oversee every phase of the study, with sponsor input and approval throughout the process.

|                                                                                      |                                                                                                |                                                                                               |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>1. Research Strategy</b><br>Define objectives, audience, themes, and positioning. | <b>3. Audience Recruitment</b><br>Recruit qualified respondents from relevant audiences.       | <b>5. Report Development</b><br>Write, edit, and design the final research report.            |
| <b>2. Questionnaire Development</b><br>Develop, test, and host your custom survey.   | <b>4. Data Collection and Analysis</b><br>Validate responses and identify meaningful findings. | <b>6. Market Promotion</b><br>Promote publishable reports through relevant audience channels. |

## RESEARCH AUDIENCES

Reach relevant professionals across:

**Database Trends and Applications**  
**Data & AI Quarterly**  
**Enterprise AI World**  
**KMWorld**  
**CRM magazine**

## WHY SPONSOR ORIGINAL RESEARCH

### Market intelligence

Understand customer priorities, investments, and adoption.

### Independent validation

Support your messaging with credible research findings.

### Brand visibility

Receive recognition as the exclusive research sponsor.

### Industry authority

Build your position around an important market issue.

### Premium content

Use your report across marketing, sales, PR, and events.

### Lead generation

Reach qualified professionals with publishable research.

## 200+ STUDIES COMPLETED FOR LEADING TECHNOLOGY COMPANIES

Amazon ▪ IBM ▪ Oracle ▪ SAP ▪ Cloudera ▪ Informatica ▪ Dell Technologies ▪ Quest Software ▪ Intel

**PROGRAMS START AT \$16,000**

**Stephen Faig** ▪ 973-224-2930 ▪ email: [stephen@dbta.com](mailto:stephen@dbta.com)

# 2027 BEST PRACTICES REPORT SERIES

## Build Authority and Generate Qualified Demand

DBTA Best Practices Reports explore important enterprise data and AI topics through original editorial analysis and contributed insights from participating sponsors.

### PROGRAM AT A GLANCE

**750 Words**

Sponsor contribution

**300 Leads**

Clean North American leads

**200,000+ Reach**

Data, AI, and technology professionals

**\$3,950**

Per report

### WHAT SPONSORS RECEIVE

- › A dedicated sponsored contribution of up to 750 words
- › Sponsor logo and company recognition within the report
- › Editorial formatting, design, and proofreading by DBTA

- › Promotion through DBTA's website, email, and newsletter channels
- › 300 guaranteed clean North American leads
- › Weekly delivery of new leads throughout the campaign

### SPONSOR REQUIREMENTS

Company logo and up to 750 words of contributed content.

### 2027 REPORT CALENDAR

| Publication date | Report topic                                                          |
|------------------|-----------------------------------------------------------------------|
| March 3          | Building Trusted Data: Governance, Quality, & Control                 |
| May 5            | Unifying Enterprise Data: Breaking Down Silos for Analytics, & AI     |
| June 2           | Modernizing Data Pipelines: Integration, Automation, & Observability  |
| July 14          | Rethinking Enterprise Data Architecture: Connecting Data, Cloud, & AI |
| September 8      | Powering the Real-Time Enterprise: Data, Analytics, & AI              |
| December 8       | Connecting Data & Context: Semantic Layers, Knowledge Graphs, & AI    |

**2027 PRICING | \$3,950 PER REPORT**

# 2027 DBTA SUPER GUIDES

## Extended Visibility Around Major Data and AI Priorities

DBTA Super Guides provide practical, in-depth coverage of the technologies and strategies shaping enterprise data and AI. Each guide combines DBTA editorial analysis, industry trends, actionable recommendations, and dedicated sponsor Solution Spotlights.

### PROGRAM AT A GLANCE

**500 Words**

Sponsor Solution Spotlight

**200,000+ Reach**

Data, AI, and technology professionals

**6-12 Months**

Evergreen visibility

**3 Levels**

Flexible sponsorship options

### EACH SUPER GUIDE INCLUDES

- › An editorial introduction to the topic
- › An industry snapshot covering key trends and challenges
- › Dedicated sponsor Solution Spotlights
- › An action checklist with practical recommendations
- › Sponsor branding, resource links, and calls to action
- › Promotion through DBTA's website, email, and newsletter channels

### SPONSOR REQUIREMENTS

Company logo, up to 500 words of contributed content, and relevant resource links.



### 2027 SUPER GUIDE CALENDAR

**JANUARY** | **January 13**

The AI-Ready Enterprise: Building the Data Foundation for AI

**APRIL** | **April 7**

Modern Data Platforms: Built for Speed, Scale, & AI

**NOVEMBER** | **November 3**

From Data to Action: Operationalizing Data for Analytics, Automation, & AI

### 2027 SPONSORSHIP LEVELS

**DIAMOND**

**\$3,950**

Premium positioning and 300 guaranteed leads

**GOLD**

**\$1,950**

Enhanced sponsor visibility

**SILVER**

**\$950**

Standard sponsor presence

# 2027 MULTI-SPONSOR MARKET STUDIES

DBTA and Unisphere Research will conduct two original studies in 2027. Each offers market intelligence, brand visibility, a dedicated company perspective, and guaranteed leads for up to four sponsors.

## EARLY APRIL 2027

### THE STATE OF DATA & AI 2027

#### Adoption, Priorities, & Challenges

How are organizations strengthening their data foundations, investing in AI, and moving from experimentation to production?

- › Data foundation adoption and maturity
- › Generative and agentic AI investment and adoption
- › Enterprise data readiness and enabling technologies
- › Progress from AI pilots to production
- › Business priorities, outcomes, and success factors

#### INCLUDED WITH EACH STUDY

#### 300 leads

Qualified North American leads  
per sponsor

#### 675 words

Dedicated company  
perspective

#### Brand visibility

Logo on the cover and within  
the report

#### Reprint rights

Unrestricted digital and  
hard-copy use

Sponsors also receive questionnaire input, advance access to the research, and ongoing lead delivery. Sponsor input will preserve the independence and integrity of the research.

#### REACH AND RESEARCH AUDIENCE

Reports are promoted across DBTA's audience of 200,000+ data, AI, and technology professionals through website coverage, email, newsletters, and social media.

Research draws on organizations worldwide, including CIOs, CDOs, data and AI leaders, architects, analytics leaders, and technology decision makers.

## OCTOBER 2027

### THE DATA TRUST GAP

#### Quality, Reliability, & the Business Impact

How do data quality and reliability affect analytics, AI, operational performance, and business outcomes?

- › Causes and consequences of unreliable data
- › Impact on analytics, AI, and business performance
- › Approaches to improving data quality and trust
- › Investments and capabilities needed for dependable data and AI

#### SPONSORSHIP INVESTMENT

### \$9,000 per sponsor, per study

Limited to four sponsors per study.



S U M M I T

DRIVING SUCCESS WITH DATA + AI

FEATURING  
**DATA+AI**  
LEADERSHIP FORUM

**MAY 12–13 2027**  
**HYATT REGENCY BOSTON, MA**

## WHERE DATA-DRIVEN ENTERPRISES FIND THEIR NEXT SOLUTION

Now in its 14th year, Data Summit brings together leaders from global businesses, government agencies, and public institutions to explore the strategies, technologies, and best practices redefining data management, analytics, and AI.

Sponsors gain face-to-face access to data and AI decision makers, architects, engineers, analysts, and practitioners who are actively exploring technologies for building future-ready, data-driven enterprises.

### EVENT AT A GLANCE

| May 12–13          | Boston        | 4 Technical Tracks                    | 14th Year                     |
|--------------------|---------------|---------------------------------------|-------------------------------|
| Two-day conference | Hyatt Regency | Data, engineering, governance, and AI | Connecting the data community |

### 2027 CONFERENCE TRACKS

- › Modern Data Architectures
- › Data Governance and Data Products
- › Data Engineering
- › Agentic AI and Context Engineering

### ALSO FEATURING

#### Data and AI Leadership Forum

A focused program for senior data and AI leaders addressing enterprise strategy, investment priorities, organizational challenges, and business value

#### Data and AI Solutions Showcase

A vibrant exhibit area where attendees can evaluate technologies, meet solution providers, and explore new approaches to enterprise data and AI challenges



### WHO ATTENDS?

- › Chief Information, data, analytics, and AI officers
- › Data and AI leaders
- › Governance and analytics leaders
- › Data architects and engineers
- › AI and machine learning engineers
- › Data scientists, analysts, and strategists
- › Business and technology decision makers

Past attendees have represented organizations including Amazon, AstraZeneca, CVS Health, ExxonMobil, FedEx, Fidelity Investments, Harvard University, Instacart, PayPal, Progressive Insurance, Siemens, Visa, and Wells Fargo.

**MAY**  
12–13  
2027

HYATT  
REGENCY  
BOSTON, MA

# DATA SUMMIT

DRIVING SUCCESS WITH DATA + AI

FEATURING  
**DATA+AI**  
LEADERSHIP FORUM

## PREMIER SPONSOR

**\$17,995**

### HIGHLIGHTS

Two speaking opportunities, exclusive hospitality sponsorships, tabletop, premium branding, registrations, and attendee list

## DIAMOND SPONSOR

**\$12,995** *3 Available*

### HIGHLIGHTS

Two speaking opportunities, tabletop, premium branding, registrations, and attendee list

## PLATINUM SPONSOR

**\$9,995** *16 Available*

### HIGHLIGHTS

Conference speaking opportunity, tabletop, digital and print visibility, registrations, and attendee list

## GOLD SPONSOR

**\$4,995** *Unlimited*

### HIGHLIGHTS

Tabletop, onsite and online branding, conference registrations, and postal attendee list access

### 2027 SPONSORSHIP LEVELS

**Availability:** Premier is exclusive, Diamond is limited to three sponsors, Platinum is limited to 16 sponsors, and Gold availability is unlimited.

Additional reception, conference bag, lanyard, and other exclusive branding opportunities are available.

### WHY SPONSOR?

- Connect face-to-face with data and AI decision makers.
- Demonstrate your solutions in the Data and AI Solutions Showcase.
- Establish industry authority through speaking opportunities.
- Strengthen visibility before, during, and after the conference.
- Build relationships with customers, prospects, and industry leaders.
- Extend engagement through conference registrations and attendee information.

### LEARN MORE

[dbta.com/DataSummit](https://dbta.com/DataSummit) #DataSummit



**RESERVE** your sponsorship today!

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