database
TRENDS AND APPLICATIONS

DATA&AI
QUARTERLY

2027 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

80% Influence technology purchasing decisions

70% Prioritize improving data quality for AI

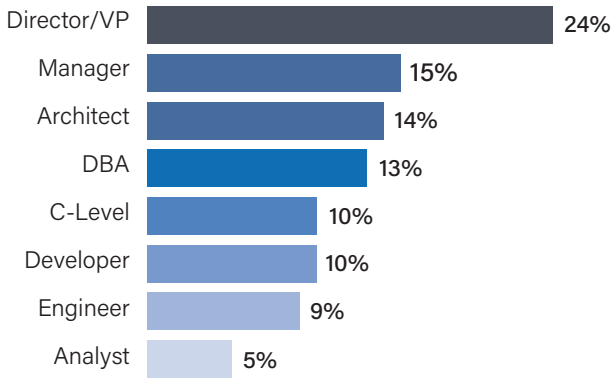
59% Are actively expanding their AI use cases

51% Are involved in real-time analytics initiatives

WHO MAKES UP THE DBTA AUDIENCE?

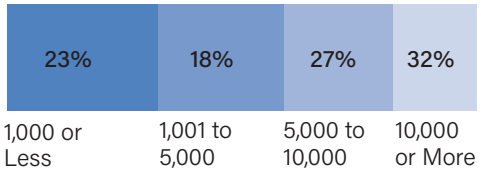
BY JOB FUNCTION

49% hold management or executive roles



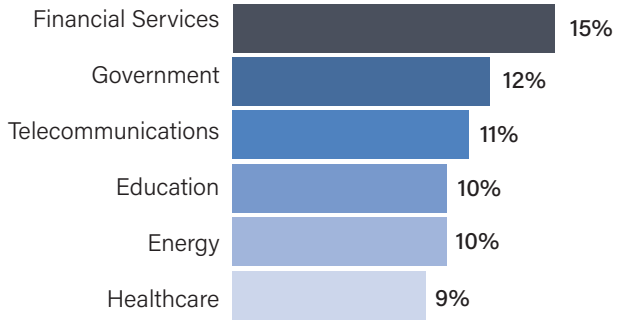
BY COMPANY SIZE

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		**Editorial Focus:** Architecting Data Environments for AI Agents	**Jan. 13 | Super Guide:** The AI-Ready Enterprise: Building the Data Foundation for AI	**Jan. 14:** Top Trends in Modern Data Architecture for 2027 **Jan. 28:** Top Trends in Data Engineering for 2027
FEBRUARY	DBTA	**Special Feature:** AI Products to Watch List **Editorial Focus:** AI & Analytics Converge in 2027 **Special Feature:** MultiValue Community Roundup 2027	**Showcase:** AI Innovation Spotlight	**Feb. 11:** Data Products for AI: Building Trusted, Reusable Data **Feb. 25:** DevOps for Data & AI: Automation, Delivery, & Scale
MARCH	Data & AI Quarterly	**Editorial Focus:** Creating Modern Real-Time Data Platforms	**March 3 | Best Practices Report:** Building Trusted Data: Governance, Quality, & Control	**March 4:** Database Modernization: Strategies for the AI Era **March 18:** Supporting Modern Data Applications: Performance, Scale, & Reliability
APRIL		**Special Feature:** DBTA Startups to Watch in 2027 List	**April 7 | Super Guide:** Modern Data Platforms: Built for Speed, Scale, & AI **Market Study:** The State of Data, & AI 2027: Adoption, Priorities, & Challenges	**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	Data & AI Quarterly	**Editorial Focus:** The Cloud Evolution in the AI Era	**May 5 | Best Practices Report:** Unifying Enterprise Data: Breaking Down Silos for Analytics & AI	**May 6:** AI-Ready Data: Integration, Governance, & Scale **May 27:** Controlling Data, & AI Costs: Performance, Scale, & Efficiency

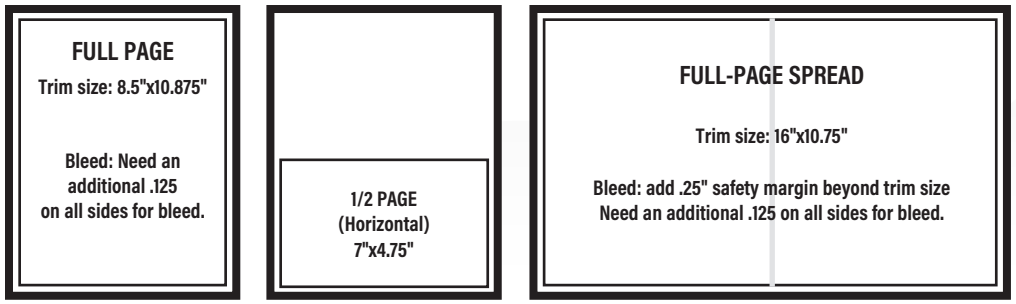
2027 EDITORIAL & MARKETING OPPORTUNITIES CALENDAR, CONTINUED

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

PRINT ADVERTISING

2027 Advertising Opportunities

ISSUE	AD MATERIALS DUE
FEBRUARY	1/21/27
JUNE	5/20/27
AUGUST	7/20/27
DECEMBER	11/17/27



2027 Advertising Rates

AD SIZE	1X	2X	4X
FULL PAGE	$2,950	$2,750	$2,650
1/2 PAGE	$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

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

PLESAE 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).*

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.

For production questions contact:

Jackie Crawford
Ad Trafficking Coordinator
jcrawford@infotoday.com

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

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+	100,000+	75,000
Monthly visitors	Monthly page views	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	CONTENT	RESEARCH	LAUNCHES	OFFERS
Monthly visitors	White papers and guides	Research reports	Product announcements	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

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

1x	6x	12x	24x
Standard rate	10% off	20% off	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.

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 × 90	$1,000
Box Ad	300 × 250	$750
Skyscraper	160 × 600	$500

Frequency Discounts

6x	12x	24
10% off	20% off	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	300	90 DAYS
Sponsor-exclusive live event	Clean North American leads	Lead return

What Is Included

PROGRAM DEVELOPMENT	PROMOTION	PRODUCTION
Topic planning, a branded registration page, and a DBTA moderator	Campaign promotion across relevant DBTA digital channels and newsletters	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

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	3-4	250 LEADS	$7,000
live educational discussion	participating sponsors	clean North American leads	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	2	3
PRESENT	**DISCUSS**	**ENGAGE**
Each sponsor shares a focused point of view.	The moderator leads a peer conversation.	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

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

500 Words	Full-Page Feature	95,000+ Reach	$4,350
Professionally written article	In *DBTA magazine*	Opt-in email subscribers	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.

1. Research Strategy Define objectives, audience, themes, and positioning.	**3. Audience Recruitment** Recruit qualified respondents from relevant audiences.	**5. Report Development** Write, edit, and design the final research report.
2. Questionnaire Development Develop, test, and host your custom survey.	**4. Data Collection and Analysis** Validate responses and identify meaningful findings.	**6. Market Promotion** 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

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	300 Leads	200,000+ Reach	$3,950
Sponsor contribution	Clean North American leads	Data, AI, and technology professionals	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	200,000+ Reach	6–12 Months	3 Levels
Sponsor Solution Spotlight	Data, AI, and technology professionals	Evergreen visibility	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	GOLD	SILVER
$3,950	$1,950	$950
Premium positioning and 300 guaranteed leads	Enhanced sponsor visibility	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

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

INCLUDED WITH EACH STUDY

300 leads	675 words	Brand visibility	Reprint rights
Qualified North American leads per sponsor	Dedicated company perspective	Logo on the cover and within the report	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.

SPONSORSHIP INVESTMENT

$9,000 per sponsor, per study

Limited to four sponsors per study.

DATA SUMMIT

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 Engineering
- Data Governance and Data Products
- 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

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RESERVE your sponsorship today!

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