

# DATABASE TRENDS AND APPLICATIONS MAGAZINE

➤ **Database Trends and Applications (DBTA)** delivers advanced trends analysis and case studies in information management developed by a team with 25 years of market coverage experience. *DBTA* delivers groundbreaking research of unparalleled depth and foresight exclusively through its Unisphere Research group. Targeting the manager of complex data environments, 81% of *DBTA* subscribers manage data environments where more than one database brand is deployed in production. More than half (51%) of *DBTA*'s subscribers manage one or more DBAs and utilize an average of nearly 3.5 different brands of database management systems. *DBTA* reaches the experienced information management professional in complex data environments.



## EDITORIAL CALENDAR

### ➤ 2012 Editorial Coverage

ISSUE	SPOTLIGHT	BEST PRACTICES	EDITORIAL CLOSE	STREET DATE
March	MultiValue	Data Management in the Era of Big Data	1/25	3/2
June	Data Center Trends and Applications	Reporting, Analytics, and BI	4/22	5/27
September	Oracle Ecosystem	Data Integration and Master Data Management	7/25	8/29
December	Research@DBTA	Data Security, Compliance	10/25	12/1