The premier source of information for technical and business professionals who depend on IBM information and data management technologies, products and services.

Provides an actionable mix of in-depth technical content, practical advice, expert commentary and real-world advice.

Helps over 80,000 data management professionals to make better informed decisions to fuel their business success.

Available in print, on the IBM website, and via e-mail newsletter and digital edition.

Content

Features: Strategy, new technologies/insights, deep dives and industry examples
Columns: Data Management, Informix, Architecture, Programming, IDUG, IUG, How-to articles and NewsBytes

Circulation
(as of January 2011)

> 65,000 print readers
> 23,000 digital readers and e-mail newsletter recipients. This number is a minimum. We distribute additional copies at events, to associations, and through product groups.

Reader Demographics
(source: IBM Data Management magazine Reader Survey, March 2010)

75% Data and information management professionals, DBAs, data managers, architects, engineers
15% IT and IT management
10% Executive management

IBM Data Management magazine readers have expressed interest in:

> Data management
> Data performance
> Availability
> Administration
> Optimization
> Governance

Also interested in solutions for:

> Data warehousing and storage systems
> Servers and system management
> Business intelligence and analytics
> Integration tools
> Enterprise content management
> Hardware
> Security
> DB2 for UNIX, Linux, Windows, z/OS, OS390, iSeries
> Informix, IMS, InfoSphere
> Optim, Cognos, Guardium, SPSS
Editorial Policy

IBM Data Management magazine accepts editorial submissions at editor@tdagroup.com for print and online publications that educate, enlighten or otherwise provide informational value to our audience of technical data management professionals. Examples include, but are not restricted to:

- Instructional (performance tuning, data architecture techniques, how-to stories on technical topics)
- Educational (How does it work? Why does it work?)
- Descriptive (technical papers, case studies, case histories, business/technical scenarios)
- NewsBytes (event or new product announcements)

The deadline for submissions is five months prior to publication date (contact us if you’re interested in a specific issue), and should include the title and abstract of the proposed content.

Submissions are evaluated by the magazine editorial team for informational value, timeliness and quality. Submissions may be edited for length, clarity, tone and audience appeal. Submissions that are of a purely promotional or commercial nature will not be accepted. Acceptance is at the sole discretion of the magazine editorial team.

Sponsored Content Options

Build a relationship with readers by investing in sponsored content. Surrounded by IBM Data Management magazine editorial, sponsored content helps you show readers that your business understands the challenges that information management professionals face, and that you can be part of the solution. Bring your own creativity to bear, or let TDA Group help you create, write, edit and design an article that captures readers.

We have created three areas where partners can reserve a page or more for their IBM messaging or solutions. Clients can tell a:

- Customer Story—an article about your customer’s success using your technology
- Expert Story—an article from one of your key executives
- Solution Story—an article about your technology, service or product

TDA Group can assist with any level of involvement: creation, editing, design or layout.

See pricing on the Rates page. Client owns the resulting story PDF.

Advertising/Sponsored Content Policy

IBM encourages its partners to use IBM Data Management magazine as a way to reach and build relationships with IBM information management customers. Within strict guidelines, IBM Data Management magazine accepts advertising and sponsored article submissions from products and partners with IBM offerings.

Advertisements or sponsored content that refer to IBM or IBM products in a negative light may be refused. IBM Data Management magazine and IBM reserve the right to review or request changes to all advertisements and sponsored content.
Plan today to leverage a key IBM asset and drive your 2011 information management solution sales.

Essential information for technical and business professionals who depend on information and data management solutions from IBM and IBM partners.

Every issue brings in-depth technical advice, hands-on examples, real-world situations and solutions, expert commentary, and news and views from IBM and partners.

Published quarterly by IBM and TDA Group

Received by over 85,000 data management buyers and influencers

<table>
<thead>
<tr>
<th>Theme</th>
<th>Technology Features</th>
<th>Industry Features</th>
<th>Also in Every Issue</th>
<th>Article Submission Deadline</th>
<th>NewsBytes Submission Deadline</th>
<th>Sponsored Content Completion Deadline</th>
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<th>Digital Reservation Deadline</th>
<th>Digital Materials Deadline</th>
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<td>Bonus Distributions: Data Governance &amp; Info Quality Conference IIUG Conference IDUG Conference</td>
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<td>Issue 4 Mission-Critical Systems Business Case/ROI</td>
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All editorial topics subject to change.

Media kit available at: [www.ibm.com/dmmagazine](http://www.ibm.com/dmmagazine) and click on "Advertise"

View digital edition at: [www.ibmdmmagazinedigital.com](http://www.ibmdmmagazinedigital.com)

Editorial Team:
Cameron Crotty, Jeff Jones, Jeannie Cramer, Stephanie McLoughlin, Lisa K. Stapleton
Sponsorship Options

Print Advertisements

- Spread
- Full page
- Half page
- Quarter page
- Partner Resource pages (minimum 2-4 times)
  - 1/5-page ad includes 4-color logo and 50-word description
  - 1/10-page ad includes 4-color logo and 25-word description

Reserved positions, including covers, are available at a premium.

Sponsored Content

Firsthand insight and thought leadership into how customers or partners are leveraging their investment in IBM.

- Customer Story: Tell our readers about a successful implementation, and have your customers spread the word through our pages.
- Expert Story: Have one of your company experts tell our readers about their expertise.
- Solution Story: Tell our readers about your IBM-compatible technology, product or service story.

Each sponsorship includes a reference in the table of contents, links to the digital edition on IBM developerWorks magazine pages and e-mail newsletter links. Also includes a high-resolution PDF of the final article.

Digital

Ads and sponsored content in the print publication are automatically placed in the digital edition. Additional attention-grabbing options include:

- E-mail newsletter:
  - Horizontal and vertical banners
  - Half banners
  - Text message

Digital Edition:

- Digital edition sponsorship
- Banner sponsorship
- Tool bar logo sponsorship
- Enhanced advertising (video, Flash, demos, etc.)
- Sponsored distribution with attached custom message
- Digital blow-in card or belly band
- Reader survey
- Animation (Jolts)
- Web windows

Web pages:

All of the magazine pages on ibm.com link to our digital edition.

Other Options

TDA Group is happy to discuss, create or manage for you:

- Research
- Podcasts
- Video
- Customer references
- Marketing collateral
- Advertising creation and design
- Event promotions and signage
- Full marketing programs and collateral designed to meet your sales goals

Jennifer T. Smith, Director of Publishing
jill@tdagroup.com 650.919.1200 x 144
# IBM Data Management Magazine Rates

## Print Advertising

<table>
<thead>
<tr>
<th>Type</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$11,500</td>
<td>$10,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>Half page</td>
<td>$7,500</td>
<td>$6,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

## Partner Resource Page

<table>
<thead>
<tr>
<th>Listing</th>
<th>2x Minimum</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-Word Level 1 Listing</td>
<td>$3,000 ($1,500 per issue)</td>
<td>$5,000 ($1,250 per issue)</td>
</tr>
<tr>
<td>25-Word Level 2 Listing</td>
<td>$2,000 ($1,000 per issue)</td>
<td>$3,500 ($875 per issue)</td>
</tr>
</tbody>
</table>

Ask for our “ready for” validation and marks discounts for DB2, Informix and more.

## Sponsored Content

Determined with consultation of Publishing team. Estimates for first pages:

- $9,000 per page if advertiser supplies content
- $12,000 per page if TDA creates, edits and designs content

## E-mail Newsletter

- Horizontal banner: $2,400
- Vertical banner: $2,200
- Bottom banner: $1,800
- Text banner: $1,000

Custom units are available. Animation and video available.

## Digital Edition

### Edition Sponsorship

Own the page opposite the cover and the left-side tool bar logo for all page views: $2,500 (add $500 if animation)

### Belly Band

Wrap your message around the cover, and have readers view both sides prior to entering the magazine: $1,800 (add $500 if animation)

### Blow-in Card

Have your postcard-sized message pop up while readers are viewing the magazine: $1,800

### Survey

Add a survey for our readers—three to five close-ended questions, located opposite the issue's last page: $2,000

### Toolbar Logo

Have your logo appear on the toolbar, accessible on each page view. Left, center or right-side placement: $1,000

### Feature Position

Own all of the banners (either top and bottom, or left- and right-side) of the feature or column of your choice: $900 per feature.

Add video, audio animation or Jolts to your advertisement within the issue: $750 per unit

### Ad Generation

Add direct “call to action” links to your advertising message with these icons—i, envelope, more info, and e-mail: $500

### Web Window

User experience takes viewers right to your destination page without leaving the browser or the digital edition: $500 per ad

### Page Plus

Your ad message pulses out to a larger page view, and can go all the way up to full-screen view: $500 per ad

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Note: Color included in all rates. 10% discount for black and white ads. Reserved positions, including covers, to be charged a 10-20% premium.
### Display Ad

| Spread non-bleed | Live area: 9.5 x 15.75 |
| Spread bleed     | Live area: 9.5 x 15.75 |
|                  | Trim size: 10.5 x 16.75 |
|                  | Bleed: 10.75 x 17 |
| Full page non-bleed | Live area: 7.375 x 9.5 |
| Full page bleed  | Live area: 7.375 x 9.5 |
|                  | Trim size: 8.375 x 10.5 |
|                  | Bleed: 8.625 x 10.75 |
| Half page non-bleed | Live area: 7.375 x 4.625 |
| Half page bleed  | Live area: 7.375 x 4.625 |
|                  | Trim area: 8.375 x 5.25 |
|                  | Bleed: 2 sides and bottom: 8.625 x 5.375 |
| Qtr page non-bleed | Live area: 2 x 7.25 |
| Quarter page bleed | Live area: 2.25 x 7.5 |
|                  | Trim size: 2.625 x 8.375 |
|                  | Bleeds: 2 sides and bottom: 2.75 x 8.625 |
| Back cover non-bleed | Live area: 7.375 x 7.5 |
| Back cover bleed  | Live area: 7.375 x 7.5 |
|                  | Trim size: 8.375 x 8 |
|                  | Bleeds: 2 sides and bottom: 8.625 x 8.125 |

**Note:** all specs in inches.

Upload source materials to: [ftp://161.58.102.39](ftp://161.58.102.39)

Please contact TDA Group for username/password information.

Please confirm ad is sized properly before uploading to FTP site. Preferred file format: InDesign (high-resolution PDF and Illustrator files are also acceptable). Resolution: 300 dpi or higher. Color: CMYK (no spot/PMS colors). Please supply all linked images and fonts with ad.

### Partner Resource Page

Please supply your company description and URL in Word format. Logo format should be in vector format, tif or jpeg file at 300 dpi or higher.

- 1/5-page ad includes 4-color logo and 50-word description
- 1/10-page ad includes 4-color logo and 25-word description
- Company listing with URL (minimum 4x)

### E-mail Newsletter

<table>
<thead>
<tr>
<th>Digital Banners</th>
<th>358 x 80 pixels, 20K maximum weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical banner</td>
<td>200 x 250 pixels, 20K maximum weight</td>
</tr>
<tr>
<td>Half banner</td>
<td>200 x 62 pixels, 10K maximum weight</td>
</tr>
<tr>
<td>Bottom banner</td>
<td>580 x 90 pixels, 25K maximum weight</td>
</tr>
</tbody>
</table>

**Text Box**

Headline/lead sentence should be no more than six words. Body text is up to 45 words with a separate line for the URL.

### Digital Edition

Specifications and material requirements:

- **Edition Sponsorship**
  - Belly Band
  - Feature Position
    - Banner sizes:
      - Top and bottom: max size: 1500 x 600 pixels
      - Left and right: max 200 x 750 pixels
  - Blow-in Card
    - Recommend 4.2 x 7.85 inches

- **Toolbar Logo**
  - 88 x 31 pixels high (some variability on width)
  - Add video, audio, animation or Jolts to your advertisement
  - Audio: .mp3 format at sample rate of 11, 22, 44, or 96 kHz
  - Video: .flv or .avi file, Windows, Real Video or QuickTime formats, prefer codec H.264 (or for QuickTime AAC) or YouTube video URL identifier

- **Ad Generation**
  - Provide destination links for each icon selected

- **Page Plus**
  - Can send second advertising PDF up to 100% the size of original advertisement

- **Survey**
  - Send all copy, logos and three to five questions in a Word document or PDF