

DB2 Magazine Presentation

November 8, 2000

**How do you tell the world
about IBM Data
Management, including DB2
and related products?**

Information for all of IBM

Data Management

- CRM
- Content Management
- E-commerce
- Database Administration
- Business Intelligence
- Data Warehousing
- Enterprise Applications
- Application Development Tools

**How do you find
customers & prospects
who are interested in
your products?**

DB2 magazine



www.db2mag.com

Editorial Mission

A solutions oriented magazine that provides IT professionals with the strategic and technical information they need to work successfully in the IBM Data Management environment

**DB2 Magazine is read by
300,000 IT professionals
worldwide**

DB2 Magazine is the 6th largest high tech magazine

- PC Magazine 1,225,000
- PC World 1,250,000
- Information Week 400,000
- PC Week 400,000
- Infoworld 370,000
- **DB2 Magazine 300,000**

DB2 Magazine Circulation Breakdown

- 100,000+ readers are directly from IBM customer and lead lists
- 200,000+ readers are from CMP magazine lists including Intelligent Enterprise subscribers

DB2 Magazine Readers

- IT Managers
- MIS/DP Managers
- Database Manager/DA/DBA
- Application Developers
- Consultants
- Database Specialists/Analysts
- Programmers
- Content Management users

DB2 Magazine Readers Purchasing Power

- ◆ 83% recommend the purchase of products
- ◆ 88% will purchase one or more products this year
- ◆ 63% evaluate/establish technical standards
- ◆ 51% recommend brands
- ◆ 60% use product reviews to purchase products
- ◆ 67% of *DB2 Magazine* readers visited a web site for more information- as a direct result of reading *DB2 Magazine*.

Source: Harvey Research, Inc. 1999

DB2 Magazine Editorial

- In-depth timely features
- Features and columns written by leading consultants, practitioners, and other experts.
- Product update section

DB2 Magazine

Broad Column coverage

- Data Miner
- DB2 DBA
- Programmers Only
- View from IDUG
- Content Management
- Java/SQL

New and Improved www.db2mag.com

- Features technology centers that highlight the most recent articles on hot topics
- On-line only articles
- Advanced search engine
- Search for articles by topic
- Improved navigation
- Faster site loading time
- Expanded links to DB2 resources

**Increase your Visibility
and Sales with a integrated
marketing plan in
DB2 Magazine**

DB2 Magazine Advertising

PRINT

- Display Advertising
- Inserts
- CD-ROMS
- Blow in cards
- Bind ins
- Advertorials
- Belly bands
- Posters
- Reprints
- Cover wraps

Market worldwide in all 300,000 issues or in selected country issues.

DB2 Magazine

ON-LINE

www.db2mag.com

- Banner ads
- Button ads
- E-mail newsletter sponsorships
- White papers
- Partner links

Why Advertise in DB2 Magazine?

- **REACH**- maximum sales exposure with over 300,000 IT Professionals
- **COST EFFECTIVE**- as low as \$.05 per reader
- **TARGETED**- mailed directly to your buyers

Why Advertise in DB2 Magazine?

- **DB2mag.com**- allows you to fully integrate your marketing efforts and maximize your reach
- **Maximize partner relationship**
- **Generate leads**

DB2 Magazine

Cover Stories/Dates for 2001

Topic	ad space close	distribution
Q1 "DB2 Tools"	Nov 29/00	Feb 9
Q2 "Business Intelligence"	Mar 16	May 15
Q3 "Content Management"	June 1	Aug 1
Q4 "Enterprise Applications"	Sept 11	Nov 9

DB2 Magazine RATES

PRINT

B/W	1x	2x	4x
Full page	\$9,192	\$8,652	\$8,111
½ page	\$5,191	\$4,758	\$4,542
¼ page	\$2,703	\$2,595	\$2,379

Color Rates

2nd color standard: add \$750

2nd color, matched PMS: add \$900

4-color: add \$1325

Advertising contact: Angela Duarte 415 389-9632 aduarte@cmp.com

DB2 Magazine RATES

www.db2mag.com

ON-LINE

- Banner ad - \$1250 NET per month
- Button ad - \$1000 NET per month
- White paper- \$500 per NET month
- E-mail newsletter
 - Primary spot \$7,500 NET per month
 - Secondary spot \$3,500 NET per month

Advertising contact: Angela Duarte 415 389-9632 aduarte@cmp.com

