



The Bloor Group



DATAVERSITY®

2019 MEDIA KIT

SPONSORSHIP OPPORTUNITIES INSIDE

SPEAKER SLOTS • COMMERCIALS • WEBINARS

WHITE PAPERS • BRAND AWARENESS



DM Radio Hits the Airwaves!

Thursdays @ 3 PM Eastern | 12 PM Pacific

Now broadcast to 23 markets nationwide to over 500,000 listeners per episode via

WFOY, Jacksonville

WDJY, Atlanta

WTTA, Louisville, Cincinnati

WCGO, Chicago, Milwaukee

KYAH, Salt Lake City, Provo, Orem (Utah)

KCKQ, Reno

KCAA, Los Angeles, Anaheim

KSHP, Las Vegas

KELY, Ely;

KNNR, Sparks/Reno/Carson City

KNVR, Fallon

KPVM-TV, Pahrump

KNNT, Battle Mountain

KAVB, Hawthorne

KPKK, Amargosa Valley, NV

...and streamed in real time all over the world, LIVE!

The world's first and longest-running radio show focused on data.

DM Radio features the brightest minds in today's business world. Each week, we explore critical aspects of the information economy, revealing the ideas, people, and practices that define our data-driven world. From Analytics to Big Data, the Cloud, and Internet of Things, we reveal the innovations that change the way business is done.

Audience

DM Radio has been syndicated throughout the country, and now reaches a terrestrial audience of 500k per show. We also market to our built-in audience of >125,000 data pros via DATAVERSITY, The Bloor Group, and InsideAnalysis.

Speaking Slots

DM Radio is an editorial program supported by various levels of sponsorship. Each show features 4-5 guests who share their perspective on a predefined topic. Guests are encouraged to discuss any aspect of the subject, from the business case to the technology, or important considerations or trends. Sales pitches are discouraged. As such, product-specific comments should be avoided.

Be Heard!

Contact info@dmradio.biz with your speaker suggestion; please include name, title, company, email, and phone. [Click here to check out the Editorial Calendar for 2019](#). Want something custom? Let us know!

Sponsorship Packages

Patron -- \$3,000 includes a 60-second commercial aired during the show and a DATAVERSITY-hosted White Paper (3 months). White Paper leads will be sent every Friday during that three-month period.

Partner -- \$5,000 includes a commercial, White Paper syndication, and an article written by a DATAVERSITY writer that explains the important aspects of the sponsor's technology or service.

Producer -- \$16,000 includes a commercial, White Paper syndication, an article, and a DM Radio Deep Dive: a 60-minute live webinar to further explore a popular show topic with a 250 minimum lead guarantee. Plus, the sponsor gets an mpeg of the show for unlimited use.

To discuss sponsorship options, contact David Boone at david@insideanalysis.com or call him directly at 1.908.400.8730