



Subscriber List

(previously AIIM E-DOC Magazine)

Universe/Base Rate

Count: 18,032 (U.S. and Canada)

Price: \$200/M

Source: Controlled Circulation and Association Members

List Type: Postal

Updated: Quarterly

Last Update: 05/09

Minimum Order: 5,000 Names

Profile

Infonomics is defined as the intelligent management of information to drive core processes; it recognizes the important interrelationship between people, organizations, and information. Infonomics Magazine is published six (6) times per year by AIIM, the leading industry association that for over 60 years has helped organizations find, control and optimize their information. Enterprise content management (ECM) has gone mainstream and today's users think of unstructured information in a new way. Infonomics is a timely and relevant industry news and information vehicle for these engaged and empowered readers.

Built from the controlled circulation of Infonomics Magazine and committed AIIM association members, the Infonomics Subscriber List delivers buyers and top decision-makers from business and government. These subscribers look to the publication (print and digital issues) for articles, research, case studies, and peer-to-peer information that will enable them to do their jobs.

Infonomics Magazine Subscribers are responsible for enterprise projects in content and records management, email and electronic records management, information organization and search, Web 2.0 (wikis, blogs, social networking), data and image capture, and business process management/workflow.

Profile of the Infonomics reader:

- 90% have purchasing authority
- +80% share the magazine with 1-5 others
- 95% say the magazine enhances their industry knowledge
- +80% spend up to 1 hour reading the magazine

Demographic Selects

CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Industry	\$25/M
Job Title	\$25/M

Media Output Formats

Key Coding	N/C
Email	\$50/F
FTP	\$50/F

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Industry - \$25/M

Suppliers/Vendors	1
Banking	788
Insurance	944
Pharmaceutical	339
Consultant (Non-IT)	454
Healthcare/Medical	656
Legal	361
Marketing/Advertising/Media	306
Non-Profit	339
Publishing/Printing/Graphics	324
ASP	161
Manufacturer (Hardware/Software/Peripherals)	2,048
Service Bureau/Service Company	886
Systems Integrator	787
Consulting	1,851
VAD	102
VAR	643
Consultants/Channel	1
Investments/Securities	454
Federal/National Government/Military	687
Local and State/Provincial Government	1,438
Manufacturing	777
Education/Libraries	512
Research & Development/Engineering	284
Transportation	192
Utilities	471
Business Process Outsourcing	265
Other	2,288

Title - \$25/M

CFO	58
Executive/Corporate Management/Other	587
Web Development	201
Administration	488
Engineer	318
Finance/Accounting	322
Library/Archivist	301
Marketing/Sales	1,749
Records Management	1,860
Research Developer	142
Systems Integrator	356
Consultant	1,953
Executive/Corporate Management	1
General Business	1
CEO/President/Owner	1,041
CIO/CTO	274
Vice President	594
Director/Senior Management	1,070
Content Management	951
Document Management	1,586
IS/IT	2,457
Network/LAN	56
Printing Operations/Production	104
Project Management	1,100
Web Content Management	277
Other	1,905