



Subscriber List

Universe/Base Rate
Telemarketing Offers

Count: 10,003

Price: \$275/M
Price: \$350/M

Source: Controlled Circulation
Updated: Daily

List Type: Postal and Telemarketing
Last Update: 01/10

Minimum Order: 4,000 Names for Postal. 5,000 Names for Telemarketing.

Profile

CIO Canada's mission is to focus on the broad spectrum of issues related to the acquisition, strategic use and management of information technology within the enterprise. It delivers the subscribers who are the biggest buyers with the biggest budgets.

- 64% of readers work for corporations whose gross annual revenue is over \$25 million. *
- One in five readers is responsible for a \$50 million budget. *
- Nearly half are key decision-makers in over 80% of their company's IT budget. *

Source: *CIO Canada Circulation Survey Report, August 2007

Its readers are the strategic decision makers for information technology-enabled business initiatives that are essential to running today's leading corporations. These executives are responsible and directly involved in major purchases and volume buys of products that range from PCs, midrange and mainframe computers, communications, the internet, and networking equipment. Whether it is hardware, software or services, it is these professionals that spend with the biggest budgets available.

Multi-Channel Base Rate

CPM

Postal and Email Offers	\$555/M
Postal and Telemarketing Offers	\$605/M

Demographic Selects

CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M
Annual Revenue	\$20/M
IT Budget	\$20/M
LAN Operating Systems Installed	\$20/M
Workstations Installed	\$20/M
Value of Networking Equipment	\$20/M
Operating Systems Installed	\$20/M
Mainframes Installed	\$35/M
Special Interest	\$35/M

Media Output Formats

Key Coding	N/C
CD	\$25/F
Email	\$50/F
FTP	\$50/F

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Email names are available for the CIO Canada Subscriber List for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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CIO Canada Subscriber List

Demographic Selects and Counts as of 01/10

Job Function - \$20/M	
Corporate Management	2,701
Financial Management	725
Sales and Marketing Management	841
Other Corporate Management	486
Computer/Systems/Networking Management	4,229
Engineering/Manufacturing Management	188
Consultants	489
Other Qualified Personnel	110

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	231
Computer and Data Processing Services	2,318
Other Manufacturing and Processing	1,372
Government	960
Educational	382
Finance: Banking, Insurance and Real Estate	1,023
Trade: Wholesale/Retail	633
Computer Trade: Wholesale and Retail	226
Medical and Legal Services	398
Transportation Services	244
Utilities	538
Construction, Mining and Agriculture	243
Business and Personal Services	1,201

Employee Size at Entire Organization - \$20/M	
1 to 9	1,005
10 to 49	937
50 to 99	537
100 to 499	1,582
500 to 999	801
1,000 to 2,499	1,001
2,500 to 4,999	640
5,000 or more	2,215

LAN Operating Systems Installed - \$20/M	
AppleTalk/AppleShare	173
Novell (Netware, 3x, 4x, 5x)	519
IBM	312
Novell Open Enterprise Server	76
Open VMS	76
Cisco IOS	356
Windows NT Advanced Server	2,091
Novell NetWare 6x	263
Other	535

Mainframes Installed - \$35/M	
IBM or compatible	689
Fujitsu	15
Unisys	57
NEC	27
Other	226

Workstations Installed - \$20/M	
Intel-based Desktops	3,022
Intel-based Notebooks	2,175
Mac Desktops	500
Mac Notebooks	297
AMD Desktops	373
AMD Notebooks	266
Risc/Unix Desktops	476
Other	182

Annual Revenue - \$20/M	
Over \$1 Billion	1,745
\$501 Million to \$1 Billion	533
\$101 Million to \$500 Million	916
\$25 Million to \$100 Million	804
\$10 Million to \$24.9 Million	464
\$5 Million to \$9.9 Million	322
\$2 Million to \$4.9 Million	365
\$1 Million to \$1.9 Million	305
Under \$1 Million	1,042

Value of Networking Equipment - \$20/M	
\$100 Million or more	35
\$50 Million to \$99.9 Million	22
\$25 Million to \$49.9 Million	21
\$10 Million to \$24.9 Million	55
\$1 Million to \$9.9 Million	201
\$100,000 to \$999,999	404
\$50,000 to \$99,999	177
Under \$50,000	213

Operating Systems Installed - \$20/M	
Unix	1,366
Windows NT/2000	2,392
Windows 98	722
Windows Vista	480
Linux	1,113
Windows ME	219
Windows XP	2,405
Windows 2003	1,081
Other	538

Special Interest - \$35/M	
Enterprise Infrastructure	1,941
Communications Infrastructure	1,996
Information Architecture	1,822
Integrating IT	2,095
Departmental/End-User Computing	993
Enterprise Business Applications	2,321
Security	1,637
Voice Data and IP	1,432
IT Workplace	1,778
Leadership	1,909

IT Budget - \$20M	
Over \$100 Million	853
\$50 Million to \$99.9 Million	334
\$10 Million to \$49.9 Million	801
\$5 Million to \$9.9 Million	398
\$3 Million to \$4.9 Million	352
\$1 Million to \$2.9 Million	704
\$500,000 to \$999,999	432
\$250,000 to \$499,999	515
Under \$250,000	1,366

Geographic - \$15/M	
Newfoundland	70
Prince Edward Island	27
Nova Scotia	204
New Brunswick	133
Quebec	1,370
Ontario	5,808
Manitoba	296
Saskatchewan	153
Alberta and Northwest Territories	835
British Columbia and Yukon Territories	872