



Subscriber List

Universe/Base Rate
Telemarketing Offers

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Profile

CIO Government Review is the definitive dedicated print publication helping executives and senior managers within the Canadian public sector stay informed about important technology issues to better service all stakeholders – government to government, government to business, government to citizen.

CIO Government Review is targeted to the municipal, provincial and federal technology and program executive levels. Its readers encompass CIOs, Senior IT Managers, Business Managers, Senior Policy Advisors and Executive Program Managers including Ministers and Assistant Deputy Ministers.

These government executives are entrusted with the highest of computer and systems purchasing power.

CIO Government Review covers such essential topics as storage, ERP/CRM, wireless mobility, security and web services for the qualified government buyers.

Multi-Channel Base Rate

CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$580/M

Demographic Selects

CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M
IT Budget	\$20/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 Government Review Subscriber List for postal/email/telemarketing matching.
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Demographic Selects and Counts as of 01/10

Job Function - \$20/M	
Public Sector	
Executive	843
Legislative	138
Policy, Program and Procurement, Senior Management	4,403
Policy, Program and Procurement, Management	1,890
Information Technology: Senior Management	577
Information Technology: Management	795
Private Sector	
Company Management	224
Operations	53
Information Technology	53
Consultant	33
Other Qualified Personnel	3

Business/Industry - \$20/M	
Federal Government	
Executive/Legislative/Regulatory	83
Justice/Attorney and Solicitor General	290
Finance/Revenue/Tax/Auditor General	205
Foreign Affairs/Citizenship/Immigration	182
Human Resources/Health/Education/Labor	597
Environment/Natural Resources/Agriculture/Fisheries	571
Economic Programs/Regional Dev/Industry/Trade	446
Infrastructure/Public Wks/Government Services	295
Military/National Defense	241
Other Federal Ministries/Departments	332
Provincial Government	
Executive/Legislative/Regulatory	707
Justice/Attorney and Solicitor General	446
Finance/Revenue/Tax/Auditor General	387
Health/Education/Labor/Family Services	1,405
Intergovernmental/Municipal/Native Affairs	221
Environment/Natural Resources/Agriculture/Fisheries	659
Transport/Highways/Utilities	390
Economic Development/Tourism	328
Other Provincial Ministries/Departments	66
Broader Public Sector	
Municipal Government	612
Crown Corporation	230
Agency	94
VAR/VAD/System Integrator/Manufacturer Computers/ Data Processing Services	70
Banking/Finance	13
Education	34
Medical Services	31
Utilities (Gas, Electrical and Sanitary Services)	30
Consultant	45
Other	2

Employee Size at Entire Organization - \$20/M	
1 to 9	77
10 to 49	128
50 to 99	115
100 to 499	391
500 to 999	305
1,000 to 2,499	388
2,500 to 4,999	317
5,000 and over	820

Special Interest - \$35/M	
Enterprise Infrastructure	217
Communications Infrastructure	240
Information Architecture	233
Integrating IT	219
Departmental/End-User Computing	128
Enterprise Business Applications	263
Security	217
Voice Data and IP	148
IT Workplace	216
Leadership	249

IT Budget - \$20/M	
Over \$100 Million	218
\$50 Million to \$99.9 Million	130
\$10 Million to \$49.9 Million	279
\$5 Million to \$9.9 Million	138
\$3 Million to \$4.9 Million	98
\$1 Million to \$2.9 Million	179
\$500,000 to \$999,999	85
\$250,000 to \$499,999	75
Under \$250,000	147

Geographic - \$15/M	
Newfoundland	136
Prince Edward Island	140
Nova Scotia	235
New Brunswick	240
Quebec	713
Ontario	4,333
Manitoba	335
Saskatchewan	212
Alberta and Northwest Territories	1,396
British Columbia and Yukon Territories	1,272