



## Magazine Database

**Universe/Base Rate**

**Count:** 29,493

**Price:** \$250/M

**Source:** Print Subscribers and Applicants

**Updated:** Annually – Ceased Publication January, 2006

**Minimum Order:** 5,000 Names

**List Type:** Postal

**Last Update:** 02/07/07 (NCOA)

### Profile

The Chief Marketing Officer or CMO leads the way in crafting the strategy that leverages marketing resources, programs and budgets for a company's bottom-line benefit. And it is the CMO Magazine Database that delivers these top marketing executives across all industries who are in control of spending in this \$168 billion market.

Profile of the CMO Reader:

- \$4.8 billion average company revenues.
- \$16 million average marketing budgets.
- 100% of readers specify, approve or buy marketing-related products and services.

Source: Publisher's Own Data, 2004.

CMO provides new ideas and actionable information to marketing executives within a high-level content environment that covers their interests of marketing efficiencies and extended brand reach. Their interests are in CRM systems, creating customer websites, productivity tools, data analysis, modeling tools, document/publishing management systems, business intelligence systems and knowledge management software.

When it comes to reaching these highly specialized top marketing decision-makers, there is no better database on the market than from CMO Magazine.

### Demographic Selects

### CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Primary Job Title	\$15/M
Organization's Industry	\$15/M
Number of Employees in Organization	\$15/M
Annual Company Revenue of Organization	\$15/M
Organization's Total Marketing Budget	\$15/M
Products and Services Recommend	\$35/M

### Media Output Formats

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

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Email names are available from the CMO Magazine for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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**CMO Magazine Database**

**Demographic Selects and Counts - 02/07/07**

**Primary Job Title - \$15/M**

<b>Senior Marketing Manager</b>	
CMO	1,645
Chief Strategy Officer	366
Chief Business Development Officer	492
Chief Creative Officer/Chief Branding Officer	278
<b>Executive Vice President/Senior Vice President/ Vice President of any of the Following:</b>	
Global Marketing	354
Marketing and Sales	4,278
Marketing/Corporate Marketing	2,400
Marketing Communications/Integrated Marketing	783
Online Marketing	186
Advertising/Corporate Branding	311
Product Marketing	570
Market/Competitive Research	184
Public Relations/Public Affairs	382
<b>Director of any of the Following:</b>	
Marketing and Sales	5,227
Marketing/Corporate Marketing	2,789
Marketing Communications/Integrated Marketing	1,715
Online Marketing	524
Advertising/Corporate Branding	548
Product Marketing	1,239
Market/Competitive Research	433
Public Relations/Public Affairs	650
<b>Corporate/Other Management</b>	
CEO/President/Owner	3,095
CFO/Vice President Finance	417
President/Owner/Partner - Advertising Agency	447
President/Owner/Partner - Public Relations Agency	180

**Number of Employees in Entire Organization - \$15/M**

Over 40,000	2,852
30,001 to 40,000	728
20,001 to 30,000	887
10,001 to 20,000	1,630
5,001 to 10,000	2,469
1,001 to 5,000	5,978
501 to 1,000	4,060
Less than 500	10,634

**Total Annual Revenue of Entire Organization - \$15/M**

Over \$40 Billion	1,599
\$30 Billion to \$40 Billion	464
\$15 Billion to \$29.9 Billion	866
\$10 Billion to \$14.9 Billion	760
\$5 Billion to \$9.9 Billion	1,418
\$1 Billion to \$4.9 Billion	4,478
\$501 Million to \$999 Million	2,636
\$101 Million to \$500 Million	6,440
\$50 Million to \$100 Million	1,879
Under \$50 Million	8,953

**Organization's Total Marketing Budget  
Excluding Staff Salaries and Bonuses - \$15/M**

Over \$100 Million	2,224
\$50 Million to \$99.9 Million	932
\$20 Million to \$49.9 Million	1,529
\$5 Million to \$19.9 Million	2,686
\$2.5 Million to \$4.9 Million	3,285
\$500,000 to \$2,499,999 Million	6,713
Less than \$500,000	9,321

**Organization's Industry - \$15/M**

Manufacturing (Consumer)	3,491
Manufacturing (Non-Consumer)	3,254
Financial Services/Insurance/Real Estate	3,115
Wholesale/Retail Trade	2,558
Government (Federal/State/Local) and Military	360
Health Care/Pharmaceuticals/Medical Services	1,903
Utilities	500
Publishing/Agency/Media/Public Relations	3,736
Business and Consumer Services	4,516
Travel/Tourism/Entertainment	1,266
Education	581
Transportation	425
Other	3,788

**Products and Services Recommend, Specify,  
Approve or Buy - \$35/M**

Technology Products and Services	15,974
Creative Services	18,874
Media Advertising (Print/Online/Outdoor/Radio)	7,404
Media Advertising (Broadcast/Cable)	5,011
Research	16,056
Direct Marketing Services	17,168
Consulting Services	15,068
Interactive Marketing	14,273
Public Relations	14,697
Meeting and Events	14,686
Premiums and Incentives	11,269
E-Commerce/Internet/Intranet Marketing	7,791
Media Advertising	11,055