

**Universe/Base Rate**

**Count:** 23,376

**Price:** \$265/M

**Source:** Controlled Circulation

**List Type:** Postal

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

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

**Minimum Order:** 5,000 Names

**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 Subscriber List 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 subscriber list on the market than from CMO Magazine.

**Multi-Channel Base Rate**

**CPM**

|                                 |         |
|---------------------------------|---------|
| Postal and Email Offers         | \$545/M |
| Postal and Telemarketing Offers | \$585/M |

**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/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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**CMO Magazine**

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

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

|  |       |
|--|-------|
| <b>Senior Marketing Manager</b>  |       |
| CMO  | 1,298 |
| Chief Strategy Officer   | 278   |
| Chief Business Development Officer   | 354   |
| Chief Creative Officer/Chief Branding Officer  | 185   |
| <b>Executive Vice President/Senior Vice President/<br/>Vice President of any of the Following:</b> |       |
| Global Marketing   | 286   |
| Marketing and Sales  | 3,845 |
| Marketing/Corporate Marketing  | 2,174 |
| Marketing Communications/Integrated Marketing  | 639   |
| Online Marketing   | 120   |
| Advertising/Corporate Branding   | 255   |
| Product Marketing  | 462   |
| Market/Competitive Research  | 135   |
| Public Relations/Public Affairs  | 321   |
| <b>Director of any of the Following:</b>   |       |
| Marketing and Sales  | 4,373 |
| Marketing/Corporate Marketing  | 2,212 |
| Marketing Communications/Integrated Marketing  | 1,291 |
| Online Marketing   | 340   |
| Advertising/Corporate Branding   | 403   |
| Product Marketing  | 987   |
| Market/Competitive Research  | 304   |
| Public Relations/Public Affairs  | 518   |
| <b>Corporate/Other Management</b>  |       |
| CEO/President/Owner  | 1,857 |
| CFO/Vice President Finance   | 355   |
| President/Owner/Partner - Advertising Agency   | 276   |
| President/Owner/Partner - Public Relations Agency  | 108   |

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

|                  |       |
|------------------|-------|
| Over 40,000      | 2,532 |
| 30,001 to 40,000 | 656   |
| 20,001 to 30,000 | 814   |
| 10,001 to 20,000 | 1,487 |
| 5,001 to 10,000  | 2,252 |
| 1,001 to 5,000   | 5,469 |
| 501 to 1,000     | 3,542 |
| Less than 500    | 6,382 |

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

|                                |       |
|--------------------------------|-------|
| Over \$40 Billion              | 1,434 |
| \$30 Billion to \$40 Billion   | 400   |
| \$15 Billion to \$29.9 Billion | 768   |
| \$10 Billion to \$14.9 Billion | 664   |
| \$5 Billion to \$9.9 Billion   | 1,289 |
| \$1 Billion to \$4.9 Billion   | 4,189 |
| \$501 Million to \$999 Million | 2,460 |
| \$101 Million to \$500 Million | 6,023 |
| \$50 Million to \$100 Million  | 1,245 |
| Under \$50 Million             | 4,904 |

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

|                                  |       |
|----------------------------------|-------|
| Over \$100 Million               | 1,963 |
| \$50 Million to \$99.9 Million   | 825   |
| \$20 Million to \$49.9 Million   | 1,327 |
| \$5 Million to \$19.9 Million    | 2,370 |
| \$2.5 Million to \$4.9 Million   | 2,854 |
| \$500,000 to \$2,499,999 Million | 5,516 |
| Less than \$500,000              | 5,952 |

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

|   |       |
|---|-------|
| Manufacturing (Consumer)                      | 3,058 |
| Manufacturing (Non-Consumer)                  | 2,788 |
| Financial Services/Insurance/Real Estate      | 2,627 |
| Wholesale/Retail Trade                        | 2,168 |
| Government (Federal/State/Local) and Military | 285   |
| Health Care/Pharmaceuticals/Medical Services  | 1,555 |
| Utilities                                     | 454   |
| Publishing/Agency/Media/Public Relations      | 2,406 |
| Business and Consumer Services                | 3,385 |
| Travel/Tourism/Entertainment                  | 1,031 |
| Education                                     | 441   |
| Transportation                                | 375   |
| Other   | 2,803 |

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

|  |        |
|--|--------|
| Technology Products and Services               | 12,637 |
| Creative Services                              | 14,732 |
| Media Advertising (Print/Online/Outdoor/Radio) | 4,687  |
| Media Advertising (Broadcast/Cable)            | 3,343  |
| Research                                       | 12,754 |
| Direct Marketing Services                      | 13,455 |
| Consulting Services                            | 11,854 |
| Interactive Marketing                          | 11,194 |
| Public Relations                               | 11,480 |
| Meeting and Events                             | 11,594 |
| Premiums and Incentives                        | 8,970  |
| E-Commerce/Internet/Intranet Marketing         | 5,182  |
| Media Advertising                              | 9,872  |