



## Magazine Database

**Universe/Base Rate**

**Count:** 79,167

**Price:** \$260/M

**Source:** Print and Online Community

**List Type:** Postal

**Updated:** Quarterly

**Last Update:** 12/09

**Minimum Order:** 5,000 Names

### Profile

CSO - the single resource that connects security buyers and sellers.

With CSO you gain access to executives with the authority and budget to purchase your product and service. Almost all security purchases are driven by the CSO and require their buy-in. CSO Magazine provides access to this group of decision makers in this essential role.

CSO Magazine is the resource for security executives who are active knowledge seekers on such topics as IT security, leadership, physical security, laws and compliance, business continuity, risk analysis and privacy.

Profile of the CSO Magazine Reader:

- \$25 million average security budget
- Average company revenues are \$10.1 billion
- 97% set security goals, direction, budgets and standards
- 100% are personally involved in security purchases for their organizations

Sources: CSO Subscriber File, CSO, 09/07; CSO Open Editorial Study, Research Results, 02/06; IDG Research AdGauge Study; CSO, 12/07; CSO Reader Profile Study, Research Results, 09/04.

Interact with the CSO audience - who has the interest and authority to purchase your security products and services.

### Demographic Selects

#### CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Job Title	\$25/M
Organization's Business/Industry	\$25/M
Number of Employees	\$25/M
Annual Company Revenue	\$25/M
Involvement Security Purchasing Decisions	\$25/M
Annual Budget for Security Products	\$25/M
Security Products/Services Recommend	\$40/M

### Media Output Formats

Key Coding	N/C
Cartridge	\$25/F
CD-ROM	\$25/F
Email	\$50/F

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



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Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	1,028
Aerospace/Defense Contractor	355
Agriculture/Forestry/Fisheries	51
Business Services/Consultant	1,057
Construction/Architecture/Engineering	1,603
Education	4,109
Finance/Banking/Accounting	4,600
Government - Federal (Including Military)	3,854
Government - State/Local	2,567
Healthcare/Medical/Pharmaceutical/Bio-Tech	2,383
Insurance/Real Estate/Legal	3,203
Manufacturing & Process Industries	4,148
Mining/Oil/Gas	368
Retailer/Wholesaler/Distributor (Non-Computer)	2,968
Transportation/Utilities (Energy, Water, etc.)	4,435
Travel/Hospitality/Entertainment/Recreation	3,702
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	3,387
Computer/Network Consultant	1,859
E-Commerce/Internet	235
Retailer/Wholesaler/Distributor (Computer Related)	1,505
Manufacturing - Hardware/Software	2,338
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	650
VAR/VAD/OEM	1,285
Other	255

Primary Job Title - \$25/M	
CIO/CTO/CSO	5,648
Executive Vice President, Senior Vice President	6,398
Vice President	41
Director	12,527
Manager	186
Supervisor	3
Systems Integrator	20
Technical Consultant	4,034
CEO/COO/Chairman/President	6,613
CFO/Controller/Treasurer	671
Executive Vice President, Senior Vice President, Vice President, General Manager	948
Director, Manager	2,531
Other Corporate, Business Manager	1,172
Consultant (Non-Technical)	35
Other: IT Staff	4,445
Other: Non-Manager	6,819

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	3,096
IT Management (Director/Manager)	3,928
Network/Systems Management	3,302
R&D Management	63
Web-Based Business	314
Applications Development	269
Systems Engineering	489
Programming/Systems Analyst/Architect	45
Telecommunications	1,199
Consultant/Integrator	760
Other IT Management	3,779
Corporate Management (CEO/COO/President/GM/VP)	4,070
Finance Management (CFO/Controller/Treasurer)	342
Sales/Marketing	590
Human Resources/Training/Education	98
Legal/Compliance	38
Other Management	544
Other: IT Staff/Technical Support	2,323
Other: Non-Technical Consultant/Integrator	37
Other: None of the Above	395

Number of Employees at Entire Organization - \$25/M	
20,000 or more	10,058

10,000 to 19,999	3,355
5,000 to 9,999	4,380
1,000 to 4,999	8,135
500 to 999	5,428
100 to 499	2,201
50 to 99	62
Less than 50	18,192

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	781
\$500 to \$999.9 Million	385
\$100 to \$499.9 Million	1,007
\$50 to \$99.9 Million	738
\$10 to \$49.9 Million	1,574
\$1 to \$9.9 Million	1,599
\$500,000 to \$999,999	4,721
\$250,000 to \$499,999	80
\$100,000 to \$249,999	84
Under \$100,000	320

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	8,652
Windows XP	9,160
VM/MVS	3,879
Linux	5,747
Unix	5,523
Netware	2,249
Mac OS	3,067
Other	987

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	2,737
\$30 Billion to \$40 Billion	1,240
\$15 Billion to \$29.9 Billion	1,797
\$10 Billion to \$14.9 Billion	1,507
\$5 Billion to \$9.9 Billion	2,721
\$1 Billion to \$4.9 Billion	3,740
\$501 Million to \$999 Million	2,154
\$101 Million to \$500 Million	3,903
\$50 Million to \$100 Million	3,490
Under \$50 Million	15,975

Total Annual Amount of Technology Products and Services Currently Involved In Purchasing for All Locations Of Organization - \$30/M	
<b>Technology Products and Services</b>	
E-Commerce	
Telecommunications	
Computer Systems	
Wireless	
Software	
Services	
Storage	
Security	
Peripherals	
<b>Dollar Value</b>	
\$250 million or more	
\$150 to \$249.9 million	
\$100 to \$149.9 million	
\$50 to \$99.9 million	
\$10 to \$49.9 million	
\$1 to \$9.9 million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$50,000 to \$99,999	
\$25,000 to \$49,999	
Under \$25,000	
Please call your Account Representative for counts.	

Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M	
Application Development Software	7,165
Backup/Disaster Recovery Hardware	8,553
Backup/Disaster Recovery Software	7,917
Bridges/Routers/Gateways/Hubs	8,735
Business Intelligence/Data Mining	6,256
Consulting Services/Outsourcing: Domestic	6,753
Consulting Services/Outsourcing: Off-Shore	3,368
CRM Software	6,180
Database Management Software	9,292
Data Storage Products	8,642
Desktop Security Hardware	8,323
Desktop Security Software	8,499
Desktop Systems	12,039
E-Business Consulting Services	3,992
EDI	4,528
Electronic Commerce Tools	5,060
Email/Groupware	8,162
Encryption Software/Firewalls	8,362
Enterprise Application Integration	5,559
Enterprise Portals	355
ERP Software	6,265
Handheld PCs/PDAs	8,985
Imaging/Document Management	599
Java	634
Knowledge Management	6,574
LAN/WAN Hardware	9,365
Laptop/Notebooks	11,586
Mainframe/Midrange Application Software	5,448
Mainframes	4,820
Marketing/Sales Automation	4,528
Midrange Computers	6,685
Modems/Multiplexers	7,302
Network Management Systems	7,440
Network Operations Systems	8,385
Network Security Hardware	8,921
Network Security Software	8,459
Network Servers (File, Web, Database)	10,910
Operating Systems	6,613
PC/Workstation Software	10,319
Personal Productivity	5,236
Printers	9,402
Search Tools/Engines	6,236
Software Storage	6,879
Supply Chain Management	4,142
Video Conferencing/Webcasting	5,817
Web Authoring Tools	6,912
Web Services	7,000
Wireless LAN/WAN	7,505
Master Data Management	1,281
Ajax	784
Virtualization	2,061
Universal Communication	686
Identity/Access Management Software	4,672
SOA Software	2,695

Products Planned to Purchase - \$40/M	
Computer Hardware	6,702
Networking Equipment	5,303
Telecom Equipment	3,867
Storage Systems	4,502
Outsourced IT Services	3,277
Application Software	3,901
Security Software	5,166
Wireless/Mobility Solutions	2,991

Security Products, Systems and/or Services Recommend, Specify or Buy - \$40/M	
Access Control/Components/Equipment	16,991
Alarms/Burglar Electronics Systems	9,522
Antivirus Software	16,522
Audit Software	9,892
Biometrics	9,599
CCTV Systems & Surveillance	9,229
Certificate Authorities	9,516
Consulting Services/Outsourcing Domestic	12,881
Crypto Accelerators	4,799
Digital Forensics	5,205
Disaster Recovery/Business Continuity	11,293
Email Scanning	14085
Encryption Software/Firewalls	14,412
Enterprise Security Management	10,576
Executive Recruitment	3,131
Facilities Systems	8,287
Fire Protection/Detection/Controls	8,487
Firewall/VPN Appliances	19,811
Firewall Software	16,386
Host/Legacy Single Sign-On	5,839
Host Vulnerability Assessment	8,821
IDS Appliances	10,448
Integrated Systems/Monitoring Equipment	9,186
Intrusion Detection Systems	17,168
Managed Security Services	8,568
Managed VPNs	6,609
Network Vulnerability Assessment	10,627
Outside Audit Services	5,208
Penetration Testing	8,539
Perimeter Security	8,564
Provisioning	4,910
Secure Email	13,408
Security Hardware VPNs	15,269
Security Software VPNs	13,743
Smart Cards	12,412
Tokens	7,950
Training/Education	11,027
Web Filtering	11,692
Web Single Sign-On	8,465
Wireless/Mobile Security	13,185