



# Magazine

**Universe/Base Rate**

**Count:** 26,232

**Price:** \$275/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.

### Multi-Channel Base Rate CPM

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

### 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 and telemarketing names are available from the CSO Magazine for postal/email/telemarketing matching.  
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Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	530
Aerospace/Defense Contractor	250
Agriculture/Forestry/Fisheries	28
Business Services/Consultant	602
Construction/Architecture/Engineering	607
Education	2,267
Finance/Banking/Accounting	2,608
Government - Federal (Including Military)	1,859
Government - State/Local	1,523
Healthcare/Medical/Pharmaceutical/Bio-Tech	1,443
Insurance/Real Estate/Legal	1,671
Manufacturing & Process Industries	2,323
Mining/Oil/Gas	184
Retailer/Wholesaler/Distributor (Non-Computer)	1,449
Transportation/Utilities (Energy, Water, etc.)	1,711
Travel/Hospitality/Entertainment/Recreation	16
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	1,023
Computer/Network Consultant	969
E-Commerce/Internet	132
Retailer/Wholesaler/Distributor (Computer Related)	482
Manufacturing - Hardware/Software	1,188
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	429
VAR/VAD/OEM	663
Other	920

Primary Job Title - \$25/M	
CIO/CTO/CSO	4,752
Executive Vice President, Senior Vice President	4,262
Vice President	25
Director	8,059
Manager	122
Supervisor	1
Systems Integrator	6
Technical Consultant	1,120
CEO/COO/Chairman/President	1,902
CFO/Controller/Treasurer	395
Executive Vice President, Senior Vice President, Vice President, General Manager	419
Director, Manager	1,584
Other Corporate, Business Manager	716
Consultant (Non-Technical)	8
Other: IT Staff	38
Other: Non-Manager	1,541

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	1,625
IT Management (Director/Manager)	1,368
Network/Systems Management	508
R&D Management	23
Web-Based Business	123
Applications Development	99
Systems Engineering	221
Programming/Systems Analyst/Architect	23
Telecommunications	240
Consultant/Integrator	108
Other IT Management	2,173
Corporate Management (CEO/COO/President/GM/VP)	814
Finance Management (CFO/Controller/Treasurer)	129
Sales/Marketing	246
Human Resources/Training/Education	35
Legal/Compliance	23
Other Management	181
Other: IT Staff/Technical Support	137
Other: Non-Technical Consultant/Integrator	9
Other: None of the Above	118

Number of Employees at Entire Organization - \$25/M	
20,000 or more	6,691

10,000 to 19,999	2,285
5,000 to 9,999	3,047
1,000 to 4,999	5,422
500 to 999	3,179
100 to 499	1,011
50 to 99	22
Less than 50	3,122

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	581
\$500 to \$999.9 Million	289
\$100 to \$499.9 Million	750
\$50 to \$99.9 Million	523
\$10 to \$49.9 Million	1,150
\$1 to \$9.9 Million	1,006
\$500,000 to \$999,999	2,021
\$250,000 to \$499,999	42
\$100,000 to \$249,999	42
Under \$100,000	167

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	5,427
Windows XP	5,438
VM/MVS	2,734
Linux	3,649
Unix	3,677
Netware	1,471
Mac OS	1,992
Other	630

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	1,753
\$30 Billion to \$40 Billion	794
\$15 Billion to \$29.9 Billion	1,239
\$10 Billion to \$14.9 Billion	910
\$5 Billion to \$9.9 Billion	1,656
\$1 Billion to \$4.9 Billion	2,409
\$501 Million to \$999 Million	1,351
\$101 Million to \$500 Million	2,223
\$50 Million to \$100 Million	1,548
Under \$50 Million	3,245

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	4,560
Backup/Disaster Recovery Hardware	5,713
Backup/Disaster Recovery Software	5,308
Bridges/Routers/Gateways/Hubs	5,380
Business Intelligence/Data Mining	4,011
Consulting Services/Outsourcing: Domestic	4,519
Consulting Services/Outsourcing: Off-Shore	2,311
CRM Software	3,835
Database Management Software	5,740
Data Storage Products	5,293
Desktop Security Hardware	5,521
Desktop Security Software	5,655
Desktop Systems	7,255
E-Business Consulting Services	2,543
EDI	2,975
Electronic Commerce Tools	3,367
Email/Groupware	5,003
Encryption Software/Firewalls	5,474
Enterprise Application Integration	3,621
Enterprise Portals	241
ERP Software	4,020
Handheld PCs/PDAs	5,517
Imaging/Document Management	431
Java	449
Knowledge Management	4,247
LAN/WAN Hardware	5,675
Laptop/Notebooks	7,002
Mainframe/Midrange Application Software	3,568
Mainframes	3,148
Marketing/Sales Automation	2,791
Midrange Computers	4,359
Modems/Multiplexers	4,526
Network Management Systems	4,771
Network Operations Systems	5,230
Network Security Hardware	5,958
Network Security Software	5,718
Network Servers (File, Web, Database)	6,738
Operating Systems	4,241
PC/Workstation Software	6,306
Personal Productivity	3,352
Printers	5,543
Search Tools/Engines	3,908
Software Storage	4,276
Supply Chain Management	2,675
Video Conferencing/Webcasting	3,661
Web Authoring Tools	4,252
Web Services	4,330
Wireless LAN/WAN	4,635
Master Data Management	953
Ajax	566
Virtualization	1,470
Universal Communication	503
Identity/Access Management Software	3,337
SOA Software	1,905

Security Products, Systems and/or Services Recommend, Specify or Buy - \$40/M	
Access Control/Components/Equipment	7,257
Alarms/Burglar Electronics Systems	3,778
Antivirus Software	6,239
Audit Software	4,455
Biometrics	4,444
CCTV Systems & Surveillance	3,805
Certificate Authorities	4,410
Consulting Services/Outsourcing Domestic	5,323
Crypto Accelerators	2,434
Digital Forensics	2,888
Disaster Recovery/Business Continuity	5,257
Email Scanning	5462
Encryption Software/Firewalls	6,363
Enterprise Security Management	5,042
Executive Recruitment	1,586
Facilities Systems	3,378
Fire Protection/Detection/Controls	3,308
Firewall/VPN Appliances	7,466
Firewall Software	6,045
Host/Legacy Single Sign-On	3,060
Host Vulnerability Assessment	4,371
IDS Appliances	4,977
Integrated Systems/Monitoring Equipment	3,787
Intrusion Detection Systems	7,309
Managed Security Services	4,044
Managed VPNs	2,850
Network Vulnerability Assessment	4,866
Outside Audit Services	2,576
Penetration Testing	4,387
Perimeter Security	3,529
Provisioning	2,807
Secure Email	5,413
Security Hardware VPNs	6,304
Security Software VPNs	5,760
Smart Cards	5,281
Tokens	4,192
Training/Education	4,854
Web Filtering	4,871
Web Single Sign-On	4,150
Wireless/Mobile Security	5,391

Products Planned to Purchase - \$40/M	
Computer Hardware	3,898
Networking Equipment	3,262
Telecom Equipment	2,432
Storage Systems	2,810
Outsourced IT Services	2,109
Application Software	2,533
Security Software	3,229
Wireless/Mobility Solutions	1,941