



## Subscriber List

**Universe/Base Rate**  
**Telemarketing Offers**

**Count:** 18,616

**Price:** \$250/M  
**Price:** \$350/M

**Source:** Controlled Circulation  
**Updated:** Daily

**List Type:** Postal and Telemarketing  
**Last Update:** 01/13/09

**Minimum Order:** 5,000 Names for Postal. 5,000 Names for Telemarketing.

### Profile

Since 1985, Computer Dealer News has been the leading information source for Canadian IT solution providers. Computer Dealer News is Canada's national newsmagazine designed to provide VARs, system integrators, system builders, ISVs and retailers with the most comprehensive coverage of news, events and issues in the IT channel.

The aim of this publication is to help resellers expand their business by supplying critical market information in a timely, analytical manner.

The Computer Dealer News Subscriber List is comprised of qualified subscribers who require strategic news coverage in order to perform and work in the IT channel, and assist them in their purchasing decisions.

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

Media Output Formats	
Key Coding	N/C
CD-ROM	\$25/F
Email	\$50/F

For inquiries or questions, contact Rich Green.  
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Email names are available for the Computer Dealer News Subscriber List for postal/email matching. For inquiries or questions, contact Rich Green.



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Job Function - \$20/M	
Executive/Company Management	9,057
Purchasing Management	520
Marketing/Sales Management and Supervisory	1,910
Retail/Channel Management	217
Product Management	286
Marketing/Sales Staff	668
Systems Developer/Integration Management/Supervisory	3,244
Manufacturing/Engineering/Maintenance Management	453
Computer IT Consultants	1,887
Other Qualified Personnel	373

Business/Industry - \$20/M	
Value Added Reseller/Dealer	3,219
Systems Integrator/Systems House	1,588
Computer/Computer Product Distributor/Wholesaler	1,152
Computer/Computer Product Retailer	1,216
Prepackages/Custom/Software Developer	1,108
Independent Computer/IT Consultant	3,385
Computer Rental/Leasing/Finance	85
Computer Products Maintenance/Service	807
Manufacturing/Assembly Computer/Peripherals Products	711
Manufacturing/Assembly Communication/Wireless Equipment	394
Other Computer/IT Services	2,095
Other Qualified Industries	2,856

Employee Size at Entire Organization - \$20/M	
1 to 9	8,248
10 to 49	3,516
50 to 99	1,107
100 to 499	1,527
500 to 999	649
1,000 to 2,499	1,458
2,500 to 4,999	242
5,000 or more	906

Geographic - \$15/M	
Newfoundland	131
Prince Edward Island	58
Nova Scotia	381
New Brunswick	281
Quebec	2,854
Ontario	10,276
Manitoba	501
Saskatchewan	354
Alberta and Northwest Territories	1,485
British Columbia and Yukon Territories	2,295