



Canada Subscriber List

Universe/Base Rate
Telemarketing Offers

Count: 63,796

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

Source: Controlled Circulation
Updated: Daily

List Type: Postal and Telemarketing
Last Update: 01/10

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

Profile

More than any other IT or business publication, ComputerWorld Canada remains the most focused on the agenda of enterprise IT professionals. With its mission to be the "Voice of the IT Community", it targets the IT executives and decision makers who are at the forefront of adopting new technologies that fuel their companies' growth.

If you're looking for Canadian IT executives with purchasing influence in the enterprise at medium and large companies, ComputerWorld Canada is the first choice*:

- 88% of readers are involved in the IT purchasing process.
- Average personal IT budget responsibility - \$10,631,320
- Average number of employees in entire organization - 11,027
- Average number of employees at work location - 540

*Source: ComputerWorld Canada Reader Study - December 2004

Whether covering data management, wireless technology, security or application development, ComputerWorld Canada delivers the essential editorial needed to keep system and information technology professionals at the forefront of an ever changing IT environment.

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
Annual Revenue	\$20/M
IT Budget	\$20/M
LAN Operating Systems Installed	\$20/M
Workstations Installed	\$20/M
Value of Networking Equipment	\$20/M
Operating Systems Installed	\$20/M
Mainframes Installed	\$35/M
Special Interest	\$35/M

Media Output Formats

Key Coding	N/C
CD	\$25/F
Email	\$50/F
FTP	\$50/F

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Email names are available for the ComputerWorld Canada Subscriber List for postal/email/telemarketing matching.
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Job Function - \$20/M	
Corporate Management	10,622
Financial Management	1,161
Sales and Marketing Management	1,869
Other Corporate Management	2,465
Computer/Systems/Networking Management	14,507
Computer/Systems/Networking Supervisor	9,750
Computer/Systems/Networking Staff	11,961
Engineering/Manufacturing Management	1,487
Engineering Staff	3,836
Consultants	3,556
Educators	1,250
Other Titled Personnel	190

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	
Equipment	1,616
Computer and Data Processing Services	16,797
Other Manufacturing and Processing	7,279
Government	7,386
Educational	4,756
Finance: Banking, Insurance and Real Estate	4,921
Trade: Wholesale and Retail	3,815
Computer Trade: Wholesale and Retail	2,017
Medical and Legal Services	1,617
Transportation Services	1,236
Utilities	3,309
Construction, Mining and Agriculture	1,400
Business and Personal Services	6,557

Employee Size at Entire Organization - \$20/M	
1 to 9	12,027
10 to 49	5,927
50 to 99	3,256
100 to 499	7,174
500 to 999	3,628
1,000 to 2,499	6,806
2,500 to 4,999	3,017
5,000 or more	9,653

LAN Operating Systems Installed - \$20/M	
AppleTalk/AppleShare	1,850
Novell (Netware, 3x, 4x, 5x)	6,141
IBM	3,527
Novell Open Enterprise Server	672
Open VMS	677
Cisco IOS	3,039
Windows NT Advanced Server	21,327
Novell NetWare 6x	2,812
Other	6,282

Mainframes Installed - \$35/M	
IBM or compatible	10,866
Fujitsu	117
Unisys	605
NEC	325
Other	2,923

Workstations Installed - \$20/M	
Intel-based Desktops	33,361
Intel-based Notebooks	20,776
Mac Desktops	5,129
Mac Notebooks	2,889
AMD Desktops	5,850
AMD Notebooks	3,276
Risc/Unix Desktops	5,194
Other	2,275

Demographic Selects and Counts as of 01/10

Annual Revenue - \$20/M	
Over \$1 Billion	3,200
\$501 Million to \$1 Billion	1,167
\$101 Million to \$500 Million	1,846
\$25 Million to \$100 Million	1,848
\$25 Million to \$100 Million	1,178
\$10 Million to \$24.9 Million	915
\$5 Million to \$9.9 Million	1,185
\$2 Million to \$4.9 Million	609
Under \$1 Million	4,768

Value of Networking Equipment - \$20/M	
\$100 Million or more	139
\$50 Million to \$99.9 Million	70
\$25 Million to \$49.9 Million	80
\$10 Million to \$24.9 Million	178
\$1 Million to \$9.9 Million	775
\$100,000 to \$999,999	1,629
\$50,000 to \$99,999	1,183
Under \$50,000	1,795

Operating Systems Installed - \$20/M	
Unix	13,824
Windows NT/2000	25,959
Windows 98	10,182
Windows Vista	4,661
Linux	12,318
Windows ME	2,920
Windows XP	25,885
Windows 2003	9,707
Other	6,308

Special Interest - \$35/M	
Enterprise Infrastructure	8,384
Communications Infrastructure	9,672
Information Architecture	7,760
Integrating IT	5,620
Departmental/End-User Computing	4,009
Enterprise Business Applications	10,136
Security	6,785
Voice Data and IP	6,003
IT Workplace	7,336
Leadership	4,789

IT Budget - \$20/M	
Over \$100 Million	466
\$50 Million to \$99.9 Million	216
\$10 Million to \$49.9 Million	523
\$5 Million to \$9.9 Million	291
\$3 Million to \$4.9 Million	229
\$1 Million to \$2.9 Million	483
\$500,000 to \$999,999	311
\$250,000 to \$499,999	372
Under \$250,000	1,078

Geographic - \$15/M	
Newfoundland	642
Prince Edward Island	239
Nova Scotia	1,466
New Brunswick	1,101
Quebec	9,107
Ontario	35,060
Manitoba	1,834
Saskatchewan	1,252
Alberta and Northwest Territories	5,996
British Columbia and Yukon Territories	6,996