

COMPUTERWORLD Database

Universe/Base Rate

Count: 613,786

Price: \$225/M

Source: Print and Online Community

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Postal

Last Update: 12/09

Profile

Computerworld – reaches the key influencers in large organizations.

While Computerworld reaches IT influencers of all types across its online and print audience bases, at the core are IT executives in larger organizations. For forty years, Computerworld has been the leading source of technology news and information for these decision makers worldwide.

Computerworld Audience:

Print -

- 67% at large organizations (1,000 + employees)
- 69% IT Management

Online -

- 47% at large organizations (1,000 + employees)
- 44% IT Management

Source: Online – Research Results Site Profile Study November 2007;
Print – July 2007 BPA statement.

Computerworld connects you to IT leaders responsible for large budgets to purchase computer hardware and software and all related business products. Look no further to reach the business strategists that are driving IT for their companies.

Demographic Selects

CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Organization Industry or Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Number of Employees	\$25/M
Annual Budget for Information Services	\$25/M
IT Functions or Services to Outsource	\$25/M
Operating Systems/Network Environments	\$30/M
Products and Services Purchase Involvement	\$40/M
Enterprise Software/Services Purchasing	\$40/M
Hardware Products Purchase Involvement	\$40/M
Products or Tech Purchase Involvement	\$40/M

Media Output Formats

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

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Postal names are available for the Computerworld Database for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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Organization Industry or Function at Location - \$25/M	
Advertising/Marketing/Public Relations/Media	11,588
Aerospace/Defense Contractor	8,122
Agriculture/Forestry/Fisheries	1,718
Business Services/Consultant (Non-Computer Related)	14,471
Construction/Architecture/Engineering	9,115
Education	37,833
Finance/Banking/Accounting	34,014
Government - Federal (including Military)	28,235
Government - State/Local	26,920
Healthcare/Medical/Pharmaceutical/Bio-Tech	33,901
Insurance/Real Estate/Legal	19,173
Manufacturing & Process Industries	51,609
Mining/Oil/Gas	2,710
Retailer/Wholesaler/Distributor (Non-Computer)	20,860
Transportation/Utilities (Energy, Water, etc.)	13,991
Travel/Hospitality/Recreation/Entertainment	8,538
Other	8,217
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	16,932
Computer/Network Consultant	42,714
E-Commerce/Internet	17,402
Retailer/Wholesaler/Distributor	8,552
Manufacturing - Hardware/Software	40,720
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	19,165
VAR/VAD/OEM	11,571
Other	7,418

Primary Job Title - \$25/M	
CIO, CTO, CSO	30,244
Executive Vice President, Sr. Vice President	12,722
Vice President	14,742
Director	58,019
Manager	111,610
Supervisor	17,244
Systems Integrator	17,005
Technical Consultant	42,219
CEO, COO, Chairman, President	34,054
CFO, Controller, Treasurer	4,690
Executive Vice President, Sr. Vice President, Vice President	12,591
General Manager	29,596
Director, Manager	12,088
Other Corporate/Business Manager	7,752
Consultant (Non-Technical)	86,576
Other IT Staff	22,220
Other	4,169

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	10,659
IT Management (Director/Manager)	27,076
Network/Systems Management	19,598
R&D Management	11,718
Web-Based Business	11,977
Applications Development	17,836
Systems Engineering	16,398
Programming/Systems Analyst/Architect	17,060
Telecommunications	10,521
Consultant/Integrator	11,650
Other IT Management	2,674
Corporate Management (CEO/COO/President/GM/VP)	8,397
Finance Management (CFO/Controller/Treasurer)	3,893
Sales/Marketing	5,539
Human Resources/Training/Education	4,346
Legal/Compliance	2,572
IT Management & Strategy	46,514
Project Management	48,010
Infrastructure & Storage Management	29,190
Supply Chain Management	12,328
Application Development/Management	35,828
Security Management	27,874
Mobile/Wireless Management	19,987

Data Management/Business Intelligence	28,088
Web Development/Management	28,255
E-Business	19,644
Networking/Communications	31,881
IT Services/Outsource/Systems Integration/Consultant	32,852
Other Management	1,664
Other: IT Staff/Technical Support	11,245
Other: Non-Technical Consultant/Integrator	1,459
Other: None of the Above	987

Number of Employees at Entire Organization - \$25/M	
20,000 or more	99,037
10,000 to 19,999	38,374
5,000 to 9,999	50,237
1,000 to 4,999	89,531
500 to 999	51,192
100 to 499	96,205
50 to 99	32,490
Less than 50	65,833

Annual Budget for Information Services - \$25/M	
\$1 Billion or more	35,148
\$500 to \$999.9 Million	19,817
\$100 to \$499.9 Million	30,130
\$50 to \$99.9 Million	27,610
\$10 to \$49.9 Million	50,674
\$1 to \$9.9 Million	89,032
\$500,000 to \$999,999	40,820
\$250,000 to \$499,999	33,613
\$100,000 to \$249,999	39,061
Under \$100,000	55,053

Products and Services Involved in Purchasing - \$40/M	
Can Choose From:	
A) For This Location B) For all Other Locations	
A) Electronic Commerce/Internet Business	
B) Internet/Intranet/Extranet	
C) Telecommunication Equipment/Services	
D) PCs (Desktop/Notebook)	
E) Servers/Workstations	
F) Networking Products/Services	
G) Large Distributed Systems (Mainframes/Midrange/Mini)	
H) Peripherals	
I) Software	
J) Mobile/Wireless/Handhelds	
K) Storage Management	
J) Systems Integrators/Consultants	
\$250 Million or more	
\$150 Million to \$249.9 Million	
\$100 Million to \$149.9 Million	
\$50 Million to \$99.9 Million	
\$10 Million to \$49.9 Million	
\$1 Million to \$9.9 Million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$75,000 to \$99,999	
\$50,000 to \$74,999	
\$25,000 to \$49,999	
Under \$25,000	
Please contact your Account Representative for counts.	

Operating Systems/Network Environments Used or Planned - \$30/M	
Windows Server 2003	169,722
Windows XP	228,958
Windows 2000	174,415
Windows NT	103,369
Windows 95/98	76,576
Windows CE	53,479

Palm OS	65,281
OS/400	53,121
VM/MVS	44,451
Linux	119,770
Unix	116,404
Solaris	52,264
Netware	46,673
Mac OS	51,933
Windows Vista	12,835
Other	11,605

Enterprise Software/Services That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M			
C) Current	P) Planned	C	P
Enterprise Software/Services		71,995	56,247
Application Service Providers (ASPs)		89,209	67,513
Enterprise Resource Planning (ERP)/Customer Relationship Management (CRM)		93,559	76,392
Knowledge Management (KM)		83,221	75,235
Groupware/Messaging - Email		103,554	74,092
Systems Management		109,214	78,517
Accounting/Financial		101,365	64,686
Data Mining/Data Warehousing/Statistical Analysis		88,051	72,639
Business Intelligence/Data Management		80,815	68,118
Relational Database (RDBMS)		104,082	69,213
Middleware		79,870	62,399
Application Development Software		98,860	68,613
Sales Automation/Marketing		59,190	49,606
Document Management/Imaging		74,454	60,136
Transaction Processing		74,769	53,542
Human Resources (HR)		81,338	58,370
Identity Management/Directory Services		91,058	58,528
PC Applications/Suites		122,278	85,610
Regulatory Compliance Products/Services		54,469	46,121
Application Development		68,891	51,225
Java		10,816	75,079
.NET		98,923	77,958
Application Development Management Tools		87,829	63,458
Other Application Development Software		76,519	68,335
Web Services		75,888	52,703

Hardware Products That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M			
C) Current	P) Planned	C	P
Hardware		81,471	57,920
Mainframes		85,821	52,074
Unix Servers		110,072	72,021
Windows Servers		156,130	106,288
Linux Servers		104,128	81,467
Blade Servers		83,095	71,272
PCs/Workstations		165,007	117,420
Laptops/Notebooks		154,971	111,590
Handheld PCs, PDAs, Pocket PCs, Wireless Devices		117,092	86,063
Peripherals		79,508	56,317
Printers/Copiers/Multifunction		156,740	103,371
Removable High-Capacity Storage		107,302	77,641
Tape Backup Systems		122,514	77,959
Monitors		150,923	101,266
Scanners		132,036	85,212
UPS		119,367	77,063
LCD Projection Devices		94,888	64,005

Products or Technologies That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M			
C) Current	P) Planned	C	P
Networking Products and Technologies		74,312	50,973
Wired LANs		138,175	79,047
Wireless LANs, Wi-Fi		128,253	98,468
Switches, Routers, Hubs		140,222	89,098

Security/Firewalls	138,335	86,870
Network Systems Management Software	111,145	73,286
Network Security Software	111,926	74,945
Load Balancing	78,557	60,151
VoIP	66,294	68,190
Storage	69,258	50,361
SAN (Storage Area Network)	95,244	73,029
NAS (Network Attached Storage)	89,044	69,466
Storage Management	94,591	68,053
Disk Arrays (Fiber, SCSI)	92,804	64,294
Desktop Storage	97,561	61,969
Other Storage	46,186	31,379
Security	73,022	49,757
Firewalls	143,529	85,967
Intrusion Detection/Prevention	94,446	66,307
VPN Services	115,857	75,338
Anti-Virus	142,695	85,499
Smart Cards	74,894	63,534
Biometrics	56,220	59,800
Security Management Services/Software	73,657	57,615
Internet Infrastructure	61,887	43,002
Web Applications/Authoring Tools	116,176	75,459
Content Management	97,751	38,982
Web Site Management/Performance Monitoring	97,240	70,725
Supply Chain	56,212	14,536

IT Functions or Services Currently or Plan to Outsource Within the Next 12 Months - \$25/M		
Application Development	73,950	
Application Support/Maintenance	62,247	
Help Desk/Call Center	52,964	
Network Operations	43,331	
Business Processes	33,802	
Security Services	29,172	
All of the Above	69,101	