

COMPUTERWORLD

Universe/Base Rate

Count: 179,194

Price: \$250/M

Source: Qualified Print and Online

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.

Multi-Channel Base Rate

CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$555/M

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

For inquiries or questions, contact Steve Tozeski.
Direct line (508) 766-5633; Email stozeski@idglist.com

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



492 Old Connecticut Path • Framingham • MA 01701
Fax (508) 766-5640
www.idglist.com

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Demographic Selects and Counts as of 12/09

Organization Industry or Function at Location - \$25/M	
Advertising/Marketing/Public Relations/Media	3,179
Aerospace/Defense Contractor	3,315
Agriculture/Forestry/Fisheries	569
Business Services/Consultant (Non-Computer Related)	3,840
Construction/Architecture/Engineering	2,935
Education	14,463
Finance/Banking/Accounting	11,920
Government - Federal (including Military)	10,269
Government - State/Local	10,672
Healthcare/Medical/Pharmaceutical/Bio-Tech	13,141
Insurance/Real Estate/Legal	7,209
Manufacturing & Process Industries	18,627
Mining/Oil/Gas	1,054
Retailer/Wholesaler/Distributor (Non-Computer)	7,330
Transportation/Utilities (Energy, Water, etc.)	5,977
Travel/Hospitality/Recreation/Entertainment	2,733
Other	387
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	4,921
Computer/Network Consultant	8,699
E-Commerce/Internet	4,601
Retailer/Wholesaler/Distributor	2,306
Manufacturing - Hardware/Software	12,612
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	5,894
VAR/VAD/OEM	2,006
Other	512

Primary Job Title - \$25/M	
CIO, CTO, CSO	11,367
Executive Vice President, Sr. Vice President	4,299
Vice President	6,849
Director	24,592
Manager	50,695
Supervisor	6,779
Systems Integrator	6,393
Technical Consultant	13,019
CEO, COO, Chairman, President	4,728
CFO, Controller, Treasurer	1,407
Executive Vice President, Sr. Vice President, Vice President	3,678
General Manager	9,604
Director, Manager	4,005
Other Corporate/Business Manager	2,019
Consultant (Non-Technical)	26,360
Other IT Staff	1,090
Other	37

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	5,032
IT Management (Director/Manager)	14,704
Network/Systems Management	9,692
R&D Management	5,943
Web-Based Business	5,857
Applications Development	9,628
Systems Engineering	8,619
Programming/Systems Analyst/Architect	9,393
Telecommunications	5,282
Consultant/Integrator	5,635
Other IT Management	1,495
Corporate Management (CEO/COO/President/GM/VP)	3,103
Finance Management (CFO/Controller/Treasurer)	1,655
Sales/Marketing	2,257
Human Resources/Training/Education	1,946
Legal/Compliance	1,154
IT Management & Strategy	26,603
Project Management	27,828
Infrastructure & Storage Management	16,974
Supply Chain Management	6,826
Application Development/Management	21,106
Security Management	15,954
Mobile/Wireless Management	11,317

Data Management/Business Intelligence	16,388
Web Development/Management	16,159
E-Business	10,891
Networking/Communications	17,886
IT Services/Outsource/Systems Integration/Consultant	18,686
Other Management	913
Other: IT Staff/Technical Support	6,076
Other: Non-Technical Consultant/Integrator	697
Other: None of the Above	318

Number of Employees at Entire Organization - \$25/M	
20,000 or more	44,160
10,000 to 19,999	17,676
5,000 to 9,999	20,331
1,000 to 4,999	38,502
500 to 999	20,959
100 to 499	33,353
50 to 99	1,065
Less than 50	879

Annual Budget for Information Services - \$25/M	
\$1 Billion or more	16,894
\$500 to \$999.9 Million	10,251
\$100 to \$499.9 Million	15,029
\$50 to \$99.9 Million	12,784
\$10 to \$49.9 Million	24,387
\$1 to \$9.9 Million	40,406
\$500,000 to \$999,999	17,129
\$250,000 to \$499,999	12,838
\$100,000 to \$249,999	11,457
Under \$100,000	7,762

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	59,639
Windows XP	76,225
Windows 2000	58,583
Windows NT	33,617
Windows 95/98	21,498
Windows CE	16,556

Palm OS	21,185
OS/400	18,679
VM/MVS	17,017
Linux	42,507
Unix	44,595
Solaris	15,963
Netware	16,469
Mac OS	17,904
Windows Vista	6,419
Other	4,385

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		26,653	20,384
Application Service Providers (ASPs)		31,165	24,138
Enterprise Resource Planning (ERP)/Customer Relationship Management (CRM)		34,323	27,433
Knowledge Management (KM)		29,633	27,008
Groupware/Messaging-Email		38,376	26,779
Systems Management		40,349	29,208
Accounting/Financial		35,849	22,834
Data Mining/Data Warehousing/Statistical Analysis		33,409	27,487
Business Intelligence/Data Management		30,194	25,354
Relational Database (RDBMS)		39,766	25,912
Middleware		30,987	23,451
Application Development Software		37,954	26,309
Sales Automation/Marketing		20,361	17,121
Document Management/Imaging		28,301	23,066
Transaction Processing		26,691	19,228
Human Resources (HR)		29,627	20,891
Identity Management/Directory Services		29,472	19,199
PC Applications/Suites		44,055	31,775
Regulatory Compliance Products/Services		20,540	17,239
Application Development		26,009	19,005
Java		40,040	27,853
.NET		36,024	28,518
Application Development Management Tools		33,160	23,613
Other Application Development Software		28,524	21,639
Web Services		28,901	20,036

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		30,207	21,345
Mainframes		31,004	18,059
Unix Servers		41,733	26,965
Windows Servers		56,233	39,331
Linux Servers		38,039	29,531
Blade Servers		31,123	26,672
PCs/Workstations		58,307	42,838
Laptops/Notebooks		55,020	40,792
Handheld PCs, PDAs, Pocket PCs, Wireless Devices		42,337	31,502
Peripherals		29,444	21,010
Printers/Copiers/Multifunction		53,560	36,760
Removable High-Capacity Storage		37,416	27,137
Tape Backup Systems		44,082	27,607
Monitors		51,980	36,118
Scanners		45,137	30,069
UPS		42,198	27,472
LCD Projection Devices		34,616	22,583

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		27,168	18,681
Wired LANs		47,676	28,162
Wireless LANs, Wi-Fi		44,168	34,280
Switches, Routers, Hubs		48,581	31,636

Security/Firewalls	47,654	30,523
Network Systems Management Software	39,421	25,816
Network Security Software	39,314	26,156
Load Balancing	28,870	21,265
VoIP	23,876	24,121
Storage	25,764	18,533
SAN (Storage Area Network)	36,342	27,520
NAS (Network Attached Storage)	32,343	24,913
Storage Management	34,240	24,559
Disk Arrays (Fiber, SCSI)	34,383	23,133
Disaster Recovery/Business Continuity	35,649	26,762
Desktop Storage	33,827	21,689
Other Storage	15,834	10,728
Security	26,483	18,240
Firewalls	48,760	29,814
Intrusion Detection/Prevention	34,689	24,212
VPN Services	41,988	26,176
Anti-Virus	48,560	29,566
Smart Cards	26,214	22,206
Biometrics	19,448	21,160
Security Management Services/Software	26,748	20,596
Internet Infrastructure	22,941	15,850
Web Applications/Authoring Tools	41,369	27,221
Content Management	34,572	24,565
Web Site Management/Performance Monitoring	34,060	24,568
Supply Chain	19,586	14,228

IT Functions or Services Currently or Plan to Outsource Within the Next 12 Months - \$25/M	
Application Development	20,899
Application Support/Maintenance	17,500
Help Desk/Call Center	14,274
Network Operations	10,645
Business Processes	8,383