



C Level Technology Database

Universe/Base Rate

Count: 638,539

Price: \$265/M

Source: Print, Online, Newsletter Community, and Exposition Attendees

Updated: Quarterly

List Type: Postal

Minimum Order: 5,000 Names

Last Update: 12/09

Profile

The IDG C Level Technology Database consists of C level executives (CEO's, Presidents, CIOs, CTOs etc.) who control their companies' technology purchases. These key decision-makers, with deep pockets, are responsible for purchasing computer products and services for their companies.

Built from the individual title and job function selects on CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld Events, InfoWorld Newsletters, LinuxWorld Conference and Expo, Macworld, Network World, Network World Events, Network World Newsletters, NetworkWorld.com, NGDC Conference and Expo, PC World and PCWorld.com, the IDG C Level Technology Database is an unduplicated file that harnesses the collective power of IDG, the world's leading technology media, research and event company.

The IDG C Level Technology Database delivers IT professionals with purchasing power in high tech, business and health services, government, education, manufacturing, retail/wholesale, finance/insurance and transportation/communications.

Multi-Channel Base Rate

CPM

Postal and Email Offers \$545/M

Demographic Selects

CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Industry	\$25/M
Employee Size	\$25/M
Operating System	\$30/M
Products and Services Purchased	\$40/M

Media Output Formats

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

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Email names are available for the IDG C Level Technology Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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Industry - \$25/M

Computer Manufacturer	16,781
Non-Computer Manufacturer	18,710
Business Services	14,779
Retail/Wholesale/Distributor	20,451
Agriculture/Mining/Construction/Petroleum/Refining	3,241
Insurance/Real Estate/Legal	11,322
Public Utility/Transportation	10,512
Government: Federal	6,338
Health Services	12,474
VAR/VAD/System Integrators	11,270
Education	11,347
ISP/ASP/Technical Service Provider	10,263
Aerospace	2,451
Government: State/Local	5,711
Telecomm	9,647
Consulting	38,831
Finance/Banking/Accounting	15,840
Advertising/Marketing/Public Relations/Media	9,690
Other	11,081

Employee Size - \$25/M

Under 50	64,710
50 to 99	25,836
100 to 499	32,527
Under 500	2,916
500 to 999	14,130
1,000 to 4,999	19,396
5,000 to 9,999	10,628
10,000 and over	27,325

Operating System - \$30/M

MVS/VM	19,895
Novell Netware	25,794
OS 400	11,865
Palm OS	26,034
VMS	16,478
Unix	47,191
Windows XP	126,629
Windows 98, 2000	97,734
Vista	1,801
Linux	77,171
Macintosh	38,674
Windows 2003	57,765
Windows C	12,351
Windows NT	77,047
Solaris	58,335

Products and Services Purchased - \$40/M

Access Control	36,302
Accounting/Finance	44,326
Anti-Virus/Anti-Spam	72,496
Application Development	63,112
ASP/ISP	28,714
Authentication/Authorization/Biometrics	36,720
Backup/Business Continuity/Disaster Recovery	72,328
Business Intelligence/Data Management/Data Warehousing	71,007
Call Center Tools	14,300
Compliance	26,780
Consulting/Outsourcing	86,129
Customer Relationship Management	57,960
Database Management	54,664
Desktop Security	36,698
Desktop/PCs	50,157
Displays/Monitors	56,964
Document Management/Imaging	19,052
E-Commerce	91,314
Education/Training Services	12,069
Email/Groupware	76,634
Encryption	54,567
Enterprise Application Integration	36,281
Enterprise Content Management	41,217
Enterprise Resource Planning	75,330
Internet/Intranet Products	120,762
Firewall	89,575
Handheld/PDAs	84,227
Human Resources	14,109
Identity Management	47,245
Intrusion Detection/Prevention	47,925
Java	20,066
Knowledge Management	42,384
LAN/WAN	63,092
Laptops/Notebooks	114,638
Life Sciences	0
Mainframes	49,921
Managed Services	10,256
Marketing/Sales Automation	34,734
Network Security	52,619
Network/Systems Management	91,070
Networking Products	123,023
Optical Networks/Switches	29,352
Printers/Scanners	99,385
Projection Devices	15,804
Telecommunications	25,549
Remote Access	37,848
Security	94,415
Servers	124,073
Service Oriented Architecture	24,562
Services	67,392
Smart Cards	14,602
Storage	124,974
Supply Chain	30,365
UPS	29,856
Video Conferencing	49,354
Voice Over IP	37,011
VPN	55,113
Web Development/Tools/Services	92,499
Wireless	119,892
Workstations	89,024
Virtualization	29,415
Wireless LAN/WAN	68,242