



Channel Database

Universe/Base Rate

Count: 162,578

Price: \$265/M

Source: Print, Online, Newsletter Community and Exposition Attendees

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Postal

Last Update: 12/09

Profile

For over 40 years, IDG has been at the forefront of trends and changes in the marketplace that make it one of the most dynamic media companies worldwide.

With the IDG Channel Database, you gain access to the influential drivers and decision makers reaching channel technology buyers in the marketplace today. These professionals are interested in receiving product and service offers that help them develop, design and execute complex innovations and solutions for their customers.

This channel community has expertise in numerous areas including: security, application development, laptops/ notebooks, network/systems management, remote access and storage. If you're selling through the channel, The IDG Channel Database is the perfect audience.

Multi-Channel Base Rate

CPM

Postal and Email Offers	\$545/M
Postal and Telemarketing Offers	\$585/M

Demographic Selects

CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Job Function	\$25/M
Employee Size	\$25/M
Gender	\$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

For inquiries or questions, contact Steve Tozeski.

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



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Job Function - \$25/M

Corporate Management	95,936
IT Management	56,965
Network Management	39,515
Marketing/Sales	9,146
Financial Management	3,672
Technical/Engineering/Research & Development	52,975
Programmer/Systems Analyst/Software Developer	9,377
Internet/Intranet/Webmaster	16,190
Consulting	42,430
CIO/CTO	41,244
IT Staff	27,204

Employee Size - \$25/M

Under 50	43,039
50 to 99	18,261
100 to 499	23,733
Under 500	2,874
500 to 999	9,867
1,000 to 4,999	13,949
5,000 to 9,999	8,576
10,000 and over	26,418

Operating System - \$30/M

MVS/VM	16,822
Novell Netware	24,148
OS 400	13,205
Palm OS	29,202
VMS	10,491
Unix	45,199
Windows XP	111,217
Windows 98, 2000	88,130
Vista	2,423
Linux	75,161
Macintosh	33,002
Windows 2003	48,366
Windows CE	14,232
Windows NT	73,301
Solaris	56,981

Products and Services Purchased - \$40/M

Access Control	32,326
Accounting/Finance	30,759
Anti-Virus/Anti-Spam	70,294
Application Development	50,970
ASP/ISP	30,695
Authentication/Authorization/Biometrics	37,581
Backup/Business Continuity/Disaster Recovery	58,735
Business Intelligence/Data Management/Data Warehousing	55,091
Call Center Tools	16,203
Compliance	26,249
Consulting/Outsourcing	68,677
Customer Relationship Management	38,625
Database Management	44,627
Desktop Security	19,176
Desktops/PCs	52,421
Displays/Monitors	53,186
Document Management/Imaging	17,378
E-Commerce	75,313
Education/Training Services	13,284
Email/Groupware	62,432
Encryption	42,725
Enterprise Application Integration	25,794
Enterprise Content Management	36,081
Enterprise Resource Planning	53,646
Internet/Intranet Products	97,435
Firewall	73,069
Handheld/PDAs	64,206
Human Resources	13,705
Identity Management	40,993
Intrusion Detection/Prevention	49,791
Java	20,024
Knowledge Management	30,974
LAN/WAN	51,599
Laptops/Notebooks	93,080
Life Sciences	0
Mainframes	40,254
Managed Services	11,876
Marketing/Sales Automation	23,149
Network Security	37,830
Network/Systems Management	72,291
Networking Products	96,493
Optical Networks/Switches	33,336
Printers/Scanners	76,383
Projection Devices	16,148
Telecommunications	24,808
Remote Access	34,400
Security	74,105
Servers	100,978
Service Oriented Architecture	16,888
Services	57,242
Smart Cards	15,503
Storage	97,625
Supply Chain	22,595
UPS	33,450
Video Conferencing	35,161
Voice Over IP	37,540
VPN	59,835
Web Development/Tools/Services	77,017
Wireless	100,698
Workstations	70,073
Virtualization	24,538
Wireless LAN/WAN	62,490