

# Connect Database

Universe/Base Rate

Count: 12,767

Price: \$250/M

Source: Online Registrants and Users

List Type: Postal

Updated: Quarterly

List Update: 12/09

Minimum Order: 4,000 Names

## Profile

The IDG Connect Database connects you to a powerful audience of highly qualified and actively engaged buyers and influencers.

These CIOs, CTOs, CSOs and Networking/IT professionals are key technology decision makers – who download technical whitepapers, view webcasts and research library content.

### Target your prospects:

- 52% - IT Management: CIO, CTO, CSO and Systems Integrator
- 26% - Line of Business Management: CEO, COO, Chairman, President, Executive Vice President and General Manager

Get access to a powerful audience with the IDG Connect Database. It enables you to reach highly qualified, engaged buyers and influencers, resulting in more qualified leads and increased sales.

## Multi-Channel Base Rate

CPM

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

## Demographic Selects

CPM

Geographic	\$15/M
Industry	\$25/M
Job Title	\$25/M
Job Function	\$25/M
Employee Size	\$25/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 and telemarketing names are available from the IDG Connect Database for postal/email/telemarketing matching.  
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Industry - \$25/M	
<b>Non Technical</b>	
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)	262
Aerospace/Defense Contractor	196
Agriculture/Forestry/Fisheries	39
Business Services/Consultant	456
Construction/Architecture/Engineering	343
Education	417
Finance/Banking/Accounting	410
Government - Federal (Including Military)	548
Government - State/Local	436
Healthcare/Medical/Pharmaceutical/Bio-Tech	372
Insurance/Real Estate/Legal	247
Manufacturing & Process Industries	410
Mining/Oil/Gas	111
Retailer/Wholesaler/Distributor (Non-Computer)	207
Transportation/Utilities (Energy/Water, etc.)	369
Travel/Hospitality/Entertainment/Recreation	267
Other	295
<b>Technical</b>	
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	288
Computer/Network Consultant	706
E-Commerce/Internet	158
Retailer/Distributor/Wholesaler (Computer Related)	83
Manufacturing - Hardware/Software	579
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	221
VAR/VAD/OEM	163
Other	271
Venture Capital/Private Equity/M&A	5
Job Title - \$25/M	
<b>IT Management</b>	
CIO, CTO, CSO	852
Executive VP, Senior VP	629
VP	164
Director	1,304
Manager	1,061
Supervisor	152
Systems Integrator	263
Technical Consultant	1,024
<b>Business Management</b>	
CEO, COO, Chairman, President	635
CFO, Controller, Treasurer	42
Executive VP, Senior VP, VP, GM	128
Director, Manager	400
Other Corporate, Business Manager	455
Consultant (Non-Technical)	117
<b>Other</b>	
IT Staff	991
Non-Manager	777

Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	456
IT Management (Director/Manager)	780
Network/Systems Management	444
R&D Management	68
Web-Based Business	67
Applications Development	140
Systems Engineering	332
Programming/System Analyst/Architect	129
Telecommunications	76
Consultant/Integrator	334
Other IT Management	328
Corporate Management (CEO/COO/President/GM/VP)	263
Finance Management (CFO/Controller/Treasurer)	139
Sales/Marketing	376
Human Resources/Training/Education	41
Legal/Compliance	43
Other Management	240
Other: IT Staff/Technical Support	666
Other: Non-Technical Consultant/Integrator	109
Other: None of the Above	366

Employee Size - \$25/M	
20,000 or More	1,639
10,000 to 19,999	623
5,000 to 9,999	636
1,000 to 4,999	1,424
500 to 999	786
100 to 499	1,385
50 to 99	576
Less than 50	1,836