



Consumer Database

Universe/Base Rate

Count: 753,431

Price: \$125/M

Source: Print, Online, Newsletter Community and Exposition Attendees

Updated: Quarterly

List Type: Postal

Minimum Order: 7,500 Names

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 Consumer Database, you have the opportunity to target highly educated, affluent, upscale and forward-thinking consumers – with the income to buy and the power to invest.

This database is the best way to reach professionals who are not only tech savvy experts but also well educated buyers of home products. The IDG Consumer Database is perfect for every type of consumer offer from publishing, to personal and home electronics, travel and high ticket catalogs.

Test the IDG Consumer Database and utilize its collective power and reach. The database is built from the home addresses of the publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions. They are: CIO, CMO, Computerworld, CSO, InfoWorld, LinuxWorld Conference and Expo, Macworld, Network World, NGDC Conference and Expo and PC World.

Multi-Channel Base Rate

CPM

Postal and Email Offers

\$280/M

Demographic Selects

CPM

Geographic

\$15/M

Gender

\$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 names are available for the IDG Consumer Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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