



## Corporate Database

**Universe/Base Rate**

**Count:** 2,270,409

**Price:** \$250/M

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

**List Type:** Postal

**Updated:** Quarterly

**Last Update:** 12/09

**Minimum Order:** 5,000 Names

### Profile

IDG is the most trusted name in technology information and is the world's leading technology, research and event company. For over 40 years, it has been at the forefront of trends and changes in the marketplace that make it one of the most dynamic media companies worldwide.

The IDG Corporate Database provides a Triple Power, allowing you to target not only the Tech Decision-Maker, but also the Business-to-Business Professional and the highly educated, upscale Consumer – all with the power to purchase.

The IDG Corporate Database gives you unsurpassed reach and is perfect for every type of offer from hardware and software, to seminars, small business offers, to consumer publishing and high ticket catalogs.

Harness the collective power of the IDG Corporate Database, built from the publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions. They are: CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld.com, 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.

### Multi-Channel Base Rate

#### CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$570/M

### Demographic Selects

#### CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Power Decision Maker	\$25/M
Job Function	\$25/M
Industry	\$25/M
Employee Size	\$25/M
Hotline	\$25/M
Gender	\$25/M
Operating System	\$30/M
Number of Sources	\$40/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 Corporate Database for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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**IDG Corporate Database**

**Demographic Selects and Counts as of 12/09**

**Power Decision Maker - \$25/M**

Director Level and above	659,938
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**Job Function - \$25/M**

Corporate Management	629,005
IT Management	421,760
Network Management	267,257
Marketing/Sales	83,947
Financial Management	33,925
Technical/Engineering/Research & Development	261,675
Programmer/Systems Analyst/Software Developer	92,263
Internet/Intranet/Webmaster	90,950
Consulting	159,532
CIO/CTO	232,749
IT Staff	238,251

**Industry - \$25/M**

Computer Manufacturer	105,672
Non-Computer Manufacturer	124,184
Business Services	52,826
Retail/Wholesale/Distributor	89,912
Agriculture/Mining/Construction/Petroleum/Refining	13,787
Insurance/Real Estate/Legal	57,462
Public Utility/Transportation	58,425
Government: Federal	69,480
Health Services	81,438
VAR/VAD/System Integrators	42,128
Education	102,759
ISP/ASP/Technical Service Provider	45,312
Aerospace	19,874
Government: State/Local	59,794
Telecomm	54,145
Consulting	128,283
Finance/Banking/Accounting	84,608
Advertising/Marketing/Public Relations/Media	40,045
Other	55,078

**Employee Size - \$25/M**

Under 50	210,435
50 to 99	93,373
100 to 499	232,808
Under 500	9,479
500 to 999	105,046
1,000 to 4,999	181,319
5,000 to 9,999	115,623
10,000 and over	283,611

**Operating System - \$30/M**

MVS/VM	107,004
Novell Netware	158,849
OS 400	90,820
Palm OS	154,680
VMS	74,712
Unix	305,405
Windows XP	658,294
Windows 98, 2000	544,413
Vista	11,426
Linux	477,993
Macintosh	451,169
Windows 2003	289,981
Windows CE	77,250
Windows NT	418,604
Solaris	343,089

**Number of Sources - \$40/M**

1 to 2	1,993,598
3 to 4	196,049
5 or more	74,958

**Products and Services Purchased - \$40/M**

Access Control	170,043
Accounting/Finance	186,662
Anti-Virus/Anti Spam	372,505
Application Development	294,681
ASP/ISP	170,475
Authentication/Authorization/Biometrics	196,419
Backup/Business Continuity/Disaster Recovery	331,609
Business Intelligence/Data Management/Data Warehousing	322,771
Call Center Tools	89,185
Compliance	141,011
Consulting/Outsourcing	394,676
Customer Relationship Management	202,037
Database Management	253,855
Desktop Security	111,499
Desktop/PCs	904,787
Displays/Monitors	298,008
Document Management/Imaging	108,144
E-Commerce	451,281
Education/Training Services	68,571
Email/Groupware	342,288
Encryption	224,383
Enterprise Application Integration	132,118
Enterprise Content Management	212,117
Enterprise Resource Planning	342,008
Internet/Intranet Products	575,362
Firewall	410,095
Handheld/PDAs	362,438
Human Resources	93,951
Identity Management	227,942
Intrusion Detection/Prevention	263,619
Java	126,344
Knowledge Management	189,588
LAN/WAN	296,594
Laptops/Notebooks	530,700
Life Sciences	0
Mainframes	244,357
Managed Services	55,643
Marketing/Sales Automation	137,585
Network Security	224,104
Networking/Systems Management	418,657
Networking Products	585,041
Optical Networks/Switches	190,246
Printers/Scanners	448,206
Projection Devices	103,608
Telecommunications	161,219
Remote Access	183,629
Security	427,573
Servers	613,435
Service Oriented Architecture	83,668
Services	336,719
Smart Cards	95,637
Storage	638,617
Supply Chain	135,003
UPS	186,845
Video Conferencing	187,197
Voice Over IP	189,024
VPN	308,700
Web Development/Tools/Services	444,383
Wireless	607,641
Workstations	416,906
Virtualization	120,240
Wireless LAN/WAN	340,451