



Developer Database

Universe/Base Rate

Count: 449,913

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

With the IDG Developer Database you can reach professional software/Internet developers with significant influence and buying power.

The IDG Developer Database is an unduplicated database built exclusively from the job function selects from the publication, newsletter or online subscribers as well as attendees to the following: CIO, CMO, Computerworld, Computerworld Newsletters, CMO, IDG Connect, InfoWorld, InfoWorld Events, InfoWorld Newsletters, InfoWorld.com, LinuxWorld Conference and Expo, Macworld, Network World, Network World Events, Network World Newsletters, NetworkWorld.com, NGDC Conference and Expo, PC World and PCWorld.com.

Professional developers play an important role in charting the direction of application development and deployment spending on technology.

This Database is the perfect opportunity to get unprecedented reach to this powerful buying community of professionals.

Multi-Channel Price

Postal and Email Offers \$545/M

Demographic Selects

CPM

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

For inquiries or questions, contact Steve Tozeski.
Direct line (508) 766-5633; Email stozeski@idglist.com

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



492 Old Connecticut Path • Framingham • MA 01701
Fax (508) 766-5640
www.idglist.com

Job Function - \$25/M

Corporate Management	246,843
IT Management	203,924
Network Management	119,533
Marketing/Sales	10,947
Financial Management	10,037
Technical/Engineering/Research & Development	117,566
Programmer/Systems Analyst/Software Developer	43,139
Internet/Intranet/Webmaster	66,185
Consulting	65,098
CIO/CTO	114,995
IT Staff	97,571

Industry - \$25/M

Computer Manufacturer	45,358
Non-Computer Manufacturer	51,934
Business Services	20,290
Retail/Wholesale/Distributor	36,718
Agriculture/Mining/Construction/Petroleum/Refining	6,851
Insurance/Real Estate/Legal	24,041
Public Utility/Transportation	26,392
Government: Federal	28,928
Health Services	35,283
VAR/VAD/System Integrators	19,034
Education	42,816
ISP/ASP/Technical Service Provider	18,358
Aerospace	9,453
Government: State/Local	28,090
Telecomm	21,808
Consulting	52,805
Finance/Banking/Accounting	34,496
Advertising/Marketing/Public Relations/Media	14,639
Other	16,666

Employee Size - \$25/M

Under 50	48,203
50 to 99	33,171
100 to 499	69,407
Under 500	2,415
500 to 999	39,135
1,000 to 4,999	65,148
5,000 to 9,999	36,324
10,000 and over	104,834

Operating System - \$30/M

MVS/VM	68,715
Novell Netware	94,705
OS 400	68,117
Palm OS	107,642
VMS	45,962
Unix	186,673
Windows XP	348,827
Windows 98, 2000	292,269
Vista	9,116
Linux	234,155
Macintosh	119,982
Windows 2003	192,484
Windows CE	58,723
Windows NT	250,194
Solaris	173,604

Products and Services Purchased - \$40/M

Access Control	84,291
Accounting/Finance	129,442
Anti-Virus/Anti-Spam	235,885
Application Development	263,293
ASP/ISP	143,799
Authentication/Authorization/Biometrics	145,668
Backup/Business Continuity/Disaster Recovery	232,161
Business Intelligence/Data Management/Data Warehousing	237,706
Call Center Tools	75,816
Compliance	114,579
Consulting/Outsourcing	235,859
Customer Relationship Management	130,037
Database Management	213,394
Desktop Security	77,161
Desktops/PCs	212,559
Displays/Monitors	208,742
Document Management/Imaging	97,982
E-Commerce	275,662
Education/Training Services	52,037
Email/Groupware	239,900
Encryption	153,376
Enterprise Application Integration	99,186
Enterprise Content Management	154,160
Enterprise Resource Planning	224,712
Internet/Intranet Products	330,047
Firewall	260,465
Handheld/PDAs	238,383
Human Resources	88,444
Identity Management	177,047
Intrusion Detection/Prevention	180,122
Java	123,700
Knowledge Management	162,617
LAN/WAN	223,851
Laptops/Notebooks	320,063
Life Sciences	0
Mainframes	178,982
Managed Services	42,092
Marketing/Sales Automation	119,996
Network Security	172,085
Network/Systems Management	268,478
Networking Products	325,771
Optical Networks/Switches	159,125
Printers/Scanners	285,737
Projection Devices	90,891
Telecommunications	121,969
Remote Access	101,875
Security	271,250
Servers	346,102
Service Oriented Architecture	60,713
Services	261,577
Smart Cards	84,207
Storage	334,190
Supply Chain	118,329
UPS	155,199
Video Conferencing	123,516
Voice Over IP	138,298
VPN	202,746
Web Development/Tools/Services	306,396
Wireless	333,035
Workstations	273,206
Virtualization	71,833
Wireless LAN/WAN	241,800