



E-Commerce Database

Universe/Base Rate

Count: 515,926

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 E-Commerce Database you can reach users of e-commerce products and services. Clearly one of the hottest markets in the computer industry today, this database offers the largest single source of qualified e-commerce leads.

The IDG E-Commerce Database is an unduplicated file built from electronic commerce selections on the 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 lists. The combination of these highly responsive lists gives you unmatched access to this rapidly growing market – complete with selectability.

This database is an excellent marketing tool for any mailer of hardware, software, seminars, trade shows, services or computer catalogs related to the e-commerce market.

Multi-Channel Price

CPM

Postal and Email Offers \$545/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
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 E-Commerce Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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Power Decision Maker - \$25/M

Director Level and above	282,442
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Job Function - \$25/M

Corporate Management	261,006
IT Management	219,044
Network Management	150,605
Marketing/Sales	13,315
Financial Management	12,316
Technical/Engineering/Research & Development	128,897
Programmer/Systems Analyst/Software Developer	37,042
Internet/Intranet/Webmaster	79,338
Consulting	85,148
CIO/CTO	130,450
IT Staff	83,326

Industry - \$25/M

Computer Manufacturer	44,469
Non-Computer Manufacturer	54,855
Business Services	24,191
Retail/Wholesale/Distributor	41,426
Agriculture/Mining/Construction/Petroleum/Refining	7,343
Insurance/Real Estate/Legal	23,871
Public Utility/Transportation	26,476
Government: Federal	29,258
Health Services	35,737
VAR/VAD/System Integrators	23,987
Education	45,128
ISP/ASP/Technical Service Provider	17,617
Aerospace	8,781
Government: State/Local	28,490
Telecomm	22,711
Consulting	56,412
Finance/Banking/Accounting	34,506
Advertising/Marketing/Public Relations/Media	16,905
Other	14,891

Employee Size - \$25/M

Under 50	63,575
50 to 99	35,287
100 to 499	81,212
Under 500	1,103
500 to 999	41,831
1,000 to 4,999	66,800
5,000 to 9,999	36,359
10,000 and over	102,367

Operating System - \$30/M

MVS/VM	73,599
Novell Netware	107,540
OS 400	72,431
Palm OS	121,499
VMS	38,084
Unix	189,464
Windows XP	352,361
Windows 98, 2000	335,331
Vista	9,413
Linux	231,279
Macintosh	123,253
Windows 2003	172,264
Windows CE	58,180
Windows NT	288,741
Solaris	166,338

Products and Services Purchased - \$40/M

Access Control	90,772
Accounting/Finance	118,933
Anti-Virus/Anti-Spam	260,202
Application Development	192,900
ASP/ISP	145,020
Authentication/Authorization/Biometrics	140,309
Backup/Business Continuity/Disaster Recovery	222,163
Business Intelligence/Data Management/Data Warehousing	218,587
Call Center Tools	76,653
Compliance	107,780
Consulting/Outsourcing	260,598
Customer Relationship Management	118,009
Database Management	187,059
Desktop Security	77,166
Desktop/PCs	244,254
Displays/Monitors	194,717
Document Management/Imaging	450,514
Education/Training Services	58,641
Email/Groupware	246,346
Encryption	151,540
Enterprise Application Integration	86,291
Enterprise Content Management	141,371
Enterprise Resource Planning	221,854
Internet/Intranet Products	420,637
Firewall	260,191
Handheld/PDAs	219,124
Human Resources	76,961
Identity Management	167,056
Intrusion Detection/Prevention	197,130
Java	101,005
Knowledge Management	136,148
LAN/WAN	212,574
Laptops/Notebooks	328,613
Life Sciences	0
Mainframes	199,736
Managed Services	47,809
Marketing/Sales Automation	105,400
Network Security	162,584
Network/Systems Management	255,768
Networking Products	336,809
Optical Networks/Switches	155,238
Printers/Scanners	286,641
Projection Devices	83,295
Telecommunications	146,202
Remote Access	106,810
Security	258,879
Servers	373,296
Service Oriented Architecture	51,248
Services	248,365
Smart Cards	75,046
Storage	404,582
Supply Chain	109,233
UPS	155,028
Video Conferencing	124,912
Voice Over IP	133,905
VPN	219,509
Web Development/Tools/Services	282,799
Wireless	376,579
Workstations	261,283
Virtualization	61,692
Wireless LAN/WAN	262,160