



Enterprise IT Executive Database

Universe/Base Rate

Count: 1,502,715

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 Enterprise IT Executive Database you can reach users of network and IT products and services. These individuals are corporate professionals who have substantial purchasing influence for every type of networking equipment or service. This database is an excellent marketing tool for any mailer of hardware, software, seminars, trade shows, services or computer catalogs related to the networking market.

The IDG Enterprise IT Executive Database is an unduplicated file built from the network and IT selections on the following subscriber and attendee lists: CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, Infoworld.com, InfoWorld Events, InfoWorld Newsletters, LinuxWorld Conference and Expo, Macworld, Network World, Network World Newsletters, NetworkWorld.com, NGDC Conference and Expo, PC World and PCWorld.com. The combination of these highly responsive lists gives you unmatched access to this strong market – complete with selectability.

Clearly one of the most well established markets in the computer industry today, this database offers the largest single source of qualified networking leads.

Multi-Channel Base Rate

CPM

Postal and Email Offers	\$545/M
Postal and Telemarketing Offers	\$585/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

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



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Job Function - \$25/M

Corporate Management	624,125
IT Management	419,534
Network Management	266,315
Marketing/Sales	82,103
Financial Management	33,610
Technical/Engineering/Research & Development	259,827
Programmer/Systems Analyst/Software Developer	88,405
Internet/Intranet/Webmaster	90,556
Consulting	157,466
CIO/CTO	231,978
IT Staff	235,148

Industry - \$25/M

Computer Manufacturer	104,245
Non-Computer Manufacturer	123,656
Business Services	51,096
Retail/Wholesale/Distributor	89,314
Agriculture/Mining/Construction/Petroleum/Refining	13,681
Insurance/Real Estate/Legal	57,190
Public Utility/Transportation	58,071
Government: Federal	68,315
Health Services	80,870
VAR/VAD/System Integrators	41,443
Education	101,546
ISP/ASP/Technical Service Provider	44,285
Aerospace	19,772
Government: State/Local	59,613
Telecomm	53,505
Consulting	127,807
Finance/Banking/Accounting	83,670
Advertising/Marketing/Public Relations/Media	39,458
Other	53,539

Employee Size - \$25/M

Under 50	205,394
50 to 99	92,053
100 to 499	230,791
Under 500	9,473
500 to 999	104,153
1,000 to 4,999	179,758
5,000 to 9,999	114,839
10,000 and over	280,744

Operating System - \$30/M

MVS/VM	106,862
Novell Netware	158,565
OS 400	90,674
Palm OS	154,405
VMS	74,609
Unix	304,806
Windows XP	656,835
Windows 98, 2000	543,365
Vista	11,389
Linux	434,498
Macintosh	196,240
Windows 2003	289,528
Windows CE	77,134
Windows NT	417,901
Solaris	342,337

Products and Services Purchased - \$40/M

Access Control	169,582
Accounting/Finance	186,372
Anti-Virus/Anti-Spam	371,651
Application Development	294,174
ASP/ISP	170,211
Authentication/Authorization/Biometrics	196,048
Backup/Business Continuity/Disaster Recovery	330,998
Business Intelligence/Data Management/Data Warehousing	322,228
Call Center Tools	89,035
Compliance	140,766
Consulting/Outsourcing	393,964
Customer Relationship Management	201,689
Database Management	253,217
Desktop Security	111,355
Desktop/PCs	306,631
Displays/Monitors	296,653
Document Management/Imaging	108,023
E-Commerce	450,308
Education/Training Services	68,435
Email/Groupware	341,133
Encryption	223,931
Enterprise Application Integration	131,913
Enterprise Content Management	211,728
Enterprise Resource Planning	341,411
Internet/Intranet Products	573,047
Firewall	409,159
Handheld/PDAs	361,688
Human Resources	93,846
Identity Management	227,575
Intrusion Detection/Prevention	263,058
Java	126,201
Knowledge Management	189,313
LAN/WAN	296,107
Laptops/Notebooks	528,922
Life Sciences	0
Mainframes	243,980
Managed Services	55,549
Marketing/Sales Automation	137,446
Network Security	223,795
Network/Systems Management	417,245
Networking Products	582,438
Optical Networks/Switches	189,566
Printers/Scanners	446,441
Projection Devices	103,450
Telecommunications	160,988
Remote Access	183,155
Security	425,655
Servers	610,590
Service Oriented Architecture	83,518
Services	336,208
Smart Cards	95,504
Storage	636,042
Supply Chain	134,845
UPS	186,510
Video Conferencing	186,747
Voice Over IP	188,615
VPN	308,060
Web Development/Tools/Services	442,836
Wireless	605,565
Workstations	416,152
Virtualization	119,943
Wireless LAN/WAN	339,813