



Government IT Database

Universe/Base Rate

Count: 121,736

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

Government IT spending at all levels has emerged as a growing market and a significant sales opportunity for vendors. Federal government IT spending is steadily increasing and is forecast to exceed \$46 billion* by fiscal year 2009. In addition, state IT spending will reach \$9.4 billion* by 2009, while local IT spending will reach \$4.5 billion*.

The IDG Government IT Database is built from the following publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions: CIO, CMO, Computerworld, Computerworld Newsletters, CSO, 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.

The IDG Government IT Database delivers high ranking professionals who are directly involved in purchasing decisions for their companies' technology products and services.

*Source: IDC, U.S. Government IT Opportunity / U.S. Government IT Spending 2004 - 2009 Forecast

Multi-Channel Base Rate

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 |
| 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 Government IT 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 | 61,861 |
|--------------------------|--------|

Job Function - \$25/M

| | |
|---|--------|
| Corporate Management | 59,577 |
| IT Management | 52,245 |
| Network Management | 33,622 |
| Marketing/Sales | 2,264 |
| Financial Management | 2,544 |
| Technical/Engineering/Research & Development | 28,807 |
| Programmer/Systems Analyst/Software Developer | 10,232 |
| Internet/Intranet/Webmaster | 11,688 |
| Consulting | 14,767 |
| CIO/CTO | 25,042 |
| IT Staff | 32,188 |

Employee Size - \$25/M

| | |
|-----------------|--------|
| Under 50 | 7,102 |
| 50 to 99 | 6,671 |
| 100 to 499 | 17,164 |
| Under 500 | 971 |
| 500 to 999 | 12,491 |
| 1,000 to 4,999 | 22,696 |
| 5,000 to 9,999 | 11,793 |
| 10,000 and over | 32,246 |

Operating System - \$30/M

| | |
|------------------|--------|
| MVS/VM | 14,306 |
| Novell Netware | 21,486 |
| OS 400 | 11,757 |
| Palm OS | 20,136 |
| VMS | 8,901 |
| Unix | 36,011 |
| Windows XP | 75,504 |
| Windows 98, 2000 | 62,494 |
| Vista | 1,426 |
| Linux | 46,281 |
| Macintosh | 20,089 |
| Windows 2003 | 36,259 |
| Windows CE | 10,788 |
| Windows NT | 53,559 |
| Solaris | 37,501 |

Products and Services Purchased - \$40/M

| | |
|--|--------|
| Access Control | 18,988 |
| Accounting/Finance | 19,842 |
| Anti-Virus/Anti-Spam | 46,240 |
| Application Development | 37,032 |
| ASP/ISP | 22,509 |
| Authentication/Authorization/Biometrics | 27,915 |
| Backup/Business Continuity/Disaster Recovery | 43,813 |
| Business Intelligence/Data Management/Data Warehousing | 38,243 |
| Call Center Tools | 12,208 |
| Compliance | 19,156 |
| Consulting/Outsourcing | 44,177 |
| Customer Relationship Management | 20,252 |
| Database Management | 34,400 |
| Desktop Security | 14,935 |
| Desktops/PCs | 42,003 |
| Displays/Monitors | 38,693 |
| Document Management/Imaging | 15,080 |
| E-Commerce | 52,549 |
| Education/Training Services | 10,753 |
| Email/Groupware | 42,297 |
| Encryption | 29,965 |
| Enterprise Application Integration | 16,288 |
| Enterprise Content Management | 26,167 |
| Enterprise Resource Planning | 37,597 |
| Internet/Intranet Products | 67,171 |
| Firewall | 48,247 |
| Handheld/PDAs | 44,251 |
| Human Resources | 12,984 |
| Identity Management | 30,626 |
| Intrusion Detection/Prevention | 36,735 |
| Java | 17,459 |
| Knowledge Management | 25,268 |
| LAN/WAN | 38,322 |
| Laptops/Notebooks | 63,964 |
| Life Sciences | 0 |
| Mainframes | 33,217 |
| Managed Services | 7,998 |
| Marketing/Sales Automation | 15,139 |
| Network Security | 30,888 |
| Network/Systems Management | 50,210 |
| Networking Products | 67,182 |
| Optical Networks/Switches | 26,514 |
| Printers/Scanners | 56,744 |
| Projection Devices | 14,986 |
| Telecommunications | 23,419 |
| Remote Access | 20,085 |
| Security | 53,949 |
| Servers | 70,446 |
| Service Oriented Architecture | 10,226 |
| Services | 43,343 |
| Smart Cards | 15,722 |
| Storage | 70,081 |
| Supply Chain | 17,537 |
| UPS | 26,770 |
| Video Conferencing | 23,648 |
| Voice Over IP | 23,004 |
| VPN | 39,220 |
| Web Development/Tools/Services | 53,968 |
| Wireless | 70,060 |
| Workstations | 51,639 |
| Virtualization | 14,326 |
| Wireless LAN/WAN | 42,370 |