



IDG SMB Database

Universe/Base Rate

Count: 756,276

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

IT spending is estimated to be \$81 billion* for US small and medium-size businesses (SMB). This market represents a huge growth opportunity for b-to-b and high tech marketers – specifically in segments including security, storage, wireless LANs, Linux applications and business intelligence software.

*IDC SMB Research

The IDG SMB Database is an unduplicated file built from the employee size selection on 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 SMB Database delivers the key decision-makers and IT professionals working in companies with less than 1000 employees. This database gives you unmatched access to this creative entrepreneurial market – complete with selectability.

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
Industry	\$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 SMB Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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Job Function - \$25/M

Corporate Management	321,786
IT Management	193,469
Network Management	122,904
Marketing/Sales	40,684
Financial Management	20,777
Technical/Engineering/Research & Development	109,301
Programmer/Systems Analyst/Software Developer	32,191
Internet/Intranet/Webmaster	45,182
Consulting	75,453
CIO/CTO	124,610
IT Staff	100,272

Industry - \$25/M

Computer Manufacturer	44,505
Non-Computer Manufacturer	50,494
Business Services	31,286
Retail/Wholesale/Distributor	44,859
Agriculture/Mining/Construction/Petroleum/Refining	6,705
Insurance/Real Estate/Legal	24,242
Public Utility/Transportation	25,249
Government: Federal	21,439
Health Services	32,779
VAR/VAD/System Integrators	25,092
Education	47,396
ISP/ASP/Technical Service Provider	22,701
Aerospace	5,631
Government: State/Local	26,165
Telecomm	22,833
Consulting	77,125
Finance/Banking/Accounting	31,494
Advertising/Marketing/Public Relations/Media	22,472
Other	26,394

Operating System - \$30/M

MVS/VM	33,352
Novell Netware	63,343
OS 400	33,241
Palm OS	70,042
VMS	21,547
Unix	108,790
Windows XP	311,134
Windows 98, 2000	257,970
Vista	4,658
Linux	188,944
Macintosh	90,637
Windows 2003	130,344
Windows CE	34,498
Windows NT	190,516
Solaris	132,561

Products and Services Purchased - \$40/M

Access Control	87,004
Accounting/Finance	98,692
Anti-Virus/Anti-Spam	188,848
Application Development	137,112
ASP/ISP	77,767
Authentication/Authorization/Biometrics	92,161
Backup/Business Continuity/Disaster Recovery	165,235
Business Intelligence/Data Management/Data Warehousing	147,641
Call Center Tools	36,884
Compliance	65,379
Consulting/Outsourcing	184,733
Customer Relationship Management	103,353
Database Management	119,906
Desktop Security	59,323
Desktops/PCs	150,082
Displays/Monitors	152,153
Document Management/Imaging	48,883
E-Commerce	223,008
Education/Training Services	30,382
Email/Groupware	170,601
Encryption	110,828
Enterprise Application Integration	59,971
Enterprise Content Management	99,961
Enterprise Resource Planning	159,537
Internet/Intranet Products	282,802
Firewall	209,257
Handheld/PDAs	184,232
Human Resources	41,525
Identity Management	111,341
Intrusion Detection/Prevention	124,226
Java	53,259
Knowledge Management	85,283
LAN/WAN	147,023
Laptops/Notebooks	267,201
Life Sciences	0
Mainframes	109,683
Managed Services	23,735
Marketing/Sales Automation	67,430
Network Security	110,660
Network/Systems Management	204,994
Networking Products	284,567
Optical Networks/Switches	88,092
Printers/Scanners	232,041
Projection Devices	49,256
Telecommunications	73,485
Remote Access	92,331
Security	210,923
Servers	296,788
Service Oriented Architecture	41,391
Services	157,080
Smart Cards	40,430
Storage	310,659
Supply Chain	61,362
UPS	89,755
Video Conferencing	96,420
Voice Over IP	93,927
VPN	147,654
Web Development/Tools/Services	213,575
Wireless	296,404
Workstations	204,157
Virtualization	64,474
Wireless LAN/WAN	167,642