



Security Database

Universe/Base Rate

Count: 690,726

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 Security Database you can reach information technology professionals who have the responsibility of protecting and securing the informational assets of their company.

The IDG Security Database is an unduplicated database built from the security job function and/or security product purchasing selects from the publication, newsletter or online subscribers as well as attendees to the following: CIO, Computerworld, Computerworld Newsletters, CMO, 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.

Don't miss an opportunity to reach IT security professionals in one of the fastest growing markets in the computer industry. According to IDC, the global market for providers of information security services is projected to exceed \$32.5 billion by 2010.

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

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 Security Database for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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Job Function - \$25/M

Corporate Management	271,717
IT Management	197,057
Network Management	113,305
Marketing/Sales	12,442
Financial Management	13,018
Technical/Engineering/Research & Development	99,366
Programmer/Systems Analyst/Software Developer	29,263
Internet/Intranet/Webmaster	45,715
Consulting	51,152
CIO/CTO	119,816
IT Staff	90,335

Industry - \$25/M

Computer Manufacturer	40,795
Non-Computer Manufacturer	52,292
Business Services	21,564
Retail/Wholesale/Distributor	39,634
Agriculture/Mining/Construction/Petroleum/Refining	7,466
Insurance/Real Estate/Legal	25,022
Public Utility/Transportation	28,398
Government: Federal	30,441
Health Services	36,560
VAR/VAD/System Integrators	19,321
Education	46,170
ISP/ASP/Technical Service Provider	19,948
Aerospace	9,287
Government: State/Local	29,453
Telecomm	20,896
Consulting	59,720
Finance/Banking/Accounting	34,428
Advertising/Marketing/Public Relations/Media	15,391
Other	19,285

Operating System - \$30/M

MVS/VM	61,349
Novell Netware	91,606
OS 400	62,826
Palm OS	102,664
VMS	43,219
Unix	169,356
Windows XP	338,587
Windows 98, 2000	277,926
Vista	9,108
Linux	230,305
Macintosh	120,661
Windows 2003	198,613
Windows CE	60,236
Windows NT	228,328
Solaris	179,544

Employee Size - \$25/M

Under 50	56,609
50 to 99	39,388
100 to 499	71,089
Less than 500	3,619
500 to 999	40,218
1,000 to 4,999	63,390
5,000 to 9,999	35,038
Over 10,000	95,768