



Wireless Database

Universe/Base Rate

Count: 661,426

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

U.S. wireless services, one of the fastest growing sectors of the IT market, are expected to grow at a compound annual growth rate of 12.4%* from 2005 to 2010 and reach approximately \$56.7 billion* by 2010. With companies depending on wireless products to communicate with their customers and to compete in today's business world, it is essential to be able to reach the key players in this important market. The IDG Wireless Database delivers these players: the buyers of wireless technology.

The IDG Wireless Database is an unduplicated file built from the wireless products selection on CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld.com, 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. These high level IT decision-makers have the power to specify, recommend and purchase wireless communication products and services for their companies.

The IDG Wireless Database delivers IT professionals in high tech, business and health services, government, education, manufacturing, retail/wholesale, finance/insurance and transportation/communications. This database gives you unmatched access to this strong market - complete with selectability.

* Source: IDC's U.S. and Worldwide Wireless Infrastructure and Application Services 2006-2010 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

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 Wireless 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	358,701
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Job Function - \$25/M

Corporate Management	349,883
IT Management	266,429
Network Management	185,427
Marketing/Sales	19,871
Financial Management	15,646
Technical/Engineering/Research & Development	162,255
Programmer/Systems Analyst/Software Developer	48,512
Internet/Intranet/Webmaster	79,599
Consulting	94,962
CIO/CTO	154,361
IT Staff	131,851

Industry - \$25/M

Computer Manufacturer	59,069
Non-Computer Manufacturer	70,273
Business Services	28,451
Retail/Wholesale/Distributor	53,222
Agriculture/Mining/Construction/Petroleum/Refining	8,560
Insurance/Real Estate/Legal	30,387
Public Utility/Transportation	33,023
Government: Federal	39,987
Health Services	46,924
VAR/VAD/System Integrators	27,903
Education	62,795
ISP/ASP/Technical Service Provider	25,118
Aerospace	12,444
Government: State/Local	37,681
Telecomm	30,341
Consulting	81,313
Finance/Banking/Accounting	44,033
Advertising/Marketing/Public Relations/Media	21,933
Other	26,510

Employee Size - \$25/M

Under 50	93,831
50 to 99	49,069
100 to 499	102,475
Under 500	3,912
500 to 999	54,127
1,000 to 4,999	88,234
5,000 to 9,999	48,524
10,000 and over	134,789

Operating System - \$30/M

MVS/VM	79,953
Novell Netware	128,028
OS 400	82,861
Palm OS	144,031
VMS	45,680
Unix	231,121
Windows XP	495,685
Windows 98, 2000	416,194
Vista	10,756
Linux	325,330
Macintosh	152,884
Windows 2003	216,940
Windows CE	71,938
Windows NT	336,811
Solaris	246,622

Products and Services Purchased - \$40/M

Access Control	156,231
Accounting/Finance	170,721
Anti-Virus/Anti-Spam	355,497
Application Development	251,776
ASP/ISP	165,539
Authentication/Authorization/Biometrics	188,887
Backup/Business Continuity/Disaster Recovery	295,823
Business Intelligence/Data Management/Data Warehousing	275,075
Call Center Tools	86,554
Compliance	135,819
Consulting/Outsourcing	320,625
Customer Relationship Management	161,320
Database Management	215,957
Desktop Security	84,296
Desktops/PCs	283,138
Displays/Monitors	290,607
Document Management/Imaging	102,585
E-Commerce	385,516
Education/Training Services	64,924
Email/Groupware	306,914
Encryption	199,535
Enterprise Application Integration	102,662
Enterprise Content Management	195,387
Enterprise Resource Planning	280,386
Internet/Intranet Products	472,921
Firewall	370,610
Handheld/PDAs	327,882
Human Resources	92,148
Identity Management	214,315
Intrusion Detection/Prevention	252,290
Java	118,730
Knowledge Management	158,152
LAN/WAN	267,861
Laptops/Notebooks	479,183
Life Sciences	0
Mainframes	216,263
Managed Services	52,803
Marketing/Sales Automation	118,730
Network Security	194,273
Network/Systems Management	354,520
Networking Products	480,213
Optical Networks/Switches	187,203
Printers/Scanners	406,303
Projection Devices	102,371
Telecommunications	156,484
Remote Access	171,646
Security	359,799
Servers	514,729
Service Oriented Architecture	67,653
Services	291,374
Smart Cards	93,043
Storage	506,418
Supply Chain	119,668
UPS	184,765
Video Conferencing	167,198
Voice Over IP	184,561
VPN	294,941
Web Development/Tools/Services	383,033
Workstations	353,772
Virtualization	107,851