



## Masterfile

**Universe/Base Rate**  
**Telemarketing Offers**

**Count:** 150,244

**Price:** \$275/M

**Price:** \$350/M

**Source:** Controlled Circulation

**List Type:** Postal and Telemarketing

**Updated:** Daily

**Last Update:** 01/10

**Minimum Order:** 5,000 Names for Postal. 5,000 Names for Telemarketing.

### Profile

IT World Canada is the country's consummate and most respected media source for news, views and opinions for the enterprise IT professional. IT World Canada's multi-faceted audience of readers represents the IT elite - professionals who are on the leading edge of building and managing the IT resources of Canada's largest companies. In 2007, IT World Canada acquired IT Business, which brought leading brands such as Computer Dealer News, French-language Direction Informatique and www.itbusiness.ca into the fold. These additional brands along with IT World Canada's award-winning CIO Canada, CIO Government Review, ComputerWorld Canada and Network World Canada brands are an unmatched media source and the IT World Canada Masterfile delivers the most complete single source for IT buyers and key influencers within Canada's \$41 billion\* market.

Representing a strong and growing economy, IT World Canada taps into more than 142,000 technology executives and professionals - representing 70%\* of the buying power in Canada:

- It is estimated that large enterprise companies increased their IT spending by more than 7%\* in 2006
- The highest per company spend is still in the large enterprise segment, with a significant proportion focused in very large enterprises of 1000+ employees.

\*Source: Ipsos-Reid, 2006

IT World Canada's exceptional database lists Canada's most unique and highly qualified IT executives - those with the power to influence and make purchase decisions for a range of technology products and services. Whether it is systems, applications, communications services, local and wide area networks or services - IT World Canada has the ability to reach the country's most influential decision makers.

### Multi-Channel Base Rate

### CPM

Postal and Email Offers	\$555/M
Postal and Telemarketing Offers	\$605/M

### Demographic Selects

### CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M
Annual Revenue	\$20/M
IT Budget	\$20/M
LAN Operating Systems Installed	\$20/M
Workstations Installed	\$20/M
Value of Networking Equipment	\$20/M
Operating Systems Installed	\$20/M
Mainframes Installed	\$35/M
Special Interest	\$35/M

### Media Output Formats

Key Coding	N/C
CD	\$25/F
Email	\$50/F
FTP	\$50/F

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Email names are available for the IT World Canada Masterfile for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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## IT World Canada Masterfile

## Demographic Selects and Counts as of 01/10

Job Function - \$20/M	
Corporate Management	40,814
Financial Management	3,700
Sales and Marketing Management	10,520
Other Corporate Management	5,876
Computer/Systems/Networking Management	27,588
Computer/Systems/Networking Supervisor	14,209
Computer/Systems/Networking Staff	19,914
Engineering/Manufacturing Management	3,115
Engineering Staff	5,665
Consultants	10,201
Educators	2,504
Other Titled Personnel	1,697

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	3,877
Computer and Data Processing Services	39,861
Other Manufacturing and Processing	11,719
Government	30,530
Educational	8,491
Finance: Banking, Insurance and Real Estate	8,591
Trade: Wholesale and Retail	6,511
Computer Trade: Wholesale and Retail	5,549
Medical and Legal Services	3,173
Transportation Services	2,399
Utilities	6,788
Construction, Mining and Agriculture	2,755
Business and Personal Services	15,186

Employee Size at Entire Organization - \$20/M	
1 to 9	29,052
10 to 49	14,687
50 to 99	6,747
100 to 499	14,534
500 to 999	6,918
1,000 to 2,499	14,750
2,500 to 4,999	4,819
5,000 or more	15,269

LAN Operating Systems Installed - \$20/M	
AppleTalk/AppleShare	2,330
Novell (Netware, 3x, 4x, 5x)	7,901
IBM	4,174
Novell Open Enterprise Server	781
Open VMS	758
Cisco IOS	3,694
Windows NT Advanced Server	25,929
Novell NetWare 6x	3,338
Other	7,664

Mainframes Installed - \$35/M	
IBM or compatible	12,893
Fujitsu	137
Unisys	736
NEC	414
Other	3,542

Workstations Installed - \$20/M	
Intel-based Desktops	39,624
Intel-based Notebooks	24,371
Mac Desktops	6,174
Mac Notebooks	3,392
AMD Desktops	6,567
AMD Notebooks	3,810
Risc/Unix Desktops	6,344
Other	2,816

Annual Revenue - \$20/M	
Over \$1 Billion	6,635
\$501 Million to \$1 Billion	2,287
\$101 Million to \$500 Million	3,587
\$25 Million to \$100 Million	3,711
\$10 Million to \$24.9 Million	2,429
\$5 Million to \$9.9 Million	2,008
\$2 Million to \$4.9 Million	3,047
\$1 Million to \$1.9 Million	1,219
Under \$1 Million	11,483

Value of Networking Equipment - \$20/M	
\$100 Million or more	279
\$50 Million to \$99.9 Million	155
\$25 Million to \$49.9 Million	181
\$10 Million to \$24.9 Million	356
\$1 Million to \$9.9 Million	1,525
\$100,000 to \$999,999	3,151
\$50,000 to \$99,999	1,965
Under \$50,000	3,071

Operating Systems Installed - \$20/M	
Unix	16,754
Windows NT/2000	31,808
Windows 98	13,446
Windows Vista	5,523
Linux	14,840
Windows ME	3,536
Windows XP	30,153
Windows 2003	11,074
Other	7,562

Special Interest - \$35/M	
Enterprise Infrastructure	11,682
Communications Infrastructure	13,930
Information Architecture	10,635
Integrating IT	11,653
Departmental/End-User Computing	5,077
Enterprise Business Applications	14,029
Security	9,278
Voice Data and IP	8,834
IT Workplace	9,958
Leadership	6,778

IT Budget - \$20/M	
Over \$100 Million	1,333
\$50 Million to \$99.9 Million	520
\$10 Million to \$49.9 Million	1,215
\$5 Million to \$9.9 Million	643
\$3 Million to \$4.9 Million	534
\$1 Million to \$2.9 Million	1,062
\$500,000 to \$999,999	663
\$250,000 to \$499,999	785
Under \$250,000	2,207

Geographic - \$15/M	
Newfoundland	1,384
Prince Edward Island	644
Nova Scotia	3,071
New Brunswick	2,462
Quebec	29,224
Ontario	73,807
Manitoba	4,212
Saskatchewan	2,955
Alberta and Northwest Territories	13,731
British Columbia and Yukon Territories	16,451