



## Database

**Universe/Base Rate**

**Count:** 35,542

**Price:** \$250/M

**Source:** Online Registrants and Newsletter Subscribers

**List Type:** Postal

**Updated:** Quarterly

**List Update:** 12/09

**Minimum Order:** 5,000 Names

### Profile

ITworld delivers peer to peer strategic analysis, best practices, news and product information to better inform IT professionals on today's leading technology.

ITworld is a participatory site that relies on IT professionals contributions to help shape the site's content around challenges and solutions that define their world.

Designed as "open exchange", ITworld engages IT professionals, technology vendors, and other industry luminaries to participate in creating and driving content around specific topics.

ITworld delivers an audience of hands-on technology drivers, purchasers and influencers.

### Topics:

- BPM
- Business Intelligence
- Channel
- Cloud Computing
- Green IT
- Mobile & Wireless
- Open Source
- Security
- Server
- SharePoint
- SOA
- Social Networks
- Storage
- Virtualization
- Unified Communications

### Multi-Channel Base Rate

### CPM

Postal and Email Offers \$530/M

### Demographic Selects

### CPM

Geographic	\$15/M
Industry	\$25/M
Job Function	\$25/M
Job Title	\$25/M
Employee Size	\$25/M
Newsletter Type	\$25/M

### Media Output Formats

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

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Email names are available from the ITworld Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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**Industry - \$25/M**

<b>Non Technical</b>	
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)	1,189
Aerospace/Defense Contractor	448
Agriculture/Forestry/Fisheries	24
Business Services/Consultant	1,505
Construction/Architecture/Engineering	630
Education	2,392
Finance/Banking/Accounting	1,982
Government - Federal (Including Military)	1,710
Government - State/Local	419
Healthcare/Medical/Pharmaceutical/Bio-Tech	1,219
Insurance/Real Estate/Legal	744
Manufacturing & Process Industries	2,972
Mining/Oil/Gas	76
Retailer/Wholesaler/Distributor (Non-Computer)	929
Transportation/Utilities (Energy/Water, etc.)	740
Travel/Hospitality/Entertainment/Recreation	113
Other	2,652
<b>Technical</b>	
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	1,126
Computer/Network Consultant	4,274
E-Commerce/Internet	132
Retailer/Distributor/Wholesaler (Computer Related)	76
Manufacturing - Hardware/Software	1,018
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	222
VAR/VAD/OEM	1,124
Other	141

**Job Title - \$25/M**

<b>IT Management</b>	
CIO, CTO, CSO	2,762
Executive VP, Senior VP	475
VP	171
Director	1,156
Manager	6,294
Supervisor	163
Systems Integrator	191
Technical Consultant	3,168
<b>Business Management</b>	
CEO, COO, Chairman, President	2,044
CFO, Controller, Treasurer	122
Executive VP, Senior VP, VP, GM	106
Director, Manager	2,298
Other Corporate, Business Manager	215
Consultant (Non-Technical)	92
<b>Other</b>	
IT Staff	4,417
Non-Manager	4,546
Venture Partner/Associate	0

**Job Function - \$25/M**

Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	2,987
IT Management (Director/Manager)	5,508
Network/Systems Management	1,801
R&D Management	154
Web-Based Business	353
Applications Development	430
Systems Engineering	345
Programming/System Analyst/Architect	177
Telecommunications	101
Consultant/Integrator	2,702

Other IT Management	826
Corporate Management (CEO/COO/President/GM/VP)	1,656
Finance Management (CFO/Controller/Treasurer)	164
Sales/Marketing	1,045
Human Resources/Training/Education	133
Legal/Compliance	75
Other Management	1,564
Other: IT Staff/Technical Support	3,291
Other: Non-Technical Consultant/Integrator	61
Other: None of the Above	3867
Security Compliance	1
Data Center Management	1

**Employee Size - \$25/M**

20,000 or More	1,347
10,000 to 19,999	2,757
5,000 to 9,999	758
1,000 to 4,999	3,695
500 to 999	3,054
100 to 499	4,100
50 to 99	10,363
Less than 50	1,149

**Newsletter Type - \$25/M**

BPM	3
Blog Insights	527
Business Intelligence	8
Careers	941
Channel	585
Data Management Strategies	407
Ebusiness in the Enterprise	315
Enterprise Networking	445
Green	20
ITNews Daily	25
ITworld IT Jobs	3
ITworld.com Today	450
ITwhirled	82
ITworld.com This week	2,101
Open Source Strategies	2,480
Personal Tech	155
SAAS	3,559
SOA	4
Security Strategies	1,246
Small Business Strategies	5,051
Storage Strategies	2,079
Today Top 10	2,172
Today Wrap Up	398
Unified Communications	6
Unix in the Enterprise	2,059
Virtualization	37
Voices	1,006
Windows in the Enterprise	1,176
Wireless Strategies	1,355