

# InfoWorld Database

Universe/Base Rate

Count: 740,915

Price: \$225/M

Source: Online Community

List Type: Postal

Updated: Quarterly

Last Update: 12/09

Minimum Order: 5,000 Names

## Profile

InfoWorld – How Technology Drives Business.

InfoWorld is the leading source of information on emerging technologies and is the only brand that explains to senior technology decision makers how these technologies work and how they can use them to drive their business.

InfoWorld Audience:

- 37% - IT Management
- 37% - Business Management
- 26% - IT Professional (Staff/Developer/Integrator)
  
- 90% - Rely on InfoWorld for purchase decisions
- 6 out of 10 - Visitors consider themselves innovators or early adopters
  
- 67% - Visitors identify products or technology requirements for their company
- 60% - Evaluate products, brands and services for their enterprise

Source: InfoWorld Profile Study, October 2007.

The InfoWorld Database contains IT decision-makers who architect and implement new technology platforms - virtualization, enterprise data protection, SOA - in real world environments. They trust InfoWorld because for over 30 years it has been reporting on the cutting edge of business technology.

## Demographic Selects

## CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Industry	\$25/M
Job Title	\$25/M
Job Function	\$25/M
Number of Employees	\$25/M
Involvement with Strategic Technology	\$25/M
Amount of Computer Products Buys	\$30/M
Operating Systems Used or Planned	\$30/M
Involvement in IT Products/Services	\$40/M
Involvement in Software/Services	\$40/M
Involvement in Hardware/Peripherals	\$40/M
Involvement in Products/Technologies	\$40/M

## Media Output Formats

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

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**InfoWorld Database**

**Demographic Selects and Counts as of 12/09**

<b>Total Amount of Products and Services Subscriber Buys, Specifies, Recommends or Approves The Purchase of in a Year - \$30/M</b>	
<b>Can choose from:</b>	
<b>A) For this Location</b>	
<b>B) For other Locations</b>	
<b>Product Category</b>	
Large Systems	
Client Computers	
Networking/Telecom (including Servers)	
Wireless	
Storage	
Peripheral Equipment	
Software	
Service/Support/Outsourcing	
\$100 million or more	
\$50,000,000 to \$99,999,999	
\$30,000,000 to \$49,999,999	
\$20,000,000 to \$29,999,999	
\$10,000,000 to \$19,999,999	
\$5,000,000 to \$9,999,999	
\$2,500,000 to \$4,999,999	
\$1,000,000 to \$2,499,999	
\$600,000 to \$999,999	
\$400,000 to \$599,999	
\$100,000 to \$399,999	
\$50,000 to \$99,999	
Less than \$49,999	
Please call your Account Representative for counts.	

<b>Job Title - \$25/M</b>	
CIO, CTO, CSO	38,131
Executive Vice President, Senior Vice President	3,310
Vice President	631
Director	42,060
Manager	87,525
Supervisor	639
Systems Integrator	767
Technical Consultant	37,239
CEO, COO, Chairman, President	70,516
CFO, Controller, Treasurer	4,715
Executive VP, Senior VP, VP, GM	692
Director, Manager	17,780
Other Corporate, Business Manager	34,552
Consultant (Non-Technical)	404
IT Staff	140,549
Non-Manager	23,860

<b>Job Function - \$25/M</b>	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	48,858
IT Management (Director/Manager)	79,125
Network/Systems Management	68,165
R&D Management	12,171
Web-Based Business	9,053
Applications Development	37,808
Systems Engineering	21,343
Programming/Systems Analyst/Architect	882
Telecommunications	5,079
Consultant/Integrator	1,294
Other IT Management	12,850
Corporate Management (CEO/COO/President/GM/VP)	31,539
Finance Management (CFO/Controller/Treasurer)	2,887
Sales/Marketing	9,566
Human Resources/Training/Education	1,343
Legal/Compliance	99

Other Management	22,722
IT Staff/Technical Support	7,257
Non-Technical Consultant/Integrator	395

<b>Operating Systems Used or Planned at Location - \$30/M</b>	
Windows XP	366,692
Other Windows	458,470
Mac	100,295
Linux/Unix/Solaris	331,649
Windows 2000	84,967
Windows 2003	40,192
Windows NT	52,148
Windows 95/98	105,595
Windows CE	19,050
Mac OS	23,795
Solaris	24,359
Unix	72,341
Linux	71,074
MVS, VMS, ESA	13,550
VM	6,954
OS 400	12,548
Netware	38,951
Palm OS	31,602
Other	202,404

<b>Involved in Buying, Specifying, Recommending, Or Approving the Following IT Products/Services - \$40/M</b>	
Service Oriented Architecture	43,828
Virtualization Oriented Architecture	35,090
Open Source Technologies	50,383
Risk Management	38,554
Customer Relationship Management	155,012
Enterprise Resource Planning	181,539
Business Process Management/Outsourcing	214,197
Business Intelligence/Data Mining	139,401
Financials/Payroll/Billing	139,727
Performance/Application Management	104,846
Other Software	400,231
Networking	359,377
Web Services	178,244
Content Management	78,278
Network and Systems Management	216,349
VoIP (Voice Over IP)	103,881
Telecommunications	182,688
Wireless	255,997
Remote Access	208,261
Web/Video Conferencing	102,240
Storage	341,839
Storage Virtualization	29,033
Disaster Recovery	132,873
Security	235,216
Anti-Virus/Content Filtering	186,200
Firewall	234,504
VPN	153,895
Identity Management	75,157
Authentication/Authorization	99,786
Intrusion Detection & Prevention	98,109
Encryption	98,334
Other IT Products/Technologies	298,154
Server Virtualization	40,740
Servers	341,063
Multi-Core Processors	56,207
Notebooks/Laptops	229,429
Mobile Data Center Devices	37,125
PDAs/Handhelds/Pocket PC/Wireless	176,288

Flat Panel Displays	181,924
Printers	197,163
Other Hardware/Peripherals	240,632

<b>Involved with Company's Strategic Technology Initiatives - \$25/M</b>	
Integrate Technology with Company Goals	265,729
Define Architecture	191,415
Choose Technology Platforms	224,413
Develop Technology Integration Strategy	193,364
Test, Pilot, Implement Emerging Technologies	183,839
Scalability Planning	122,533
Build, Run Web Services	133,148
Internet/Network Infrastructure	165,280
Customer Relationship Management	148,017
External Partnership Management	87,404
Budgeting	141,351
Recruitment & Retention	94,060
Other	29,947

<b>Industry - \$25/M</b>	
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)	18,603
Aerospace/Defense Contractor	11,880
Agriculture/Forestry/Fisheries	207
Business Services/Consultant	6,145
Construction/Architecture/Engineering	14,880
Education	52,178
Finance/Banking/Accounting	38,955
Government - Federal (Including Military)	26,702
Government - State/Local	29,491
Healthcare/Medical/Pharmaceutical/Bio-Tech	31,490
Insurance/Real Estate/Legal	21,917
Manufacturing & Process Industries	53,074
Mining/Oil/Gas	299
Retailer/Wholesaler/Distributor (Non-Computer)	30,109
Transportation/Utilities (Energy, Water, etc.)	16,868
Travel/Hospitality/Entertainment/Recreation	2,333
Other	15,915
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	20,348
Computer/Network Consultant	83,765
E-Commerce/Internet	1,066
Retailer/Distributor/Wholesaler (Computer-Related)	9,069
Manufacturing - Hardware/Software	43,589
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	37,857
VAR/VAD/OEM	1,583
Other	46,743

<b>Number of Employees at Organization - \$25/M</b>	
20,000 or More	63,684
10,000 to 19,999	26,811
5,000 to 9,999	36,992
1,000 to 4,999	58,987
500 to 999	41,645
100 to 499	70,450
50 to 99	45,859
Less than 49	100,738

<b>Involved in Buying, Specifying, Recommending, or Approving the Following Software and/or Services - \$40/M</b>	
Enterprise/E-Business Applications	160,125
Supply Chain/Procurement	64,230
Knowledge Management	65,773
Collaborative Applications/Groupware	44,548
Project Management	141,779
Database Management Systems	162,085
Manufacturing	51,803

Asset Management/Software Distribution	67,051
Other Enterprise/E-Business Applications	104,437
Integration Software	79,779
Business Process Management	41,752
Legacy Application Integration Tools	36,574
Other Integration Software	70,224
Application Development Products	93,697
Application Servers	62,903
Java/J2EE	54,949
.XML	59,866
Testing Tools	64,824
Other Application Development Software	46,798
Other Software	126,066

<b>Involved in Buying, Specifying, Recommending, or Approving The Following Hardware and/or Peripherals - \$40/M</b>	
Hardware	175,544
Mainframes	29,027
PCs/Workstations	171,470
Network Printers	124,977
Other Monitors	104,770
UPS (Uninterruptible Power Supply)	103,985
Network Copiers	63,317
Other Hardware/Peripherals	136,708

<b>Involved in Buying, Specifying, Recommending, or Approving the Following Products or Technologies - \$40/M</b>	
LAN/WAN	176,538
Switches/Routers/Hubs	104,104
Caching/Load Balancing	39,955
Grid Computing	15,223
On Demand Utility Computing	13,452
Email	103,313
Traffic Monitoring and Analysis	47,678
Traffic Management/QoS	30,842
Other Networking	152,831
High-End/Enterprise Class Storage	27,758
Network Attached Storage	77,364
Storage Area Networks	73,064
Storage Management Software	88,282
IP Storage	30,132
Direct Attached Storage	46,238
Storage Backup	153,166
Removable/Portable Storage	54,564
Other Storage	88,639
Other Security	32,780
Internet/Intranet/Extranet	86,048
Web Servers	81,639
Web Application Development	172,997
Web Performance Management/Monitoring	47,680
Content/Document Management	99,925
Other Internet/Intranet/Extranet	132,309