

Universe/Base Rate

Count: 162,839

Price: \$250/M

Source: Online Community

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Postal

Last Update: 12/09

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.

InfoWorld 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.

Multi-Channel Base Rate

CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$555/M

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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Email names are available from InfoWorld for postal/ email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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InfoWorld

Demographic Selects and Counts as of 12/09

Total Amount of Products and Services Subscriber Buys, Specifies, Recommends or Approves The Purchase of in a Year - \$30/M	
Can choose from:	
A) For this Location	
B) For other Locations	
Product Category	
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.	

Job Title - \$25/M	
CIO, CTO, CSO	13,813
Executive Vice President, Senior Vice President	156
Vice President	47
Director	13,693
Manager	32,750
Supervisor	44
Systems Integrator	69
Technical Consultant	13,485
CEO, COO, Chairman, President	28,203
CFO, Controller, Treasurer	1,942
Executive VP, Senior VP, VP, GM	32
Director, Manager	5,405
Other Corporate, Business Manager	9,858
Consultant (Non-Technical)	21
IT Staff	38,490
Non-Manager	4,750

Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	16,563
IT Management (Director/Manager)	31,438
Network/Systems Management	24,888
R&D Management	4910
Web-Based Business	2,818
Applications Development	12,126
Systems Engineering	7,085
Programming/Systems Analyst/Architect	210
Telecommunications	2,161
Consultant/Integrator	316
Other IT Management	1,419
Corporate Management (CEO/COO/President/GM/VP)	16,239
Finance Management (CFO/Controller/Treasurer)	1,687
Sales/Marketing	2,664
Human Resources/Training/Education	399
Legal/Compliance	16

Other Management	6,846
IT Staff/Technical Support	3,033
Non-Technical Consultant/Integrator	65

Operating Systems Used or Planned at Location - \$30/M	
Windows XP	150,504
Other Windows	93,547
Mac	46,742
Linux/Unix/Solaris	93,434
Windows 2000	54,399
Windows 2003	30,187
Windows NT	32,587
Windows 95/98	27,792
Windows CE	12,444
Mac OS	16,118
Solaris	16,057
Unix	28,585
Linux	36,141
MVS, VMS, ESA	9,165
VM	4,478
OS 400	8,275
Netware	12,377
Palm OS	21,242
Other	28,774

Involved in Buying, Specifying, Recommending, Or Approving the Following IT Products/Services - \$40/M	
Service Oriented Architecture	33,297
Virtualization Oriented Architecture	26,691
Open Source Technologies	39,062
Risk Management	29,691
Customer Relationship Management	54,159
Enterprise Resource Planning	45,408
Business Process Management/Outsourcing	48,774
Business Intelligence/Data Mining	51,940
Financials/Payroll/Billing	48,669
Performance/Application Management	53,652
Other Software	75,917
Networking	90,370
Web Services	74,401
Content Management	36,454
Network and Systems Management	67,098
VoIP (Voice Over IP)	52,379
Telecommunications	61,987
Wireless	82,097
Remote Access	69,780
Web/Video Conferencing	52,606
Storage	86,500
Storage Virtualization	23,151
Disaster Recovery	71,048
Security	84,225
Anti-Virus/Content Filtering	82,441
Firewall	80,951
VPN	66,572
Identity Management	42,869
Authentication/Authorization	51,882
Intrusion Detection & Prevention	49,469
Encryption	48,832
Other IT Products/Technologies	42,106
Server Virtualization	31,598
Servers	100,770
Multi-Core Processors	43,765
Notebooks/Laptops	103,751
Mobile Data Center Devices	28,643
PDAs/Handhelds/Pocket PC/Wireless	80,391

Flat Panel Displays	86,015
Printers	91,841
Other Hardware/Peripherals	66,022

Involved with Company's Strategic Technology Initiatives - \$25/M	
Integrate Technology with Company Goals	80,933
Define Architecture	58,774
Choose Technology Platforms	59,433
Develop Technology Integration Strategy	59,518
Test, Pilot, Implement Emerging Technologies	62,464
Scalability Planning	38,020
Build, Run Web Services	38,539
Internet/Network Infrastructure	56,631
Customer Relationship Management	39,817
External Partnership Management	26,718
Budgeting	45,656
Recruitment & Retention	28,820
Other	7,328

Industry - \$25/M	
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)	5,064
Aerospace/Defense Contractor	3,752
Agriculture/Forestry/Fisheries	54
Business Services/Consultant	3,623
Construction/Architecture/Engineering	3,822
Education	14,045
Finance/Banking/Accounting	10,766
Government - Federal (Including Military)	6,742
Government - State/Local	8,571
Healthcare/Medical/Pharmaceutical/Bio-Tech	9,593
Insurance/Real Estate/Legal	6,360
Manufacturing & Process Industries	14,012
Mining/Oil/Gas	76
Retailer/Wholesaler/Distributor (Non-Computer)	7,916
Transportation/Utilities (Energy, Water, etc.)	4,807
Travel/Hospitality/Entertainment/Recreation	1,339
Other	3,331
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	4,292
Computer/Network Consultant	23,456
E-Commerce/Internet	215
Retailer/Distributor/Wholesaler (Computer-Related)	2,265
Manufacturing - Hardware/Software	11,029
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	5,465
VAR/VAD/OEM	541
Other	9,793

Number of Employees at Organization - \$25/M	
20,000 or More	21,676
10,000 to 19,999	8,623
5,000 to 9,999	12,211
1,000 to 4,999	19,757
500 to 999	14,802
100 to 499	25,817
50 to 99	17,424
Less than 49	36,235

Involved in Buying, Specifying, Recommending, or Approving the Following Software and/or Services - \$40/M	
Enterprise/E-Business Applications	39,619
Supply Chain/Procurement	15,497
Knowledge Management	27,410
Collaborative Applications/Groupware	20,778
Project Management	37,803
Database Management Systems	44,400
Manufacturing	12,120

Asset Management/Software Distribution	20,814
Other Enterprise/E-Business Applications	14,982
Integration Software	31,067
Business Process Management	17,843
Legacy Application Integration Tools	16,807
Other Integration Software	12,225
Application Development Products	30,542
Application Servers	27,238
Java/J2EE	22,941
.XML	25,606
Testing Tools	26,892
Other Application Development Software	18,352
Other Software	10,319

Involved in Buying, Specifying, Recommending, or Approving The Following Hardware and/or Peripherals - \$40/M	
Hardware	76,593
Mainframes	11,887
PCs/Workstations	70,185
Network Printers	51,764
Other Monitors	40,521
UPS (Uninterruptible Power Supply)	45,748
Network Copiers	27,243
Other Hardware/Peripherals	44,744

Involved in Buying, Specifying, Recommending, or Approving the Following Products or Technologies - \$40/M	
LAN/WAN	47,985
Switches/Routers/Hubs	46,174
Caching/Load Balancing	17,986
Grid Computing	8,641
On Demand Utility Computing	7,616
Email	43,564
Traffic Monitoring and Analysis	21,632
Traffic Management/QoS	13,818
Other Networking	16,187
High-End/Enterprise Class Storage	12,760
Network Attached Storage	26,733
Storage Area Networks	23,657
Storage Management Software	19,339
IP Storage	13,294
Direct Attached Storage	24,013
Storage Backup	37,568
Removable/Portable Storage	25,771
Other Storage	10,574
Other Security	13,644
Internet/Intranet/Extranet	33,459
Web Servers	36,620
Web Application Development	32,070
Web Performance Management/Monitoring	20,731
Content/Document Management	22,592
Other Internet/Intranet/Extranet	17,964