



## Canada Subscriber List

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

**Count:** 23,957

**Price:** \$250/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

Network World Canada is the leading source of network knowledge – helping network leaders design, deploy and manage the infrastructure and strategic applications driving business success.

It targets Network Managers, Network Administrators and IT professionals with personal authority over significant budgets\*:

- 44% of reader's companies have gross annual revenue of over \$25 million.
- 38% of readers plan to help specify, recommend or approve more than \$100,000 in networking equipment/services for their company.
- Over 70% of readers are responsible for purchasing at multiple sites.

\*Source: Network World Canada Circulation Survey Report, August 2007

Covering such essential technologies as Voice over IP (VoIP), carrier services, LANs, storage and network security, Network World Canada delivers the largest qualified circulation in Canada of influential networking strategists responsible for the development and management of their companies' communications and networking needs.

### Multi-Channel Base Rate

### CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$580/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 System	\$20/M
Workstations Installed	\$20/M
Value of Networking Equipment	\$20/M
Operating System 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

For inquiries or questions, contact Steve Tozeski.  
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Email names are available for the Network World Canada Subscriber List for postal/email/telemarketing matching.  
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**Network World Canada Subscriber List**

Job Function - \$20/M	
Corporate Management	3,535
Financial Management	367
Sales and Marketing Management	1,184
Other Corporate Management	1,001
Computer/Systems/Networking Management	4,997
Computer/Systems/Networking Supervisor	4,367
Computer/Systems/Networking Staff	4,053
Engineering/Manufacturing Management	630
Engineering Staff	1,476
Consultants	1,249
Educators	269
Other Titled Personnel	85

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	595
Computer and Data Processing Services	5,925
Other Manufacturing and Processing	2,986
Government	2,188
Educational	1,671
Finance: Banking, Insurance and Real Estate	1,616
Trade: Wholesale and Retail	1,178
Computer Trade: Wholesale and Retail	1,026
Medical and Legal Services	673
Transportation Services	409
Utilities	2,051
Construction, Mining and Agriculture	500
Business and Personal Services	2,395

Employee Size at Entire Organization - \$20/M	
1 to 9	3,513
10 to 49	2,099
50 to 99	1,280
100 to 499	2,826
500 to 999	1,410
1,000 to 2,499	2,188
2,500 to 4,999	1,205
5,000 or more	3,971

LAN Operating Systems Installed - \$20/M	
AppleTalk/AppleShare	900
Novell (Netware, 3x, 4x, 5x)	2,755
IBM	1,285
Novell Open Enterprise Server	360
Open VMS	307
Cisco IOS	1,922
Windows NT Advanced Server	8,596
Novell NetWare 6x	1,283
Other	2,753

Mainframes Installed - \$35/M	
IBM or compatible	3,549
Fujitsu	52
Unisys	251
NEC	158
Other	1,106

Workstations Installed - \$20/M	
Intel-based Desktops	12,316
Intel-based Notebooks	8,709
Mac Desktops	2,240
Mac Notebooks	1,393
AMD Desktops	2,506
AMD Notebooks	1,568
Risc/Unix Desktops	2,087
Other	912

**Demographic Selects and Counts as of 01/10**

Annual Revenue - \$20/M	
Over \$1 Billion	2,409
\$501 Million to \$1 Billion	869
\$101 Million to \$500 Million	1,392
\$25 Million to \$100 Million	1,533
\$25 Million to \$100 Million	1,072
\$10 Million to \$24.9 Million	763
\$5 Million to \$9.9 Million	798
\$2 Million to \$4.9 Million	876
Under \$1 Million	3,973

Value of Networking Equipment - \$20/M	
\$100 Million or more	253
\$50 Million to \$99.9 Million	139
\$25 Million to \$49.9 Million	161
\$10 Million to \$24.9 Million	314
\$1 Million to \$9.9 Million	1,381
\$100,000 to \$999,999	2,815
\$50,000 to \$99,999	1,795
Under \$50,000	2,813

Operating Systems Installed - \$20/M	
Unix	5,540
Windows NT/2000	10,495
Windows 98	3,961
Windows Vista	2,252
Linux	5,647
Windows ME	1,177
Windows XP	10,229
Windows 2003	4,595
Other	2,654

Special Interest - \$35/M	
Enterprise Infrastructure	4,171
Communications Infrastructure	5,327
Information Architecture	3,643
Integrating IT	3,843
Departmental/End-User Computing	1,753
Enterprise Business Applications	4,026
Security	3,388
Voice Data and IP	3,753
IT Workplace	3,063
Leadership	1,977

IT Budget - \$20/M	
Over \$100 Million	184
\$50 Million to \$99.9 Million	87
\$10 Million to \$49.9 Million	168
\$5 Million to \$9.9 Million	109
\$3 Million to \$4.9 Million	103
\$1 Million to \$2.9 Million	215
\$500,000 to \$999,999	176
\$250,000 to \$499,999	204
Under \$250,000	513

Geographic - \$15/M	
Newfoundland	216
Prince Edward Island	77
Nova Scotia	534
New Brunswick	387
Quebec	3,145
Ontario	13,192
Manitoba	673
Saskatchewan	382
Alberta and Northwest Territories	2,043
British Columbia and Yukon Territories	2,557