

# NETWORKWORLD Data Warehouse

Universe/Base Rate

Count: 696,696

Price: \$250/M

**Source:** Qualified Print, Online, Event Attendees and Newsletter Subscribers

**Updated:** Quarterly

**Minimum Order:** 5,000 Names

**List Type:** Postal

**Last Update:** 12/09

## Profile

With the Network World Data Warehouse you can reach users of network products and services. These individuals are Network IT Executives with unmatched buying power. This data warehouse is an excellent source for any mailer of hardware, software, trade shows, services or computer catalogs related to the network market.

The Network World Data Warehouse is an unduplicated file built from Network World Subscribers, Network World Event Attendees, Network World Prospects, and Network World.com Subscribers. This data warehouse gives you access to great selectability and unlimited potential for your marketing needs. Its greatest advantage is that it is updated weekly, so if recency is key - give it a test!

Networking is one of the hottest markets in the computer industry today, and this data warehouse offers a powerful source for qualified leads.

## Multi-Channel Base Rate

### CPM

Postal and Email Orders \$530/M

## Demographic Selects

### CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Organization's Industry/Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Responsibility/Involvement in Purchase	\$25/M
Number of Employees	\$25/M
Total Budget	\$25/M
Purchase Involvement	\$30/M
Value of Technology Products and Services	\$30/M
Number of Sites Purchase Influence Over	\$30/M
Number of Nodes Including Servers/Clients	\$30/M
Platforms Installed/Planned	\$30/M
Hardware Platforms Installed/Planned	\$30/M
Web/Security/LAN Purchase Involvement	\$40/M
Servers/Systems/Peripherals Purchase	\$40/M
Products/Services Purchasing Involvement	\$40/M

## Media Output Formats

Key Coding	N/C
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 Data Warehouse for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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[www.idglist.com](http://www.idglist.com)

Organization's Industry or Function - \$25/M
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)
Aerospace/Defense Contractor
Agriculture/Forestry/Fisheries
Business Services/Consultant
Construction/Architecture/Engineering
Education
Finance/Banking/Accounting
Government - Federal (Including Military)
Government - State/Local
Healthcare/Medical/Pharmaceutical/Bio-Tech
Insurance/Real Estate/Legal
Manufacturing & Process Industries
Mining/Oil/Gas
Retailer/Wholesaler/Distributor (Non-Computer)
Transportation/Utilities (Energy, Water, etc.)
Travel/Hospitality/Entertainment/Recreation
Other (Non-Technical)
Communication Carriers (ISP, Telecomm, Data Comm, Cable)
Computer/Network Consultant
E-Commerce/Internet
Retailer/Wholesaler/Distributor (Computer Related)
Manufacturing - Hardware/Software
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)
VAR/VAD/OEM
Other (Technical)

Primary Job Title - \$25/M
CIO/CTO/CSO
Executive Vice Presiden, Senior Vice President
Vice President
Director
Manager
Supervisor
Systems Integrator
Technical Consultant
CEO/COO/Chairman/President
CFO/Controller/Treasurer
Executive Vice President, Senior Vice President, Vice President
General Manager
Director, Manager
Other Corporate, Business Manager
Consultant (Non-Technical)
IT Staff
Non-Manager

Primary Job Function - \$25/M
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)
IT Management (Director/Manager)
Network/Systems Management
R&D Management
Web-Based Business
Applications Development
Systems Engineering
Programming/Systems Analyst/Architect
Telecommunications
Consultant/Integrator
Other IT Management
Corporate Management (CEO/COO/President/GM/VP)
Finance Management (CFO/Controller/Treasurer)
Sales/Marketing
Human Resources/Training/Education
Legal/Compliance
IT Staff/Technical Support
Non-Technical Consultant/Integrator
Security Compliance
Data Center Management
Other Management
None of the Above

Estimated Value of Technology Products and Services That Subscriber Helps Influence the Purchase of Annually For this Location and for all Other Locations - \$30/M	
<b>A) Estimated Value for this Location</b>	
<b>B) Estimated Value for all Other Locations</b>	
\$100 Million or more	\$1 to \$9.9 Million
\$50 to \$99.9 Million	\$100,000 to \$999,999
\$25 to \$49.9 Million	\$50,000 to \$99,999
\$10 to \$24.9 Million	Under \$50,000
<b>C) Product Category</b>	
Large Systems (Mainframes/Minis)	
Desktops (Micros/Laptops/Workstations)	
Mobile/Wireless/Remote Access	
Servers	
WAN Equipment	
WAN/Carrier Services	
Internet/Web/E-Commerce/Intranet/Extranet	
LANs/Internetworking (including Routers, Switches)	
Storage	
Peripherals (including Printers)	
Applications/Other Software (including OS, DB, etc.)	
Services/Support Services	
Security	

Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M
100 or more
50 to 99
20 to 49
10 to 19
2 to 9
1
None

Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M
100,000 or more
50,000 to 99,999
10,000 to 49,999
1,000 to 9,999
100 to 999
50 to 99
10 to 49
1 to 9

Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M
<b>A) Scope - Corporate/Enterprise</b>
Entire Enterprise/Multiple Enterprises
Multinational Enterprise
Division/Multiple Divisions
Department/Multiple Departments
None
<b>B) Involvement</b>
Determine the Business Needs
Create the Network/IT Strategy or Determine the Technology Solution
Create the Short List of Products/Vendors to Review
Recommend/Specify Brands/Vendors for Purchase
Authorize/Approve Purchase of the Solution
None

Number of Employees at Entire Organization - \$25/M
20,000 or more
10,000 to 19,999
5,000 to 9,999
1,000 to 4,999
500 to 999
100 to 499

50 to 99

Less than 50

**Total Budget of Entire Organization - \$25/M**

\$1 Billion or more

\$500 to \$999.9 Million

\$100 to \$499.9 Million

\$50 to \$99.9 Million

\$10 to \$49.9 Million

\$1 to \$9.9 Million

\$500,000 to \$999,999

\$250,000 to \$499,999

\$100,000 to \$249,999

Under \$100,000

**Web/Security/LAN/Internetworking/Wireless/Mobile/  
WAN Equipment/Carrier Services Currently  
Involved in Purchasing or Plan To Purchase - \$40/M**

**Network Infrastructure**

Firewalls/Application Firewalls

Anti-Virus/Spam/Spyware Tools

Identity Management/Authentication/Authorization Tools

Intrusion Detection/Prevention

VPN

Network Access Control

High Speed Ethernet/Ethernet Switches

Wireless LAN (includes 802.11, Wi-Fi)

Routers

Cell Phones/PDAs

IP PBX/PBX (VoIP)

Video Conferencing

Route Optimization/WAN Compression

Remote Access/Radius Servers

Frame/T1-3/OC3-12/ISP/Data Net Services

Managed Services (VPN/VoIP/Security Services)

Other Network Infrastructure

**Computing Infrastructure**

Laptops/Desktops

Servers

Visualization Tools

Network Attached Storage (NAS)

Storage Area Networks (SANS)

Compliance Tools

Printers/Network Printers/Copier (Hybrids)

Web/E-Commerce Tools

Other Computing Infrastructure

**Software/Applications**

CRM/SCM/Sales Automation

Enterprise Resource Planning (ERP)

Business Intelligence

SOA Tools

Email/Groupware

Database Management Systems (DBMS)

Network/Systems Management

Other Software/Applications

**1 (Currently Involved) 2 (Plan to Purchase) 3 (Both)**

Web Servers/Software

Web Traffic Management/Acceleration/Caching/Load Balancing

Electronic Commerce Tools

Web Development Tools/Content Management

Web Hosting Services

Web Security

Other Web

Encryption/Biometrics

Disaster Recovery/Business Continuity

Patch Management

Security Audit Tools/Services

Other Security

Storage Backup (Optical, Disk, Tape, RAID)

Storage Resource Management/Storage Virtualization

Other LAN/Internetworking

Wireless/Cell Phones

PDAs/Integrated PDA Phone/3G Handsets
Other Remote/Wireless
Bandwidth Managers/Shaping/QOS Tools
Optical Networks/Switches
Modems/Cable Modems
Diagnostic/Test Equipment
Call Center Tools
Other WAN Equipment/Services
Internet Access Service/ISP
Private Lines
Frame Relay Services
DSL/Broadband/Cable
T-1/T-3 Services
Wi-Fi/Wireless Data
Metro Ethernet/LAN Extension Services
OC-3/OC-12/Wavelength Services
VPN Services
Other Carrier Services

Servers/Systems/Peripherals/Software/Applications/ Business Services Currently Involved/Plan to Purchase - \$40/M		
<b>1 (Currently Involved)</b>	<b>2 (Plan to Purchase)</b>	<b>3 (Both)</b>
<b>Servers/Systems/Peripherals</b>		
Intel-Based Servers		
Risc-Based Servers		
High-End Servers/Mainframes		
Blade Servers		
Printers/Network Printers/Copiers (Hybrids)		
Enclosures/Racks/Furniture		
KVM Switches		
Monitors/Flat Panel Displays		
Other Computer/Peripherals		
<b>Software/Applications</b>		
Supply Chain Management/RFID		
Application Servers/Middleware		
Email/Unified Messaging		
Groupware/Collaboration		
Enterprise Content Management (ECM) Document Management/ Imaging		
Directory Services		
Applications Development Tools/Java/.Net		
Application/Performance Management		
Network/Systems Management		
Other Software/Applications		
<b>Business Services</b>		
ASP/MSP/SSP Services		
Systems Integration/Consulting		
Education/Training Services		
Grid/Utility/On-Demand Computing		
Outsourcing/Other Services		

Platforms (OS/Environments/Protocols) Currently Installed/Planned - \$30/M	
Windows Server OS (NT, XP, 2000, 98, 95, ME)	
Windows Desktop OS (NT, XP, 2000, 98, 95, ME)	
Novell (NetWare 6.X, 5.X, 4.X, 3.X, 2.X)	
Linux	
Unix	
Solaris	
IBM MVS/VM/VSE/ESA	
OS/400	
Macintosh	
Palm OS/Windows CE/Symbian	
TCP/IP	
10/100/1000 Ethernet	
Other Operating Systems	

Hardware Platforms Installed/Plan to Install - \$30/M
Servers/Workstations/Desktops/Laptops
IBM
HP/Compaq
Unisys
Sun Microsystems
Dell
Gateway
Fujitsu
Toshiba
Sony
Apple
Samsung
Other

Purchase Involvement - \$30/M
Authorize/Approve Purchase
Evaluate/Recommend Products, Brands
Specify Features/Technical Requirements
Determine Need to Purchase
Create IT Strategy

Products/Services Purchasing Involvement - \$40/M
High-End Server/Mainframes
Servers/Blade Servers
Desktops/Laptops/Tablets
Cell Phones/PDAs/Smart Phones
Virtualization Solutions
Network/Systems Management
Printers/Network Printer/Copiers
Network Attached Storage/SANS
Storage Virtualization
Storage Backup (Optical, Disk, Tape)
Virtual Tape
ERP/CRM/SCM/Sales Automation
Business Intelligence
Email/Unified Messaging
Software Appliances
Application Servers/Middleware
Application Development Tools/Java
Application Performance Management
Database Management
Mobile Applications/Mobility Management
Web/E-Commerce Tools
Other Software Applications
Bandwidth Managers/QOS Tools
IP PBX/PBX (VoIP)
Wireless LAN (80211/WiFi)
Remote Access/Radius Servers
Web Services/SOA
Web Traffic Management/Acceleration
Disaster Recovery/Business Continuity
Switches
Other Network Equipment
Firewalls/Application Firewalls

Anti-Virus/Spam/Spyware Tools
Identity Management/Authentication
Intrusion Detection/Prevention
Encryption/Biometrics
VPN
Network Access Control
Managed Services (VPN/VoIP/Security)
Web Hosting Services
Metro Ethernet/LAN Extension Services
Software as a Service
WiFi/Wireless Data
Carrier Services
Outsourcing/Other Services