

NETWORKWORLD

Universe/Base Rate

Count: 178,961

Price: \$250/M

Source: Qualified Print and Online

List Type: Postal

Updated: Quarterly

Last Update: 12/09

Minimum Order: 5,000 Names

Profile

Network World delivers the technology buyer's sweet spot - Network/IT Management.

Network World Audience:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Buys/Specifies IT Solutions:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Reach this targeted audience that maximizes your return on IT. They are 100% buy/specify audited and have the broadest purchase responsibility in the Network/IT market*:

- 84% Applications/Software
- 65% Business Services
- 87% LANs/Internetworking
- 95% Security
- 95% Servers

*Source: IntelliQuest 2007.

Multi-Channel Base Price

CPM

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

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



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Network World

Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	4,153
Aerospace/Defense Contractor	2,210
Agriculture/Forestry/Fisheries	123
Business Services/Consultant	6,515
Construction/Architecture/Engineering	681
Education	11,904
Finance/Banking/Accounting	8,090
Government - Federal (Including Military)	6,638
Government - State/Local	7,683
Healthcare/Medical/Pharmaceutical/Bio-Tech	9,185
Insurance/Real Estate/Legal	4,561
Manufacturing & Process Industries	12,992
Mining/Oil/Gas	188
Retailer/Wholesaler/Distributor (Non-Computer)	7,970
Transportation/Utilities (Energy, Water, etc.)	4,699
Travel/Hospitality/Entertainment/Recreation	2,266
Other (Non-Technical)	17
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	4,690
Computer/Network Consultant	11,667
E-Commerce/Internet	14
Retailer/Wholesaler/Distributor (Computer Related)	607
Manufacturing - Hardware/Software	9,245
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	3,076
VAR/VAD/OEM	4,848
Other (Technical)	625

Primary Job Title - \$25/M	
CIO/CTO/CSO	9,311
Executive Vice Presiden, Senior Vice President	4,348
Vice President	3,557
Director	12,221
Manager	23,873
Supervisor	5,499
Systems Integrator	4,114
Technical Consultant	20,879
CEO/COO/Chairman/President	12,811
CFO/Controller/Treasurer	1,182
Executive Vice President, Senior Vice President, Vice President	
General Manager	3,308
Director, Manager	11,090
Other Corporate, Business Manager	9,843
Consultant (Non-Technical)	1,516
IT Staff	222
Non-Manager	265

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	14,623
IT Management (Director/Manager)	8,640
Network/Systems Management	23,125
R&D Management	39
Web-Based Business	2,106
Applications Development	6,589
Systems Engineering	2,219
Programming/Systems Analyst/Architect	8,127
Telecommunications	1,113
Consultant/Integrator	7,287
Other IT Management	22,906
Corporate Management (CEO/COO/President/GM/VP)	4,745
Finance Management (CFO/Controller/Treasurer)	705
Sales/Marketing	20
Human Resources/Training/Education	15
Legal/Compliance	1
IT Staff/Technical Support	27
Non-Technical Consultant/Integrator	3
Security Compliance	3,648
Data Center Management	4,912
Other Management	13,798
None of the Above	4

Demographic Selects as of 12/09

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	
A) Estimated Value for this Location	
B) Estimated Value for all Other Locations	
\$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
C) Product Category	
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	
Please call your Account Representative for counts.	

Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M	
100 or more	18,132
50 to 99	7,976
20 to 49	12,649
10 to 19	15,868
2 to 9	38,586
1	31,427
None	13

Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M	
100,000 or more	6,690
50,000 to 99,999	5,596
10,000 to 49,999	10,389
1,000 to 9,999	19,790
100 to 999	24,312
50 to 99	8,043
10 to 49	9,792
1 to 9	9,235

Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M	
A) Scope - Corporate/Enterprise	
Entire Enterprise/Multiple Enterprises	50,343
Multinational Enterprise	6,414
Division/Multiple Divisions	19,884
Department/Multiple Departments	30,276
None	7,463
B) Involvement	
Determine the Business Needs	61,890
Create the Network/IT Strategy or Determine the Technology Solution	57,608
Create the Short List of Products/Vendors to Review	55,537
Recommend/Specify Brands/Vendors for Purchase	67,974
Authorize/Approve Purchase of the Solution	38,222
None	3,815

Number of Employees at Entire Organization - \$25/M	
20,000 or more	21,712
10,000 to 19,999	9,645
5,000 to 9,999	10,889
1,000 to 4,999	19,816
500 to 999	12,156
100 to 499	20,345

50 to 99	8,265
Less than 50	20,124

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	848
\$500 to \$999.9 Million	440
\$100 to \$499.9 Million	2,852
\$50 to \$99.9 Million	2,059
\$10 to \$49.9 Million	5,587
\$1 to \$9.9 Million	9,873
\$500,000 to \$999,999	1,737
\$250,000 to \$499,999	611
\$100,000 to \$249,999	12,699
Under \$100,000	16,845

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	66,272
Anti-Virus/Spam/Spyware Tools	64,268
Identity Management/Authentication/Authorization Tools	43,438
Intrusion Detection/Prevention	48,272
VPN	51,474
Network Access Control	45,858
High Speed Ethernet/Ethernet Switches	56,602
Wireless LAN (includes 802.11, Wi-Fi)	52,310
Routers	58,924
Cell Phones/PDAs	48,395
IP PBX/PBX (VoIP)	36,932
Video Conferencing	34,984
Route Optimization/WAN Compression	28,883
Remote Access/Radius Servers	33,883
Frame/T1-3/OC3-12/ISP/Data Net Services	43,216
Managed Services (VPN/VoIP/Security Services)	29,827
Other Network Infrastructure	47,071
Computing Infrastructure	
Laptops/Desktops	77,307
Servers	68,533
Visualization Tools	41,165
Network Attached Storage (NAS)	45,195
Storage Area Networks (SANS)	45,641
Compliance Tools	35,993
Printers/Network Printers/Copier (Hybrids)	53,744
Web/E-Commerce Tools	34,822
Other Computing Infrastructure	39,525
Software/Applications	
CRM/SCM/Sales Automation	38,170
Enterprise Resource Planning (ERP)	30,923
Business Intelligence	32,316
SOA Tools	28,532
Email/Groupware	46,362
Database Management Systems (DBMS)	43,555
Network/Systems Management	51,362
Other Software/Applications	47,500

	1 (Currently Involved)	2 (Plan to Purchase)	3 (Both)
Web Servers/Software	11,005	3,547	13,714
Web Traffic Management/Acceleration/Caching/Load Balancing	8,023	4,112	8,250
Electronic Commerce Tools	7,142	3,743	6,801
Web Development Tools/Content Management	8,335	3,799	9,150
Web Hosting Services	8,178	3,115	7,869
Web Security	9,201	3,919	10,562
Other Web	4,929	2,737	4,427
Encryption/Biometrics	6,910	3,852	7,913
Disaster Recovery/Business Continuity	9,216	3,775	11,131
Patch Management	8,454	3,482	8,048
Security Audit Tools/Services	7,656	3,724	8,685
Other Security	5,165	2,499	5,116
Storage Backup (Optical, Disk, Tape, RAID)	9,844	3,567	12,255
Storage Resource Management/Storage Virtualization	6,866	3,347	7,266
Other LAN/Internetworking	5,515	2,353	5,853
Wireless/Cell Phones	7,841	3,109	11,391

PDAs/Integrated PDA Phone/3G Handsets	7,010	3,141	10,151
Other Remote/Wireless	4,278	2,264	5,063
Bandwidth Managers/Shaping/QOS Tools	6,620	3,476	7,209
Optical Networks/Switches	6,102	3,157	7,040
Modems/Cable Modems	7,709	2,462	8,263
Diagnostic/Test Equipment	6,444	2,893	6,981
Call Center Tools	5,633	2,954	5,774
Other WAN Equipment/Services	4,069	2,068	4,040
Internet Access Service/ISP	9,790	2,415	10,485
Private Lines	7,372	2,555	7,625
Frame Relay Services	6,601	2,442	6,072
DSL/Broadband/Cable	7,690	2,249	8,722
T-1/T-3 Services	9,537	2,721	10,693
Wi-Fi/Wireless Data	6,968	2,798	7,957
Metro Ethernet/LAN Extension Services	4,538	2,185	4,265
OC-3/OC-12/Wavelength Services	4,674	2,252	4,557
VPN Services	7,173	2,744	7,589
Other Carrier Services	3,284	1,666	3,082

Servers/Systems/Peripherals/Software/Applications/ Business Services Currently Involved/Plan to Purchase - \$40/M			
1 (Currently Involved)	2 (Plan to Purchase)	3 (Both)	
Servers/Systems/Peripherals			
Intel-Based Servers	7,676	2,718	18,147
Risc-Based Servers	4,731	1,923	6,122
High-End Servers/Mainframes	5,944	2,238	6,617
Blade Servers	5,774	3,632	9,825
Printers/Network Printers/Copiers (Hybrids)	7,981	2,887	15,143
Enclosures/Racks/Furniture	6,060	2,247	10,189
KVM Switches	7,648	2,356	11,770
Monitors/Flat Panel Displays	7,699	2,926	16,767
Other Computer/Peripherals	5,413	2,216	9,779
Software/Applications			
Supply Chain Management/RFID	3,835	1,795	3,529
Application Servers/Middleware	6,862	2,461	9,047
Email/Unified Messaging	8,175	2,763	10,362
Groupware/Collaboration	6,042	2,746	7,376
Enterprise Content Management (ECM) Document Management/			
Imaging	4,584	2,142	4,627
Directory Services	6,792	2,383	7,753
Applications Development Tools/Java/.Net	6,119	2,512	7,962
Application/Performance Management	5,793	2,443	7,194
Network/Systems Management	7,360	2,868	11,194
Other Software/Applications	4,217	2,133	5,807
Business Services			
ASP/MSP/SSP Services	4,426	2,124	6,003
Systems Integration/Consulting	5,123	2,483	9,399
Education/Training Services	5,933	2,949	10,733
Grid/Utility/On-Demand Computing	3,423	2,185	4,615
Outsourcing/Other Services	4,309	2,287	7,098

Platforms (OS/Environments/Protocols) Currently Installed/Planned - \$30/M	
Windows Server OS (NT, XP, 2000, 98, 95, ME)	83,362
Windows Desktop OS (NT, XP, 2000, 98, 95, ME)	81,623
Novell (NetWare 6.X, 5.X, 4.X, 3.X, 2.X)	21,018
Linux	48,610
Unix	38,149
Solaris	26,231
IBM MVS/VM/VSE/ESA	18,676
OS/400	14,700
Macintosh	25,165
Palm OS/Windows CE/Symbian	26,461
TCP/IP	57,180
10/100/1000 Ethernet	56,291
Other Operating Systems	15,565

Hardware Platforms Installed/Plan to Install - \$30/M	
Servers/Workstations/Desktops/Laptops	
IBM	24,449
HP/Compaq	28,107
Unisys	5,227
Sun Microsystems	14,089
Dell	32,992
Gateway	10,917
Fujitsu	4,549
Toshiba	8,885
Sony	6,998
Apple	10,400
Samsung	3,584
Other	6,409

Purchase Involvement - \$30/M	
Authorize/Approve Purchase	51,525
Evaluate/Recommend Products, Brands	47,536
Specify Features/Technical Requirements	1,323
Determine Need to Purchase	8,615
Create IT Strategy	3,405

Products/Services Purchasing Involvement - \$40/M	
High-End Server/Mainframes	8,641
Servers/Blade Servers	71,910
Desktops/Laptops/Tablets	82,863
Cell Phones/PDAs/Smart Phones	51,922
Virtualization Solutions	45,402
Network/Systems Management	56,094
Printers/Network Printer/Copiers	57,908
Network Attached Storage/SANS	58,433
Storage Virtualization	8,176
Storage Backup (Optical, Disk, Tape)	12,317
Virtual Tape	3,832
ERP/CRM/SCM/Sales Automation	46,246
Business Intelligence	35,955
Email/Unified Messaging	12,600
Software Appliances	11,020
Application Servers/Middleware	11,191
Application Development Tools/Java	9,499
Application Performance Management	7,446
Database Management	47,067
Mobile Applications/Mobility Management	6,495
Web/E-Commerce Tools	35,349
Other Software Applications	43,675
Bandwidth Managers/QOS Tools	9,315
IP PBX/PBX (VoIP)	40,319
Wireless LAN (80211/WiFi)	56,629
Remote Access/RADIUS Servers	38,249
Web Services/SOA	31,631
Web Traffic Management/Acceleration	7,611
Disaster Recovery/Business Continuity	11,369
Switches	14,828
Other Network Equipment	8,257
Firewalls/Application Firewalls	72,377

Anti-Virus/Spam/Spyware Tools	68,731
Identity Management/Authentication	46,876
Intrusion Detection/Prevention	51,332
Encryption/Biometrics	9,154
VPN	54,167
Network Access Control	47,216
Managed Services (VPN/VoIP/Security)	33,862
Web Hosting Services	9,284
Metro Ethernet/LAN Extension Services	6,077
Software as a Service	6,538
WiFi/Wireless Data	9,647
Carrier Services	6,398
Outsourcing/Other Services	6,193