



Enhanced Database

	U.S.	Canada	International	Price: \$150/M
Universe/Base Rate	Count: 534,881	Count: 5,113	Count: 22,651	

Source: Enhanced Active Subscribers and Expires

List Type: Postal

Updated: Semi-Annually

Last Update: 11/09

Minimum Order: 5,000 Names

Profile

Founded in 1899 and published by the world renowned Massachusetts Institute of Technology (MIT), Technology Review today is proud to be the oldest technology magazine in the world. Its mission is to promote the understanding of emerging technologies and to analyze their commercial, economic, social, and political impact on society, government, businesses, academic institutions, and individuals. The goal is to assist business and technology leaders – CTOs, senior technologists, CXOs, CSOs, policy makers, venture capitalists, and early adopters in shaping markets and driving the global economy.

Technology Review subscribers are senior level decision makers who are active knowledge seekers and innovators with a profound need to understand how technology moves the global enterprise. It covers emerging technologies with a distinct and unique voice specializing in the opportunities of innovation and what its impact will be on business, society and people's lives.

Subscribers to this award-winning publication are business and technology C level executives as well as affluent and forward-thinking consumers with the income to buy and invest.

- 38% are in the top 7% Net Worth Rank
- 36% have Family Income of over \$100K

Perfect for offers from finance to IT to upscale catalogs. Only Technology Review provides an opportunity to market to senior level decision makers and upscale consumers who work for innovative companies in technology driven industries.

Demographic Selects

CPM

Geographic	\$15/M
Gender	\$25/M
Income	\$25/M
Age of Adult	\$25/M
Dwelling Type	\$25/M
Ethnicity	\$25/M
Home Value	\$25/M
Marital Status	\$25/M
Bank Card Owner	\$25/M
Religion	\$25/M
Presence of Children	\$25/M

Other Consumer Data Available – Please Inquire

Media Output Formats

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

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Income - \$25/M

\$20,000 and under	3,628
\$21,000 to \$30,000	3,298
\$31,000 to \$40,000	4,179
\$41,000 to \$50,000	4,896
\$51,000 to \$70,000	10,277
\$71,000 to \$100,000	14,318
\$101,000 to \$120,000	7,894
\$121,000 and more	26,232

Age of Adult - \$25/M

18 to 24	563
25 to 34	2,605
35 to 44	9,393
45 to 54	14,176
55 to 64	11,730
65 to 74	6,967
75 and over	6,282

Dwelling Type - \$25/M

Multi-Family Dwelling	10,062
Single Family Dwelling	64,660

Ethnicity - \$25/M

Asian (Oriental)	2,283
French	913
German	3,610
Hispanic	2,269
Italian	2,695
Scottish/Irish	5,373
Swedish	3,858

Home Value - \$25/M

\$124,999 and under	8,841
\$125,000 to \$199,999	13,758
\$200,000 to \$299,999	14,876
\$300,000 to \$499,999	12,687
\$500,000 to \$799,999	10,366
\$800,000 and more	3,874

Marital Status - \$25/M

Married	53,783
Single	20,865

Bank Card Owner - \$25/M

Finance Card	3,421
Premium Bank Card	10,210
Oil Company Card	4,067
Retail Store Card	20,369
Specialty Store Card	7,421

Religion - \$25/M

Catholic	7,461
Jewish	5,256
Protestant	8,051

Other Consumer Data Available - Please Inquire