



Magazine Telemarketing

Universe/Base Rate

Count: 138,484

Price: \$350/M

Source: Print and Online Community

List Type: Telemarketing

Updated: Quarterly

Last Update: 12/09

Minimum Order: 5,000 Names

Profile

CIO Magazine – the core of business technology leadership.

CIO Magazine delivers the most powerful audience with the largest IT budgets of any publication. They are the IT leaders within their organizations – Chief Information Officers and other IT executives, with final purchase authority within their company.

CIO Magazine Audience:

- 100% personally involved in IT purchases for their organizations
- \$361 million average IT budget
- \$7.3 billion average company revenues
- 26,742 average number of employees
- CIO Magazine reaches more CIOs than any other publication

Sources: Intelliquest CIMS Fall Business Influencer Study, November 2007; CIO BPA, June 2007; IDG AdGauge Study, CIO December 1, 2007 Issue; CIO Open Editorial Survey, Research Results, February 2007.

CIOs are challenged by the dynamic context of today's IT business environment from regulators, security threats and continued economic constraints. They rely on CIO Magazine's trusted analysis, case studies, research and peer-to-peer advice to help them anticipate these challenges and make the right decisions.

Invest with the leader – CIO Magazine – deliver your message to the most influential CIOs and IT executives with the power and budget to buy.

Multi-Channel Base Rate

CPM

| | |
|---------------------------------|---------|
| Telemarketing and Postal Offers | \$605/M |
| Telemarketing and Email Offers | \$630/M |

Demographic Selects

CPM

| | |
|---|--------|
| Geographic | \$15/M |
| Primary Job Title | \$25/M |
| Primary Job Function | \$25/M |
| Organization's Industry or Function | \$25/M |
| Number of Employees at Organization | \$25/M |
| Total Annual Revenue of Organization | \$25/M |
| Amount of Technology Products Purchases | \$30/M |
| Operating Systems Used and/or Planned | \$30/M |
| Products and Services Helps Acquire | \$40/M |
| Products Planned to Purchase | \$40/M |

Media Output Formats

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

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Postal are available from the CIO Magazine for telemarketing/postal/email matching. For inquiries or questions, contact Steve Tozeski.



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| Organization's Industry or Function - \$25/M | |
|--|--------|
| Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online) | 2,299 |
| Aerospace/Defense Contractor | 807 |
| Agriculture/Forestry/Fisheries | 180 |
| Business Services/Consultant | 3,139 |
| Construction/Architecture/Engineering | 4,798 |
| Education | 11,622 |
| Finance/Banking/Accounting | 10,920 |
| Government - Federal (Including Military) | 5,533 |
| Government - State/Local | 6,062 |
| Healthcare/Medical/Pharmaceutical/Bio-Tech | 7,202 |
| Insurance/Real Estate/Legal | 10,522 |
| Manufacturing & Process Industries | 16,932 |
| Mining/Oil/Gas | 1,733 |
| Retailer/Wholesaler/Distributor (Non-Computer) | 5,108 |
| Transportation/Utilities (Energy, Water, etc.) | 11,098 |
| Travel/Hospitality/Entertainment/Recreation | 2,337 |
| Communication Carriers (ISP, Telecomm, Data Comm, Cable) | 3,778 |
| Computer/Network Consultant | 3,536 |
| E-Commerce/Internet | 586 |
| Retailer/Wholesaler/Distributor (Computer Related) | 2,087 |
| Manufacturing - Hardware/Software | 6,247 |
| Service Provider (MSP, BSP, ASP, ESP, Web Hosting) | 1,705 |
| VAR/VAD/OEM | 3,274 |
| Other | 243 |

| Primary Job Title - \$25/M | |
|--|--------|
| CIO/CTO/CSO | 23,646 |
| Executive Vice President, Senior Vice President | 46,360 |
| Vice President | 182 |
| Director | 22,133 |
| Manager | 402 |
| Supervisor | 6 |
| Systems Integrator | 32 |
| Technical Consultant | 465 |
| CEO/COO/Chairman/President | 13,357 |
| CFO/Controller/Treasurer | 3,525 |
| Executive Vice President, Senior Vice President, Vice President, General Manager | 423 |
| Director, Manager | 1,655 |
| Other Corporate, Business Manager | 10,961 |
| Consultant (Non-Technical) | 38 |
| Other: IT Staff | 177 |
| Other: Non-Manager | 433 |

| Primary Job Function - \$25/M | |
|--|--------|
| Executive IT (CIO/CTO/CSO/EVP/SVP/VP) | 8,299 |
| IT Management (Director/Manager) | 2,406 |
| Network/Systems Management | 2,266 |
| R&D Management | 84 |
| Web-Based Business | 1,062 |
| Applications Development | 426 |
| Systems Engineering | 1,550 |
| Programming/Systems Analyst/Architect | 190 |
| Telecommunications | 165 |
| Consultant/Integrator | 172 |
| Other IT Management | 21,370 |
| Corporate Management (CEO/COO/President/GM/VP) | 7,961 |
| Finance Management (CFO/Controller/Treasurer) | 2,209 |
| Sales/Marketing | 2,551 |
| Human Resources/Training/Education | 51 |
| Legal/Compliance | 15 |
| Other Management | 2,157 |
| Other: IT Staff/Technical Support | 106 |
| Other: Non-Technical Consultant/Integrator | 33 |
| Other: None of the Above | 151 |

| Number of Employees at Entire Organization - \$25/M | |
|---|--------|
| 20,000 or more | 23,009 |

| | |
|------------------|--------|
| 10,000 to 19,999 | 8,094 |
| 5,000 to 9,999 | 11,578 |
| 1,000 to 4,999 | 20,157 |
| 500 to 999 | 13,727 |
| 100 to 499 | 22,919 |
| 50 to 99 | 236 |
| Less than 50 | 19,361 |

| Total Budget of Entire Organization - \$25/M | |
|--|--------|
| \$1 Billion or more | 3,824 |
| \$500 to \$999.9 Million | 1,929 |
| \$100 to \$499.9 Million | 5,255 |
| \$50 to \$99.9 Million | 3,186 |
| \$10 to \$49.9 Million | 7,303 |
| \$1 to \$9.9 Million | 6,263 |
| \$500,000 to \$999,999 | 19,876 |
| \$250,000 to \$499,999 | 153 |
| \$100,000 to \$249,999 | 177 |
| Under \$100,000 | 179 |

| Operating Systems Used and/or Planned - \$30/M | |
|--|--------|
| Windows Server 2003 | 63,554 |
| Windows XP | 62,394 |
| VM/MVS | 28,820 |
| Linux | 37,614 |
| Unix | 38,329 |
| Netware | 15,204 |
| Mac OS | 20,867 |
| Other | 6,149 |

| Total Annual Revenues of Entire Organization - \$25/M | |
|---|--------|
| Over \$40 Billion | 8,123 |
| \$30 Billion to \$40 Billion | 3,745 |
| \$15 Billion to \$29.9 Billion | 5,075 |
| \$10 Billion to \$14.9 Billion | 5,416 |
| \$5 Billion to \$9.9 Billion | 9,153 |
| \$1 Billion to \$4.9 Billion | 13,091 |
| \$501 Million to \$999 Million | 8,255 |
| \$101 Million to \$500 Million | 15,419 |
| \$50 Million to \$100 Million | 11,695 |
| Under \$50 Million | 28,419 |

| Total Annual Amount of Technology Products and Services Currently Involved in Purchasing for All Locations Of Organization - \$30/M | |
|---|--|
|---|--|

| Technology Products and Services | |
|---|--|
| E-Commerce | |
| Telecommunications | |
| Computer Systems | |
| Wireless | |
| Software | |
| Services | |
| Storage | |
| Security | |
| Peripherals | |
| Dollar Value | |
| \$250 million or more | |
| \$150 to \$249.9 million | |
| \$100 to \$149.9 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 | |
| \$50,000 to \$99,999 | |
| \$25,000 to \$49,999 | |
| Under \$25,000 | |
| Please call your Account Representative for counts. | |

| Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M | |
|---|--------|
| Application Development Software | 53,726 |
| Backup/Disaster Recovery Hardware | 55,999 |
| Backup/Disaster Recovery Software | 51,167 |
| Bridges/Routers/Gateways/Hubs | 55,229 |
| Business Intelligence/Data Mining | 48,273 |
| Consulting Services/Outsourcing: Domestic | 51,896 |
| Consulting Services/Outsourcing: Off-Shore | 30,056 |
| CRM Software | 48,239 |
| Database Management Software | 65,245 |
| Data Storage Products | 56,280 |
| Desktop Security Hardware | 53,598 |
| Desktop Security Software | 53,993 |
| Desktop Systems | 78,018 |
| E-Business Consulting Services | 28,357 |
| EDI | 35,773 |
| Electronic Commerce Tools | 41,768 |
| Email/Groupware | 54,216 |
| Encryption Software/Firewalls | 45,976 |
| Enterprise Application Integration | 43,375 |
| Enterprise Portals | 2,356 |
| ERP Software | 50,790 |
| Handheld PCs/PDAs | 58,856 |
| Imaging/Document Management | 3,747 |
| Java | 3,776 |
| Knowledge Management | 49,365 |
| LAN/WAN Hardware | 57,676 |
| Laptop/Notebooks | 74,577 |
| Mainframe/Midrange Application Software | 42,767 |
| Mainframes | 37,869 |
| Marketing/Sales Automation | 37,411 |
| Midrange Computers | 48,886 |
| Modems/Multiplexers | 47,904 |
| Network Management Systems | 47,204 |
| Network Operations Systems | 52,156 |
| Network Security Hardware | 57,210 |
| Network Security Software | 53,310 |
| Network Servers (File, Web, Database) | 70,851 |
| Operating Systems | 48,412 |
| PC/Workstation Software | 67,514 |
| Personal Productivity | 42,493 |
| Printers | 60,810 |
| Search Tools/Engines | 45,698 |
| Security Software/VPNs | 2 |
| Software Storage | 45,965 |
| Supply Chain Management | 36,406 |
| Video Conferencing/Webcasting | 40,874 |
| Web Authoring Tools | 47,961 |
| Web Services | 49,695 |
| Wireless LAN/WAN | 47,324 |
| Master Data Management | 7,233 |
| Ajax | 4,362 |
| Virtualization | 10,540 |
| Universal Communication | 2,959 |
| Identity/Access Management Software | 30,043 |
| SOA Software | 25,355 |

| Products Planned to Purchase - \$40/M | |
|--|--------|
| Computer Hardware | 46,335 |
| Networking Equipment | 34,758 |
| Telecom Equipment | 26,389 |
| Storage Systems | 29,887 |
| Outsourced IT Services | 26,421 |
| Application Software | 33,235 |
| Security Software | 24,742 |
| Wireless/Mobility Solutions | 21,258 |