



Magazine Telemarketing

Telemarketing Offers

Count: 23,615

Price: \$350/M

Source: Print and Online Community

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Telemarketing

Last Update: 12/09

Profile

CSO - the single resource that connects security buyers and sellers.

With CSO you gain access to executives with the authority and budget to purchase your product and service. Almost all security purchases are driven by the CSO and require their buy-in. CSO Magazine provides access to this group of decision makers in this essential role.

CSO Magazine is the resource for security executives who are active knowledge seekers on such topics as IT security, leadership, physical security, laws and compliance, business continuity, risk analysis and privacy.

Profile of the CSO Magazine Reader:

- \$25 million average security budget
- Average company revenues are \$10.1 billion
- 97% set security goals, direction, budgets and standards
- 100% are personally involved in security purchases for their organizations

Sources: CSO Subscriber File, CSO, 09/07; CSO Open Editorial Study, Research Results, 02/06; IDG Research AdGauge Study; CSO, 12/07; CSO Reader Profile Study, Research Results, 09/04.

Interact with the CSO audience - who has the interest and authority to purchase your security products and services.

Multi-Channel Base Rate

CPM

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

Demographic Selects

CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Job Title	\$25M
Organization's Business/Industry	\$25/M
Number of Employees	\$25M
Annual Company Revenue	\$25/M
Involvement Security Purchasing Decisions	\$25/M
Annual Budget for Security Products	\$25/M
Security Products/Services Recommend	\$40/M

Media Output Formats

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

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Email and postal names are available from the CSO Magazine for postal/email/telemarketing 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)	467
Aerospace/Defense Contractor	229
Agriculture/Forestry/Fisheries	28
Business Services/Consultant	560
Construction/Architecture/Engineering	531
Education	2,045
Finance/Banking/Accounting	2,305
Government - Federal (Including Military)	1,575
Government - State/Local	1,382
Healthcare/Medical/Pharmaceutical/Bio-Tech	1,325
Insurance/Real Estate/Legal	1,482
Manufacturing & Process Industries	2,129
Mining/Oil/Gas	173
Retailer/Wholesaler/Distributor (Non-Computer)	1,226
Transportation/Utilities (Energy, Water, etc.)	1,515
Travel/Hospitality/Entertainment/Recreation	15
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	905
Computer/Network Consultant	878
E-Commerce/Internet	115
Retailer/Wholesaler/Distributor (Computer Related)	430
Manufacturing - Hardware/Software	1,071
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	399
VAR/VAD/OEM	608
Other	791

Primary Job Title - \$25/M	
CIO/CTO/CSO	4,253
Executive Vice President, Senior Vice President	3,909
Vice President	25
Director	6,914
Manager	117
Supervisor	1
Systems Integrator	6
Technical Consultant	958
CEO/COO/Chairman/President	1,763
CFO/Controller/Treasurer	368
Executive Vice President, Senior Vice President, Vice President, General Manager	383
Director, Manager	1,513
Other Corporate, Business Manager	687
Consultant (Non-Technical)	8
Other: IT Staff	36
Other: Non-Manager	1,318

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	1,367
IT Management (Director/Manager)	981
Network/Systems Management	406
R&D Management	18
Web-Based Business	103
Applications Development	83
Systems Engineering	186
Programming/Systems Analyst/Architect	21
Telecommunications	148
Consultant/Integrator	83
Other IT Management	1,977
Corporate Management (CEO/COO/President/GM/VP)	712
Finance Management (CFO/Controller/Treasurer)	118
Sales/Marketing	228
Human Resources/Training/Education	22
Legal/Compliance	23
Other Management	163
Other: IT Staff/Technical Support	106
Other: Non-Technical Consultant/Integrator	9
Other: None of the Above	82

Number of Employees at Entire Organization - \$25/M	
20,000 or more	5,837

10,000 to 19,999	2,024
5,000 to 9,999	2,755
1,000 to 4,999	4,874
500 to 999	2,866
100 to 499	980
50 to 99	20
Less than 50	2,733

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	520
\$500 to \$999.9 Million	259
\$100 to \$499.9 Million	675
\$50 to \$99.9 Million	475
\$10 to \$49.9 Million	1,064
\$1 to \$9.9 Million	920
\$500,000 to \$999,999	1,857
\$250,000 to \$499,999	36
\$100,000 to \$249,999	35
Under \$100,000	152

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	5,120
Windows XP	5,105
VM/MVS	2,563
Linux	3,415
Unix	3,426
Netware	1,389
Mac OS	168
Other	591

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	1,511
\$30 Billion to \$40 Billion	719
\$15 Billion to \$29.9 Billion	1,117
\$10 Billion to \$14.9 Billion	803
\$5 Billion to \$9.9 Billion	1,483
\$1 Billion to \$4.9 Billion	2,113
\$501 Million to \$999 Million	1,204
\$101 Million to \$500 Million	1,960
\$50 Million to \$100 Million	1,356
Under \$50 Million	2,753

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	4,370
Backup/Disaster Recovery Hardware	5,457
Backup/Disaster Recovery Software	5,073
Bridges/Routers/Gateways/Hubs	5,127
Business Intelligence/Data Mining	3,848
Consulting Services/Outsourcing: Domestic	4,325
Consulting Services/Outsourcing: Off-Shore	2,227
CRM Software	3,687
Database Management Software	5,488
Data Storage Products	5,065
Desktop Security Hardware	5,265
Desktop Security Software	5,402
Desktop Systems	6,915
E-Business Consulting Services	2,447
EDI	2,877
Electronic Commerce Tools	3,242
Email/Groupware	4,778
Encryption Software/Firewalls	5,184
Enterprise Application Integration	3,480
Enterprise Portals	237
ERP Software	3,858
Handheld PCs/PDAs	5,254
Imaging/Document Management	428
Java	444
Knowledge Management	4,066
LAN/WAN Hardware	5,375
Laptop/Notebooks	6,649
Mainframe/Midrange Application Software	3,429
Mainframes	3,033
Marketing/Sales Automation	2,687
Midrange Computers	4,181
Modems/Multiplexers	4,345
Network Management Systems	4,557
Network Operations Systems	4,984
Network Security Hardware	5,686
Network Security Software	5,464
Network Servers (File, Web, Database)	6,395
Operating Systems	4,048
PC/Workstation Software	5,996
Personal Productivity	3,206
Printers	5,261
Search Tools/Engines	3,758
Software Storage	4,082
Supply Chain Management	2,583
Video Conferencing/Webcasting	3,502
Web Authoring Tools	4,067
Web Services	4,124
Wireless LAN/WAN	4,405
Master Data Management	906
Ajax	523
Virtualization	1,379
Universal Communication	474
Identity/Access Management Software	3,177
SOA Software	1,826

Security Products, Systems and/or Services Recommend, Specify or Buy - \$40/M	
Access Control/Components/Equipment	5,991
Alarms/Burglar Electronics Systems	3,104
Antivirus Software	5,203
Audit Software	3,745
Biometrics	3,692
CCTV Systems & Surveillance	3,126
Certificate Authorities	3,757
Consulting Services/Outsourcing Domestic	4,443
Crypto Accelerators	2,080
Digital Forensics	2,492
Disaster Recovery/Business Continuity	4,413
Email Scanning	4593
Encryption Software/Firewalls	5,286
Enterprise Security Management	4,259
Executive Recruitment	1,394
Facilities Systems	2,828
Fire Protection/Detection/Controls	2,758
Firewall/VPN Appliances	6,198
Firewall Software	5,035
Host/Legacy Single Sign-On	2,622
Host Vulnerability Assessment	3,676
IDS Appliances	4,132
Integrated Systems/Monitoring Equipment	3,158
Intrusion Detection Systems	6,037
Managed Security Services	3,456
Managed VPNs	2,481
Network Vulnerability Assessment	4,075
Outside Audit Services	2,214
Penetration Testing	3,707
Perimeter Security	2,893
Provisioning	2,388
Secure Email	4,555
Security Hardware VPNs	5,244
Security Software VPNs	4,812
Smart Cards	4,391
Tokens	3,507
Training/Education	4,040
Web Filtering	4,108
Web Single Sign-On	3,535
Wireless/Mobile Security	4,518

Products Planned to Purchase - \$40/M	
Computer Hardware	3,643
Networking Equipment	3,068
Telecom Equipment	2,294
Storage Systems	2,654
Outsourced IT Services	1,994
Application Software	2,379
Security Software	2,999
Wireless/Mobility Solutions	1,828