

COMPUTERWORLD Telemarketing

Telemarketing Offers

Count: 172,730

Price: \$325/M

Source: Controlled Circulation

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Telemarketing

Last Update: 12/09

Profile

Computerworld – reaches the key influencers in large organizations.

While Computerworld reaches IT influencers of all types across its online and print audience bases, at the core are IT executives in larger organizations. For forty years, Computerworld has been the leading source of technology news and information for these decision makers worldwide.

Computerworld Audience:

Print -

- 67% at large organizations (1,000 + employees)
- 69% IT Management

Online -

- 47% at large organizations (1,000 + employees)
- 44% IT Management

Source: Online – Research Results Site Profile Study November 2007;
Print – July 2007 BPA statement.

Computerworld connects you to IT leaders responsible for large budgets to purchase computer hardware and software and all related business products. Look no further to reach the business strategists that are driving IT for their companies.

Multi-Channel Price

CPM

| | |
|---------------------------------|---------|
| Telemarketing and Postal Offers | \$555/M |
| Telemarketing and Email Offers | \$605/M |

Demographic Selects

CPM

| | |
|--|--------|
| Geographic | \$15/M |
| Home/Business Address | \$15/M |
| Organization Industry or Function | \$25/M |
| Primary Job Title | \$25/M |
| Primary Job Function | \$25/M |
| Number of Employees | \$25/M |
| Annual Budget for Information Services | \$25/M |
| IT Functions or Services to Outsource | \$25/M |
| Fortune 1000 | \$25/M |
| Operating Systems/Network Environments | \$30/M |
| Products and Services Purchase Involvement | \$40/M |
| Enterprise Software/Services Purchasing | \$40/M |
| Hardware Products Purchase Involvement | \$40/M |
| Products or Tech Purchase Involvement | \$40/M |

Formats

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

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Email names are available for the Computerworld for telemarketing/postal/email matching. For inquiries or questions, contact Steve Tozeski.



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Computerworld Telemarketing

Demographic Selects as of 12/09

| Organization Industry or Function at Location - \$25/M |
|---|
| Advertising/Marketing/Public Relations/Media |
| Aerospace/Defense Contractor |
| Agriculture/Forestry/Fisheries |
| Business Services/Consultant (Non-Computer Related) |
| 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/Recreation/Entertainment |
| Other |
| Communication Carriers (ISP, Telecomm, Data Comm, Cable) |
| Computer/Network Consultant |
| E-Commerce/Internet |
| Retailer/Wholesaler/Distributor |
| Manufacturing - Hardware/Software |
| Service Provider (MSP, BSP, ASP, ESP, Web Hosting) |
| VAR/VAD/OEM |
| Other |

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

| 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 Management & Strategy |
| Project Management |
| Infrastructure & Storage Management |
| Supply Chain Management |
| Application Development/Management |
| Security Management |
| Mobile/Wireless Management |

| |
|--|
| Data Management/Business Intelligence |
| Web Development/Management |
| E-Business |
| Networking/Communications |
| IT Services/Outsource/Systems Integration/Consultant |
| Other Management |
| Other: IT Staff/Technical Support |
| Other: Non-Technical Consultant/Integrator |
| Other: None of the Above |

| 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 |

| Annual Budget for Information Services - \$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 |

| Products and Services Involved in Purchasing - \$40/M |
|--|
| Can Choose From: |
| A) For This Location B) For all Other Locations |
| A) Electronic Commerce/Internet Business |
| B) Internet/Intranet/Extranet |
| C) Telecommunication Equipment/Services |
| D) PCs (Desktop/Notebook) |
| E) Servers/Workstations |
| F) Networking Products/Services |
| G) Large Distributed Systems (Mainframes/Midrange/Mini) |
| H) Peripherals |
| I) Software |
| J) Mobile/Wireless/Handhelds |
| K) Storage Management |
| J) Systems Integrators/Consultants |
| \$250 Million or more |
| \$150 Million to \$249.9 Million |
| \$100 Million to \$149.9 Million |
| \$50 Million to \$99.9 Million |
| \$10 Million to \$49.9 Million |
| \$1 Million to \$9.9 Million |
| \$500,000 to \$999,999 |
| \$250,000 to \$499,999 |
| \$100,000 to \$249,999 |
| \$75,000 to \$99,999 |
| \$50,000 to \$74,999 |
| \$25,000 to \$49,999 |
| Under \$25,000 |

| Operating Systems/Network Environments Used or Planned - \$30/M |
|--|
| Windows Server 2003 |
| Windows XP |
| Windows 2000 |
| Windows NT |
| Windows 95/98 |
| Windows CE |

| |
|---------------|
| Palm OS |
| OS/400 |
| VM/MVS |
| Linux |
| Unix |
| Solaris |
| Netware |
| Mac OS |
| Windows Vista |
| Other |

| Enterprise Software/Services That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M | |
|--|------------|
| C) Current | P) Planned |
| Enterprise Software/Services | |
| Application Service Providers (ASPs) | |
| Enterprise Resource Planning (ERP)/Customer Relationship Management (CRM) | |
| Knowledge Management (KM) | |
| Groupware/Messaging - Email | |
| Systems Management | |
| Accounting/Financial | |
| Data Mining/Data Warehousing/Statistical Analysis | |
| Business Intelligence/Data Management | |
| Relational Database (RDBMS) | |
| Middleware | |
| Application Development Software | |
| Sales Automation/Marketing | |
| Document Management/Imaging | |
| Transaction Processing | |
| Human Resources (HR) | |
| Identity Management/Directory Services | |
| PC Applications/Suites | |
| Regulatory Compliance Products/Services | |
| Application Development | |
| Java | |
| .NET | |
| Application Development Management Tools | |
| Other Application Development Software | |
| Web Services | |

| Hardware Products That Help Acquire and/or Plan To Acquire Through Approval, Planning, Recommendation or Specification - \$40/M | |
|---|------------|
| C) Current | P) Planned |
| Hardware | |
| Mainframes | |
| Unix Servers | |
| Windows Servers | |
| Linux Servers | |
| Blade Servers | |
| PCs/Workstations | |
| Laptops/Notebooks | |
| Handheld PCs, PDAs, Pocket PCs, Wireless Devices | |
| Peripherals | |
| Printers/Copiers/Multifunction | |
| Removable High-Capacity Storage | |
| Tape Backup Systems | |
| Monitors | |
| Scanners | |
| UPS | |
| LCD Projection Devices | |

| Products or Technologies That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M | |
|--|------------|
| C) Current | P) Planned |
| Networking Products and Technologies | |
| Wired LANs | |
| Wireless LANs, Wi-Fi | |
| Switches, Routers, Hubs | |

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|--|
| Security/Firewalls |
| Network Systems Management Software |
| Network Security Software |
| Load Balancing |
| VoIP |
| Storage |
| SAN (Storage Area Network) |
| NAS (Network Attached Storage) |
| Storage Management |
| Disk Arrays (Fiber, SCSI) |
| Disaster Recovery/Business Continuity |
| Desktop Storage |
| Other Storage |
| Security |
| Firewalls |
| Intrusion Detection/Prevention |
| VPN Services |
| Anti-Virus |
| Smart Cards |
| Biometrics |
| Security Management Services/Software |
| Internet Infrastructure |
| Web Applications/Authoring Tools |
| Content Management |
| Web Site Management/Performance Monitoring |
| Supply Chain |

| IT Functions or Services Currently or Plan to Outsource Within the Next 12 Months - \$25/M | |
|---|--|
| Application Development | |
| Application Support/Maintenance | |
| Help Desk/Call Center | |
| Network Operations | |
| Business Processes | |