

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
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	

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	