



Enterprise IT Executive Telemarketing Database

Universe/Base Rate

Count: 900,858

Price: \$340/M

Source: Print and Online

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Phone

Last Update: 12/09

Profile

With the IDG Enterprise IT Executive Telemarketing Database you can reach users of network and IT products and services. These individuals are corporate professionals who have substantial purchasing influence for every type of networking equipment or service. This database is an excellent marketing tool for any offers of hardware, software, seminars, trade shows, services or computer catalogs related to the networking market.

The IDG Enterprise IT Executive Telemarketing Database is an unduplicated file built from the network and IT selections on the following subscriber lists: CIO, Computerworld, CSO, InfoWorld and Network World. The combination of these highly responsive lists gives you unmatched access to this strong market – complete with selectability.

Clearly one of the most well established markets in the computer industry today, this database offers the largest single source of qualified networking leads.

Multi-Channel Base Rate

CPM

Telemarketing and Postal Offers	\$585/M
Telemarketing and Email Offers	\$620/M

Demographic Selects

CPM

Geographic	\$15/M
Job Function	\$25/M
Industry	\$25/M
Employee Size	\$25/M
Operating System	\$30/M
Products and Services Purchased	\$40/M

Media Output Formats

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

For inquiries or questions, contact Steve Tozeski.
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Postal and Email names are available for the IDG Enterprise IT Executive Database for postal/email/telemarketing matching.
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Job Function - \$25/M

Corporate Management
IT Management
Network Management
Marketing/Sales
Financial Management
Technical/Engineering/Research & Development
Programmer/Systems Analyst/Software Developer
Internet/Intranet/Webmaster
Consulting
CIO/CTO
IT Staff

Industry - \$25/M

Computer Manufacturer
Non-Computer Manufacturer
Business Services
Retail/Wholesale/Distributor
Agriculture/Mining/Construction/Petroleum/Refining
Insurance/Real Estate/Legal
Public Utility/Transportation
Government: Federal
Health Services
VAR/VAD/System Integrators
Education
ISP/ASP/Technical Service Provider
Aerospace
Government: State/Local
Telecomm
Consulting
Finance/Banking/Accounting
Advertising/Marketing/Public Relations/Media
Other

Employee Size - \$25/M

Under 50
50 to 99
100 to 499
Under 500
500 to 999
1,000 to 4,999
5,000 to 9,999
10,000 and over

Operating System - \$30/M

MVS/VM
Novell Netware
OS 400
PalM OS
VMS
Unix
Windows XP
Windows 98, 2000
Vista
Linux
Macintosh
Windows 2003
Windows CE
Windows NT
Solaris

Products and Services Purchased - \$40/M

Access Control
Accounting/Finance
Anti-Virus/Anti-Spam
Application Development
ASP/ISP
Authentication/Authorization/Biometrics
Backup/Business Continuity/Disaster Recovery
Business Intelligence/Data Management/Data Warehousing
Call Center Tools
Compliance
Consulting/Outsourcing
Customer Relationship Management
Database Management
Desktop Security
Desktop/PCs
Displays/Monitors
Document Management/Imaging
E-Commerce
Education/Training Services
Email/Groupware
Encryption
Enterprise Application Integration
Enterprise Content Management
Enterprise Resource Planning
Internet/Intranet Products
Firewall
Handheld/PDAs
Human Resources
Identity Management
Intrusion Detection/Prevention
Java
Knowledge Management
LAN/WAN
Laptops/Notebooks
Life Sciences
Mainframes
Managed Services
Marketing/Sales Automation
Network Security
Network/Systems Management
Networking Products
Optical Networks/Switches
Printers/Scanners
Projection Devices
Telecommunications
Remote Access
Security
Servers
Service Oriented Architecture
Services
Smart Cards
Storage
Supply Chain
UPS
Video Conferencing
Voice Over IP
VPN
Web Development/Tools/Services
Wireless
Workstations
Virtualization
Wireless LAN/WAN