



Security Telemarketing Database

Universe/Base Rate

Count: 496,181

Price: \$340/M

Source: Print and Online

List Type: Phone

Updated: Quarterly

Last Update: 12/09

Minimum Order: 5,000 Names

Profile

With the IDG Security Telemarketing Database you can reach information technology professionals who have the responsibility of protecting and securing the informational assets of their company.

The IDG Security Telemarketing Database is an unduplicated database built from the security job function and/or security product purchasing selects from the publication or newsletter subscribers to the following: CIO, Computerworld, CSO, InfoWorld and Network World.

Don't miss an opportunity to reach IT security professionals in one of the fastest growing markets in the computer industry.

According to IDC, the global market for providers of information security services is projected to exceed \$32.5 billion by 2010.

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

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 Security Database for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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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

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

Employee Size - \$25/M

Under 50
50 to 99
100 to 499
Less than 500
500 to 999
1,000 to 4,999
5,000 to 9,999
Over 10,000