



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

IDG is the most trusted name in technology information and is the world's leading technology, research and event company. For over 40 years, it has been at the forefront of trends and changes in the marketplace that make it one of the most dynamic media companies worldwide.

The IDG Telemarketing Database provides a Triple Power, allowing you to connect with not only the Tech Decision-Maker, but also the Business-to-Business Professional and the highly educated, upscale Consumer – all with the power to purchase.

The IDG Telemarketing Database gives you unsurpassed reach and is perfect for every type of offer from hardware and software, to seminars, small business offers and consumer publishing.

Harness the collective power of the IDG Telemarketing Database, built from the subscribers to the following: CIO, CMO, Computerworld, CSO, InfoWorld and Network World.

Multi-Channel Base Rate CPM

Telemarketing and Postal Offers	\$570/M
Telemarketing and Email Offers	\$620/M

Demographic Selects CPM

Geographic	\$15/M
Power Decision Maker	\$25/M
Job Function	\$25/M
Industry	\$25/M
Employee Size	\$25/M
Hotline	\$25/M
Gender	\$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 from the IDG Corporate Database List for telemarketing/postal/e-mail matching. For inquiries or questions, contact Steve Tozeski.



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Power Decision Maker - \$25/M

Director Level and above	551,358
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Job Function - \$25/M

Corporate Management	523,737
IT Management	370,613
Network Management	242,211
Marketing/Sales	68,225
Financial Management	28,188
Technical/Engineering/Research & Development	223,796
Programmer/Systems Analyst/Software Developer	73,081
Internet/Intranet/Webmaster	86,537
Consulting	138,796
CIO/CTO	206,358
IT Staff	183,019

Industry - \$25/M

Computer Manufacturer	84,996
Non-Computer Manufacturer	104,044
Business Services	43,521
Retail/Wholesale/Distributor	73,408
Agriculture/Mining/Construction/Petroleum/Refining	11,804
Insurance/Real Estate/Legal	47,332
Public Utility/Transportation	49,059
Government: Federal	57,451
Health Services	67,217
VAR/VAD/System Integrators	35,776
Education	83,130
ISP/ASP/Technical Service Provider	34,476
Aerospace	16,447
Government: State/Local	50,325
Telecomm	42,945
Consulting	101,149
Finance/Banking/Accounting	67,292
Advertising/Marketing/Public Relations/Media	32,267
Other	37,746

Employee Size - \$25/M

Under 50	156,753
50 to 99	67,358
100 to 499	184,144
Under 500	4,936
500 to 999	86,846
1,000 to 4,999	150,828
5,000 to 9,999	90,121
10,000 and over	236,562

Operating System - \$30/M

MVS/VM	98,570
Novell Netware	148,093
OS 400	87,024
Palm OS	147,725
VMS	65,547
Unix	278,563
Windows XP	575,259
Windows 98, 2000	494,577
Vista	10,249
Linux	383,245
Macintosh	179,453
Windows 2003	259,836
Windows CE	73,338
Windows NT	388,618
Solaris	299,397

Products and Services Purchased - \$40/M

Access Control	156,530
Accounting/Finance	170,754
Anti-Virus/Anti-Spam	346,584
Application Development	269,252
ASP/ISP	162,276
Authentication/Authorization/Biometrics	185,810
Backup/Business Continuity/Disaster Recovery	305,313
Business Intelligence/Data Management/Data Warehousing	294,012
Call Center Tools	85,027
Compliance	134,795
Consulting/Outsourcing	350,682
Customer Relationship Management	181,706
Database Management	230,759
Desktop Security	100,864
Desktops/PCs	278,855
Displays/Monitors	274,940
Document Management/Imaging	101,616
E-Commerce	420,646
Education/Training Services	66,669
Email/Groupware	315,408
Encryption	205,647
Enterprise Application Integration	119,541
Enterprise Content Management	195,878
Enterprise Resource Planning	310,628
Internet/Intranet Products	518,868
Firewall	371,442
Handheld/PDAs	326,376
Human Resources	88,061
Identity Management	212,694
Intrusion Detection/Prevention	249,633
Java	117,506
Knowledge Management	171,551
LAN/WAN	268,305
Laptops/Notebooks	477,332
Life Sciences	0
Mainframes	223,028
Managed Services	54,104
Marketing/Sales Automation	125,533
Network Security	204,166
Network/Systems Management	375,103
Networking Products	513,690
Optical Networks/Switches	178,416
Printers/Scanners	404,301
Projection Devices	95,365
Telecommunications	149,448
Remote Access	168,349
Security	384,201
Servers	546,707
Service Oriented Architecture	76,537
Services	304,558
Smart Cards	89,596
Storage	577,535
Supply Chain	125,152
UPS	176,420
Video Conferencing	172,870
Voice Over IP	177,573
VPN	289,917
Web Development/Tools/Services	399,619
Wireless	545,336
Workstations	368,649
Virtualization	110,639
Wireless LAN/WAN	312,991