

InfoWorld Telemarketing

Telemarketing Offers

Count: 149,628

Price: \$325/M

Source: Online Community

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Telemarketing

Last Update: 12/09

Profile

InfoWorld – How Technology Drives Business.

InfoWorld is the leading source of information on emerging technologies and is the only brand that explains to senior technology decision makers how these technologies work and how they can use them to drive their business.

InfoWorld Audience:

- 37% - IT Management
- 37% - Business Management
- 26% - IT Professional (Staff/Developer/Integrator)

- 90% - Rely on InfoWorld for purchase decisions
- 6 out of 10 - Visitors consider themselves innovators or early adopters

- 67% - Visitors identify products or technology requirements for their company
- 60% - Evaluate products, brands and services for their enterprise

Source: InfoWorld Profile Study, October 2007.

InfoWorld Telemarketing contains IT decision-makers who architect and implement new technology platforms - virtualization, enterprise data protection, SOA - in real world environments. They trust InfoWorld because for over 30 years it has been reporting on the cutting edge of business technology.

Multi-Channel Base Rate

CPM

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

Demographic Selects

CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Industry	\$25/M
Job Title	\$25/M
Job Function	\$25/M
Number of Employees	\$25/M
Involvement with Strategic Technology	\$25/M
Amount of Computer Products Buys	\$30/M
Operating Systems Used or Planned	\$30/M
Involvement in IT Products/Services	\$40/M
Involvement in Software/Services	\$40/M
Involvement in Hardware/Peripherals	\$40/M
Involvement in Products/Technologies	\$40/M

Media Output Formats

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

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Postal and email names are available from InfoWorld for telemarketing/postal/email matching. For inquiries or questions, contact Steve Tozeski.



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InfoWorld Telemarketing

Demographic Selects as of 12/09

Total Amount of Products and Services Subscriber Buys, Specifies, Recommends or Approves The Purchase of in a Year - \$30/M
Can choose from:
A) For this Location
B) For other Locations
Product Category
Large Systems
Client Computers
Networking/Telecom (including Servers)
Wireless
Storage
Peripheral Equipment
Software
Service/Support/Outsourcing
\$100 million or more
\$50,000,000 to \$99,999,999
\$30,000,000 to \$49,999,999
\$20,000,000 to \$29,999,999
\$10,000,000 to \$19,999,999
\$5,000,000 to \$9,999,999
\$2,500,000 to \$4,999,999
\$1,000,000 to \$2,499,999
\$600,000 to \$999,999
\$400,000 to \$599,999
\$100,000 to \$399,999
\$50,000 to \$99,999
Less than \$49,999

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

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

Other Management
IT Staff/Technical Support
Non-Technical Consultant/Integrator

Operating Systems Used or Planned at Location - \$30/M
Windows XP
Other Windows
Mac
Linux/Unix/Solaris
Windows 2000
Windows 2003
Windows NT
Windows 95/98
Windows CE
Mac OS
Solaris
Unix
Linux
MVS, VMS, ESA
VM
OS 400
Netware
Palm OS
Other

Involved in Buying, Specifying, Recommending, Or Approving the Following IT Products/Services - \$40/M
Service Oriented Architecture
Virtualization Oriented Architecture
Open Source Technologies
Risk Management
Customer Relationship Management
Enterprise Resource Planning
Business Process Management/Outsourcing
Business Intelligence/Data Mining
Financials/Payroll/Billing
Performance/Application Management
Other Software
Networking
Web Services
Content Management
Network and Systems Management
VoIP (Voice Over IP)
Telecommunications
Wireless
Remote Access
Web/Video Conferencing
Storage
Storage Virtualization
Disaster Recovery
Security
Anti-Virus/Content Filtering
Firewall
VPN
Identity Management
Authentication/Authorization
Intrusion Detection & Prevention
Encryption
Other IT Products/Technologies
Server Virtualization
Servers
Multi-Core Processors
Notebooks/Laptops
Mobile Data Center Devices
PDAs/Handhelds/Pocket PC/Wireless

Flat Panel Displays
Printers
Other Hardware/Peripherals

Involved with Company's Strategic Technology Initiatives - \$25/M
Integrate Technology with Company Goals
Define Architecture
Choose Technology Platforms
Develop Technology Integration Strategy
Test, Pilot, Implement Emerging Technologies
Scalability Planning
Build, Run Web Services
Internet/Network Infrastructure
Customer Relationship Management
External Partnership Management
Budgeting
Recruitment & Retention
Other

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

Number of Employees at 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 49

Involved in Buying, Specifying, Recommending, or Approving the Following Software and/or Services - \$40/M
Enterprise/E-Business Applications
Supply Chain/Procurement
Knowledge Management
Collaborative Applications/Groupware
Project Management
Database Management Systems
Manufacturing

Asset Management/Software Distribution
Other Enterprise/E-Business Applications
Integration Software
Business Process Management
Legacy Application Integration Tools
Other Integration Software
Application Development Products
Application Servers
Java/J2EE
.XML
Testing Tools
Other Application Development Software
Other Software

Involved in Buying, Specifying, Recommending, or Approving The Following Hardware and/or Peripherals - \$40/M
Hardware
Mainframes
PCs/Workstations
Network Printers
Other Monitors
UPS (Uninterruptible Power Supply)
Network Copiers
Other Hardware/Peripherals

Involved in Buying, Specifying, Recommending, or Approving the Following Products or Technologies - \$40/M
LAN/WAN
Switches/Routers/Hubs
Caching/Load Balancing
Grid Computing
On Demand Utility Computing
Email
Traffic Monitoring and Analysis
Traffic Management/QoS
Other Networking
High-End/Enterprise Class Storage
Network Attached Storage
Storage Area Networks
Storage Management Software
IP Storage
Direct Attached Storage
Storage Backup
Removable/Portable Storage
Other Storage
Other Security
Internet/Intranet/Extranet
Web Servers
Web Application Development
Web Performance Management/Monitoring
Content/Document Management
Other Internet/Intranet/Extranet