



Subscriber List

Universe/Base Rate

Count: 17,954

Price: \$250/M

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List Type: Postal

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Minimum Order: 5,000 Names

Profile

Direction Informatique is the only French language publication for information news and analysis, that is timely, concise, relevant and unbiased on the events that really matter to its readers – the people responsible for establishing information technology strategies for their organizations.

This list is comprised of subscribers to Canada's French language newspaper serving Quebec-based management and professionals in the information systems/data processing and telecommunications departments of corporations, governments and educational institutions.

Multi-Channel Base Rate CPM

Postal and Email Offers \$605/M

Demographic Selects CPM

Geographic \$15/M

Job Function \$20/M

Business/Industry \$20/M

Employee Size at Organization \$20/M

Media Output Formats

Key Coding N/C

CD \$25/F

Email \$50/F

FTP \$50/F

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Email names are available for the Direction Informatique Subscriber List for postal/email matching. For inquiries or questions, contact Rich Green.



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Job Function - \$20/M	
Corporate Management	4,624
Financial Management	457
Marketing/Sales Management	861
Other Corporate Management	592
Computer/Systems Operations Management	2,769
Computer/Systems Operations Supervisory	1,345
Computer/Systems Operations Staff	3,665
Engineering Management	354
Engineering Staff	675
Consultants	1,776
Educators	522
Other Qualified Personnel	314

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	
Equipment	433
Computer and Data Processing Services:	
Independent Resellers, OEM, Systems House	860
Value Added Dealers/Resellers	454
Other Computer and Electronic Data Processing Services	3,924
Other Manufacturing and Processing	1,269
Government (Federal, Provincial, Municipal)	2,949
Education	1,568
Finance	1,013
Computer/Communications Trade:	
Computer Hardware/Software Retailer	322
Other Retailers	307
Computer/Peripheral Equipment and Software Distributor	256
Other Wholesale/Distribution	424
Medical and Legal Services	404
Transportation Services	280
Utilities: Communications, Electric, Gas and Sanitary	1,303
Construction, Mining and Agriculture	390
Other Qualified Business Services	1,796

Employee Size at Entire Organization - \$20/M	
1 to 9	3,449
10 to 49	1,714
50 to 99	38
100 to 499	1,827
500 to 999	721
1,000 to 2,499	1,333
2,500 to 4,999	647
5,000 or more	1,836

Geographic - \$15/M	
Newfoundland	3
Prince Edward Island	6
Nova Scotia	17
New Brunswick	51
Quebec	16,970
Ontario	726
Manitoba	18
Saskatchewan	6
Alberta and Northwest Territories	66
British Columbia and Yukon Territories	91