

## EDGE Subscriber List

Universe/Base Rate

Count: 14,743

Price: \$250/M

Source: Controlled Circulation – Ceased Publication 03/07

List Type: Postal

Updated: Daily

Last Update: 01/13/09

Minimum Order: 5,000 Names

### Profile

EDGE (Executives in a Digital Global Economy) was a business and technology magazine aimed at senior executives, including CEO's, CFO's, CIO's and Vice Presidents who wanted to know how information technology could be used to transform their business.

While EDGE's main focus was on corporate Canada, it looked at the emerging global executive who needed to understand the role of information technology in business strategy. Through a blend of case studies, feature stories and executive profiles, it not only helped to demystify it, it showed how organizations could achieve a competitive advantage.

### Multi-Channel Base Rate

CPM

Postal and Email Offers \$530/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

For inquiries or questions, contact Rich Green.

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



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**Job Function - \$20/M**

Corporate Management	6,294
Financial Management	560
Sales and Marketing Management	1,065
Other Corporate Management	552
Computer/Systems/Networking Management	2,519
Computer/Systems/Networking Supervisory	414
Computer/Systems/Networking Staff	1,378
Engineering/Manufacturing Management	329
Engineering Staff	1,113
Consultants	1,287
Educators	89
Other Titled Personnel	142

**Business/Industry - \$20/M**

Manufacturing: Computers, Data Processing and Peripheral Equipment	296
Computer and Data Processing Services	5,026
Other Manufacturing and Processing	563
Government	1,391
Education	609
Finance: Banking, Insurance and Real Estate	1,079
Trade: Wholesale and Retail	1,087
Computer Trade: Wholesale and Retail	755
Medical and Legal Services	353
Transportation Services	552
Utilities	333
Construction, Mining and Agriculture	411
Business and Personal Services	2,287

**Employee Size at Entire Organization - \$20/M**

1 to 9	4,704
10 to 49	2,496
50 to 99	981
100 to 499	1,746
500 to 999	719
1,000 to 2,499	2,281
2,500 to 4,999	266
5,000 or more	930

**Geographic - \$15/M**

Newfoundland	109
Prince Edward Island	54
Nova Scotia	300
New Brunswick	239
Quebec	1,927
Ontario	8,547
Manitoba	465
Saskatchewan	280
Alberta and Northwest Territories	1,120
British Columbia and Yukon Territories	1,702