



## Corporate Canadian Database

**Universe/Base Rate**

**Count:** 193,269

**Price:** \$250/M

**Telemarketing Offers**

**Price:** \$350/M

**Source:** Print, Online, Newsletter Community and Exposition Attendees

**Updated:** Semi-Annually

**List Type:** Postal and Telemarketing

**Minimum Order:** 5,000 Names

**Last Update:** 01/22/09

### 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 Corporate Canadian Database provides a Triple Power, allowing you to target 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 Corporate Canadian Database gives you unsurpassed reach and is perfect for every type of offer from hardware and software, to seminars, small business offers, to consumer publishing and high ticket catalogs.

Harness the collective power of the IDG Corporate Canadian Database, built from the publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions. They are: CIO, Computerworld, CSO, IDG Connect, InfoWorld, IT World Canada, LinuxWorld Conference and Expo, Macworld, Network World, NGDC Conference and Expo, PC World and PCWorld.com.

### Demographic Selects

### CPM

Geographic	\$15/M
Home/Business Address	\$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.  
Direct line (508) 370-0822; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)



3 Speen Street • Framingham • MA 01701  
Fax (508) 370-0422  
[www.idglist.com](http://www.idglist.com)

**Power Decision Maker - \$25/M**

Director Level and above	47,508
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**Job Function - \$25/M**

Corporate Management	47,694
IT Management	12,061
Network Management	34,527
Marketing/Sales	11,795
Financial Management	12,885
Technical/Engineering/Research & Development	12,827
Programmer/Systems Analyst/Software Developer	18,627
Internet/Intranet/Webmaster	488
Consulting	14,277
CIO/CTO	25,163
IT Staff	8,323

**Industry - \$25/M**

Computer Manufacturer	5,371
Non-Computer Manufacturer	12,406
Business Services	17,516
Retail/Wholesale/Distributor	14,304
Agriculture/Mining/Construction/Petroleum/Refining	3,716
Insurance/Real Estate/Legal	8,357
Public Utility/Transportation	9,848
Government: Federal	12,074
Health Services	3,671
VAR/VAD/System Integrators	7,642
Education	8,979
ISP/ASP/Technical Service Provider	33,248
Aerospace	397
Government: State/Local	14,268
Telecomm	1,209
Consulting	10,430
Finance/Banking/Accounting	9,294
Advertising/Marketing/Public Relations/Media	468
Other	4,390

**Employee Size - \$25/M**

Under 50	46,502
50 to 99	7,446
100 to 499	16,343
500 to 999	7,503
1,000 to 4,999	20,566
5,000 to 9,999	15,436
10,000 and over	2,503

**Operating System - \$30/M**

Novell Netware	7,445
OS 400	5
Palm OS	8
VMS	752
Unix	16,011
Windows XP	29,359
Windows 98, 2000	32,874
Vista	5,443
Linux	14,401
Macintosh	18,329
Windows 2003	10,893
Windows CE	7
Windows NT	30,259
Solaris	13

**Products and Services Purchased - \$40/M**

Access Control	1
Accounting/Finance	17
Anti-Virus/Anti-Spam	22
Application Development	14
ASP/ISP	8
Authentication/Authorization/Biometrics	8
Backup/Business Continuity/Disaster Recovery	27
Business Intelligence/Data Management/Data Warehousing	23
Call Center Tools	6
Compliance	7
Consulting/Outsourcing	26
Customer Relationship Management	8
Database Management	22
Desktop Security	2
Desktops/PC's	19,891
Displays/Monitors	17
Document Management/Imaging	11
E-Commerce	597
Email/Groupware	15
Encryption	2
Enterprise Application Integration	5,595
Enterprise Content Management	9
Enterprise Resource Planning	22
Internet/Intranet Products	599
Firewall	17
Handheld/PDAs	17
Human Resources	9
Identity Management	13
Intrusion Detection/Prevention	9
Java	11
Knowledge Management	13
LAN/WAN	19
Laptops/Notebooks	19
Life Sciences	0
Mainframe	11
Marketing/Sales Automation	8
Network Security	18
Network/Systems Management	14
Networking Products	34
Optical Networks/Switches	11
Printers/Scanners	18
Projection Devices	11
Telecommunications	6
Remote Access	1
Security	4,643
Servers	31
Service Oriented Architecture	1
Services	20
Smart Cards	6
Storage	2,317
Supply Chain	14
UPS	11
Video Conferencing	2
Voice Over IP	4,747
VPN	11
Web Development/Tools/Services	28
Wireless	32
Workstations	21
Virtualization	1
Wireless LAN/WAN	17