



Technology International Email Database

Universe/Base Rate

Count: 56,513

Price: \$550/M

Source: Print, Online, Newsletter Community and Exposition Attendees

List Type: Email

Updated: Monthly and Cleaned Daily

Last Update: 03/09/09

Minimum Order: 4,000 Names

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 total of IDG's collective reach of the most influential and powerful IT buyers is available in one unduplicated database. And all have given permission to receive third-party emailed product and information offers.

The IDG Technology International Email Database is built from the publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions. They are: CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld.com, InfoWorld Events, InfoWorld Newsletters, LinuxWorld Conference and Expo, Macworld, Network World, Network World Newsletters, NGDC Conference and Expo, PC World, PC World Newsletters and PCWorld.com.

Demographic Selects

CPM

Country	\$25/M
Job Function	\$25/M

Transmission

CPM

HTML	\$100/M
Text	\$100/M

Additional Services

Click-Through Tracking	\$150/F
Personalization	\$100/F
Split (First 2 at no charge)	\$75/F
Suppression*	\$1/M

(* \$175/F minimum and \$550/F maximum)

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