



Email Masterfile

Universe/Base Rate
Telemarketing Offers

Count: 77,308

Price: \$300/M
Price: \$350/M

Source: Controlled Circulation and Newsletter Subscribers
Updated: Daily

List Type: Email and Telemarketing
Last Update: 01/13/09

Minimum Order: 5,000 Names for Email. 5,000 Names for Telemarketing.

Profile

IT World Canada is the country's consummate and most respected media source for news, views and opinions for the enterprise IT professional. IT World Canada's multi-faceted audience of readers represents the IT elite - professionals who are on the leading edge of building and managing the IT resources of Canada's largest companies. In 2007, IT World Canada acquired IT Business, which brought leading brands such as Computer Dealer News, French-language Direction Informatique and www.itbusiness.ca into the fold. These additional brands along with IT World Canada's award-winning CIO Canada, CIO Government Review, ComputerWorld Canada and Network World Canada brands are an unmatched media source and the IT World Canada Email Masterfile delivers the most complete single source for IT buyers and key influencers within Canada's \$41 billion* market.

Representing a strong and growing economy, IT World Canada taps into more than 142,000 technology executives and professionals - representing 70%* of the buying power in Canada:

- It is estimated that large enterprise companies increased their IT spending by more than 7%* in 2006.
- The highest per company spend is still in the large enterprise segment, with a significant proportion focused in very large enterprises of 1000+ employees.

*Source: Ipsos-Reid, 2006

IT World Canada's exceptional email database lists Canada's most unique and highly qualified IT executives - those with the power to influence and make purchase decisions for a range of technology products and services.

Multi-Channel Base Rate

CPM

Email and Postal Offers	\$555/M
Email and Telemarketing Offers	\$630/M

Demographic Selects

CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M
Annual Revenue	\$20/M
IT Budget	\$20/M
LAN Operating Systems Installed	\$20/M
Workstations Installed	\$20/M
Value of Networking Equipment	\$20/M
Operating Systems Installed	\$20/M
Mainframes Installed	\$35/M
Special Interest	\$35/M

Transmission

CPM

HTML	\$115/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)	

For inquiries or questions, contact Rich Green.
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Email names are available for the IT World Canada Masterfile for postal/email/telemarketing matching. For inquiries or questions, contact Rich Green.



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Job Function - \$20/M	
Corporate Management	18,674
Financial Management	1,485
Sales and Marketing Management	5,219
Other Corporate Management	3,369
Computer/Systems/Networking Management	13,031
Computer/Systems/Networking Supervisor	7,885
Computer/Systems/Networking Staff	11,630
Engineering/Manufacturing Management	1,512
Engineering Staff	3,563
Consultants	6,826
Educators	1,750
Other Titled Personnel	1,349

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	2,233
Computer and Data Processing Services	23,416
Other Manufacturing and Processing	5,499
Government	10,676
Educational	5,391
Finance: Banking, Insurance and Real Estate	4,935
Trade: Wholesale and Retail	3,145
Computer Trade: Wholesale and Retail	3,216
Medical and Legal Services	1,780
Transportation Services	1,283
Utilities	4,179
Construction, Mining and Agriculture	1,510
Business and Personal Services	8,872

Employee Size at Entire Organization - \$20/M	
1 to 9	16,195
10 to 49	7,780
50 to 99	3,662
100 to 499	8,037
500 to 999	4,029
1,000 to 2,499	7,876
2,500 to 4,999	3,124
5,000 or more	10,124

LAN Operating Systems Installed - \$20/M	
AppleTalk/AppleShare	1,436
Novell (Netware, 3x, 4x, 5x)	4,527
IBM	2,745
Novell Open Enterprise Server	690
Open VMS	680
Cisco IOS	3,322
Windows NT Advanced Server	16,745
Novell NetWare 6x	2,365
Other	5,074

Mainframes Installed - \$35/M	
IBM or compatible	8,142
Fujitsu	111
Unisys	460
NEC	258
Other	2,218

Workstations Installed - \$20/M	
Intel-based Desktops	26,066
Intel-based Notebooks	18,012
Mac Desktops	4,141
Mac Notebooks	2,690
AMD Desktops	4,928
AMD Notebooks	2,995
Risc/Unix Desktops	4,014
Other	1,729

Annual Revenue - \$20/M	
Over \$1 Billion	4,284
\$501 Million to \$1 Billion	1,437
\$101 Million to \$500 Million	2,355
\$25 Million to \$100 Million	2,413
\$10 Million to \$24.9 Million	1,508
\$5 Million to \$9.9 Million	1,214
\$2 Million to \$4.9 Million	1,975
\$1 Million to \$1.9 Million	716
Under \$1 Million	7,410

Value of Networking Equipment - \$20/M	
\$100 Million or more	183
\$50 Million to \$99.9 Million	100
\$25 Million to \$49.9 Million	119
\$10 Million to \$24.9 Million	232
\$1 Million to \$9.9 Million	1,029
\$100,000 to \$999,999	2,149
\$50,000 to \$99,999	1,266
Under \$50,000	2,036

Operating Systems Installed - \$20/M	
Unix	11,077
Windows NT/2000	19,667
Windows 98	5,325
Windows Vista	5,264
Linux	10,557
Windows ME	2,059
Windows XP	22,782
Windows 2003	9,770
Other	5,273

Special Interest - \$35/M	
Enterprise Infrastructure	7,323
Communications Infrastructure	9,015
Information Architecture	6,984
Integrating IT	7,574
Departmental/End-User Computing	3,839
Enterprise Business Applications	8,499
Security	6,195
Voice Data and IP	5,591
IT Workplace	6,432
Leadership	4,947

IT Budget - \$20/M	
Over \$100 Million	854
\$50 Million to \$99.9 Million	358
\$10 Million to \$49.9 Million	857
\$5 Million to \$9.9 Million	436
\$3 Million to \$4.9 Million	396
\$1 Million to \$2.9 Million	744
\$500,000 to \$999,999	448
\$250,000 to \$499,999	462
Under \$250,000	1,476

Geographic - \$15/M	
Newfoundland	682
Prince Edward Island	284
Nova Scotia	1,594
New Brunswick	1,185
Quebec	17,777
Ontario	38,295
Manitoba	2,053
Saskatchewan	1,244
Alberta and Northwest Territories	6,211
British Columbia and Yukon Territories	7,952