



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 |