



IDG Data Licensing/Data Enhancement

The success of your company centers on the customer intelligence of your database. We have the solution to quickly and effectively profile your customers with key data elements. Now you can capture this intelligence.

- **Enhance your database** with the most trusted brand in technology media – **IDG**.

CRM is your priority. It's not just about keeping your database current and active, but knowing what they do and what they purchase – being able to have the depth of data that makes every marketing effort more directly effective to fulfill your goal. IDG offers the solution with its well respected brands of **CIO**, **Computerworld**, **CSO**, **InfoWorld** and **Network World**.

Data Enhancement services from IDG makes over 2 million IT professionals available to you for in-depth customer profiling, new prospects and more targeted, qualified and quality response power.

Data Licensing/Data Enhancement – Base Rate: \$1,500/M

For program development contact:
IDG List Services – Andrew Sambrook
P: 508.370.0828
E: asambrook@idglist.com

Available Selects:

Job Function – \$25/M:

Corporate Management
CIO/CTO
IS/IT Management
Network Management
IT Staff
Marketing/Sales
Financial Management
Technical/Engineering/R&D
Programmer/Systems
Analyst/Software Developer
Internet/Intranet/Webmaster
Consulting

Industry – \$25/M:

Computer Manufacturer
Non-Computer Manufacturer
Business Services
Retail/Wholesale/Distributor
Agriculture/Mining/Construction/
Petroleum/Refining
Finance/Insurance/Real Estate/Legal
Public Utility/Transportation
Government – Federal
Health Services
VAR/VAD/Systems Integrators
Education
ISP/ASP/Tech Service Provider
Aerospace
Government – State/Local
Telecommunications

Operating System – \$30/M:

Unix/Xenix
Windows 98, 2000
Linux
Macintosh
Windows 2003
Windows CE
Windows NT
Solaris

Employee Size – \$25/M:

Under 50
50 to 99
100 to 499
Under 500
500 to 999
1,000 to 4,999
5,000 to 9,999
10,000 +

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Available Selects:

Products – \$40/M:

Access Control	Intrusion Detection and Prevention
Accounting/Financial	Java
Anti-Virus/Anti-Spam	Knowledge Management
Application Development	LAN/WAN
ASP/ISP	Laptops
Audit Software and Services	Mainframes
Authentication/Authorization/Biometrics	Managed Services
Backup/Disaster Recovery/Business Continuity	Marketing/Sales Automation
Business Intelligence/Data Management	Monitors
Call Center Tools	Network Security
Compliance	Network/Systems Management
Consulting/Outsourcing	Networking Products
Content Management	Optical Networks/Switches
CRM	PC's
Database Management	Printers/Scanners
Desktop	Projection Devices
Desktop Security	Quality of Service
Displays/Monitors	Remote Access
Document Management/Imaging	Security
Education/Training Services	Servers
Electronic Commerce Tools	Service Oriented Architecture
Email	Services
Encryption	Smart Cards
Enterprise Application Integration	Storage Products
Enterprise Content Management (ECM)	Supply Chain
Enterprise Resource Planning	UPS
Executive Recruitment	Video Conferencing
Firewall	VoIP
Groupware	VPN
Handheld/PDAs	Web Tools/Services
Human Resources	Wireless
Identity Management	Workstations

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