



**Magazine**

**Universe/Base Rate**

**Count:** 153,432

**Price:** \$275/M

**Source:** Qualified Print and Online

**List Type:** Postal

**Updated:** Quarterly

**Last Update:** 12/11/08

**Minimum Order:** 5,000 Names

**Profile**

CIO Magazine – the core of business technology leadership.

CIO Magazine delivers the most powerful audience with the largest IT budgets of any publication. They are the IT leaders within their organizations – Chief Information Officers and other IT executives, with final purchase authority within their company.

CIO Magazine Audience:

- 100% personally involved in IT purchases for their organizations
- \$361 million average IT budget
- \$7.3 billion average company revenues
- 26,742 average number of employees
- CIO Magazine reaches more CIOs than any other publication

Sources: Intelliquest CIMS Fall Business Influencer Study, November 2007; CIO BPA, June 2007; IDG AdGauge Study, CIO December 1, 2007 Issue; CIO Open Editorial Survey, Research Results, February 2007.

CIOs and IT executives are challenged by the dynamic context of today's IT business environment from regulators, security threats and continued economic constraints. They rely on CIO Magazine's trusted analysis, case studies, research and peer-to-peer advice to help them anticipate these challenges and make the right decisions.

Invest with the leader – CIO Magazine – deliver your message to the most influential CIOs and IT executives with the power and budget to buy.

**Multi-Channel Base Rate**

**CPM**

Postal and Email Offers	\$555/M
Postal and Telemarketing Offers	\$605/M

**Demographic Selects**

**CPM**

Geographic	\$15/M
Home/Business Address	\$15/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Organization's Industry or Function	\$25/M
Number of Employees at Organization	\$25/M
Total Annual Revenue of Organization	\$25/M
Amount of Technology Products Purchases	\$30/M
Operating Systems Used and/or Planned	\$30/M
Products and Services Helps Acquire	\$40/M
Products Planned to Purchase	\$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)

Email names are available from the CIO Magazine for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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

Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	2,588
Aerospace/Defense Contractor	891
Agriculture/Forestry/Fisheries	191
Business Services/Consultant	3,594
Construction/Architecture/Engineering	5,203
Education	12,533
Finance/Banking/Accounting	12,376
Government - Federal (Including Military)	6,025
Government - State/Local	6,497
Healthcare/Medical/Pharmaceutical/Bio-Tech	7,976
Insurance/Real Estate/Legal	11,402
Manufacturing & Process Industries	18,296
Mining/Oil/Gas	1,830
Retailer/Wholesaler/Distributor (Non-Computer)	5,621
Transportation/Utilities (Energy, Water, etc.)	11,853
Travel/Hospitality/Entertainment/Recreation	125
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	4,317
Computer/Network Consultant	4,172
E-Commerce/Internet	769
Retailer/Wholesaler/Distributor (Computer Related)	2,286
Manufacturing - Hardware/Software	6,900
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	1,955
VAR/VAD/OEM	3,610
Other	2,845

Primary Job Title - \$25/M	
CIO/CTO/CSO	25,448
Executive Vice President, Senior Vice President	50,931
Vice President	186
Director	24,617
Manager	432
Supervisor	6
Systems Integrator	34
Technical Consultant	535
CEO/COO/Chairman/President	14,582
CFO/Controller/Treasurer	3,931
Executive Vice President, Senior Vice President, Vice President, General Manager	433
Director, Manager	1,673
Other Corporate, Business Manager	12,523
Consultant (Non-Technical)	43
Other: IT Staff	199
Other: Non-Manager	469

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	9,262
IT Management (Director/Manager)	2,609
Network/Systems Management	2,529
R&D Management	86
Web-Based Business	1,358
Applications Development	448
Systems Engineering	1,865
Programming/Systems Analyst/Architect	203
Telecommunications	180
Consultant/Integrator	224
Other IT Management	24,986
Corporate Management (CEO/COO/President/GM/VP)	9,120
Finance Management (CFO/Controller/Treasurer)	2,640
Sales/Marketing	2,875
Human Resources/Training/Education	68
Legal/Compliance	16
Other Management	2,478
Other: IT Staff/Technical Support	115
Other: Non-Technical Consultant/Integrator	38
Other: None of the Above	163

Number of Employees at Entire Organization - \$25/M	
20,000 or more	25,889

10,000 to 19,999	8,940
5,000 to 9,999	12,624
1,000 to 4,999	22,146
500 to 999	14,786
100 to 499	24,827
50 to 99	248
Less than 50	21,872

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	4,508
\$500 to \$999.9 Million	2,256
\$100 to \$499.9 Million	6,114
\$50 to \$99.9 Million	3,686
\$10 to \$49.9 Million	8,400
\$1 to \$9.9 Million	7,174
\$500,000 to \$999,999	22,977
\$250,000 to \$499,999	160
\$100,000 to \$249,999	123
Under \$100,000	188

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	71,046
Windows XP	69,787
VM/MVS	32,444
Linux	41,932
Unix	43,016
Netware	16,501
Mac OS	22,619
Other	6,690

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	9,176
\$30 Billion to \$40 Billion	4,083
\$15 Billion to \$29.9 Billion	5,625
\$10 Billion to \$14.9 Billion	5,906
\$5 Billion to \$9.9 Billion	10,093
\$1 Billion to \$4.9 Billion	14,686
\$501 Million to \$999 Million	8,998
\$101 Million to \$500 Million	16,870
\$50 Million to \$100 Million	12,790
Under \$50 Million	32,227

Total Annual Amount of Technology Products and Services Currently Involved in Purchasing for All Locations Of Organization - \$30/M	
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Technology Products and Services	
E-Commerce	
Telecommunications	
Computer Systems	
Wireless	
Software	
Services	
Storage	
Security	
Peripherals	
Dollar Value	
\$250 million or more	
\$150 to \$249.9 million	
\$100 to \$149.9 million	
\$50 to \$99.9 million	
\$10 to \$49.9 million	
\$1 to \$9.9 million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$50,000 to \$99,999	
\$25,000 to \$49,999	
Under \$25,000	
Please call your Account Representative for counts.	

<b>Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M</b>	
Application Development Software	58,132
Backup/Disaster Recovery Hardware	59,885
Backup/Disaster Recovery Software	54,802
Bridges/Routers/Gateways/Hubs	58,965
Business Intelligence/Data Mining	51,945
Consulting Services/Outsourcing: Domestic	57,008
Consulting Services/Outsourcing: Off-Shore	32,692
CRM Software	51,565
Database Management Software	70,602
Data Storage Products	59,986
Desktop Security Hardware	57,238
Desktop Security Software	57,637
Desktop Systems	84,889
E-Business Consulting Services	30,719
EDI	37,379
Electronic Commerce Tools	44,265
Email/Groupware	57,904
Encryption Software/Firewalls	49,435
Enterprise Application Integration	46,528
Enterprise Portals	2,381
ERP Software	54,402
Handheld PCs/PDAs	63,652
Imaging/Document Management	3,783
Java	3,814
Knowledge Management	52,971
LAN/WAN Hardware	62,418
Laptop/Notebooks	81,558
Mainframe/Midrange Application Software	45,245
Mainframes	39,484
Marketing/Sales Automation	39,371
Midrange Computers	51,817
Modems/Multiplexers	50,334
Network Management Systems	50,213
Network Operations Systems	55,599
Network Security Hardware	61,175
Network Security Software	56,917
Network Servers (File, Web, Database)	76,927
Operating Systems	52,330
PC/Workstation Software	73,031
Personal Productivity	45,279
Printers	65,305
Search Tools/Engines	48,445
Security Software/VPNs	2
Software Storage	48,928
Supply Chain Management	38,175
Video Conferencing/Webcasting	43,536
Web Authoring Tools	51,377
Web Services	53,912
Wireless LAN/WAN	51,091
Master Data Management	8,237
Ajax	5,180
Virtualization	12,023
Universal Communication	3,290
Identity/Access Management Software	32,472
SOA Software	27,398

<b>Products Planned to Purchase - \$40/M</b>	
Computer Hardware	51,765
Networking Equipment	38,119
Telecom Equipment	28,559
Storage Systems	32,785
Outsourced IT Services	29,438
Application Software	37,842
Security Software	27,462
Wireless/Mobility Solutions	23,679



## Magazine Email Database

Universe/Base Rate

Count: 33,594

Price: \$300/M

Source: Print, Online and Newsletter Community

List Type: Email

Updated: Quarterly and Cleaned Continuously

Last Update: 12/11/08

Minimum Order: 4,000 Names

### Profile

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Invest with the leader – CIO Magazine – deliver your message to the most influential CIOs and IT executives with the power and budget to buy.

### Multi-Channel Base Rate

CPM

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

### Demographic Selects

CPM

Geographic	\$15/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Organization's Industry or Function	\$25/M
Number of Employees at Organization	\$25/M
Total Annual Revenue of Organization	\$25/M
Involved in Company's IT Budget or Strategy	\$25/M
Newsletter	\$25/M
Amount of Technology Products Purchases	\$30/M
Operating Systems Used and/or Planned	\$30/M
Products and Services Helps Acquire	\$40/M
Products Planned to Purchase	\$40/M

### Transmission

CPM

HTML	\$120/M
Text	\$115/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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Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	1,293
Aerospace/Defense Contractor	454
Agriculture/Forestry/Fisheries	113
Business Services/Consultant	2,436
Construction/Architecture/Engineering	932
Education	3,768
Finance/Banking/Accounting	4,280
Government - Federal (Including Military)	2,553
Government - State/Local	2,321
Healthcare/Medical/Pharmaceutical/Bio-Tech	3,313
Insurance/Real Estate/Legal	2,268
Manufacturing & Process Industries	4,340
Mining/Oil/Gas	409
Retailer/Wholesaler/Distributor (Non-Computer)	2,206
Transportation/Utilities (Energy, Water, etc.)	2,102
Travel/Hospitality/Entertainment/Recreation	149
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	2,468
Computer/Network Consultant	4,306
E-Commerce/Internet	870
Retailer/Wholesaler/Distributor (Computer Related)	1,039
Manufacturing - Hardware/Software	3,707
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	1,828
VAR/VAD/OEM	1,466
Other	3,599

Primary Job Title - \$25/M	
CIO/CTO/CSO	6,435
Executive Vice President, Senior Vice President	12,080
Vice President	341
Director	8,427
Manager	2,359
Supervisor	185
Systems Integrator	320
Technical Consultant	1,845
CEO/COO/Chairman/President	6,612
CFO/Controller/Treasurer	845
Executive Vice President, Senior Vice President, Vice President, General Manager	460
Director, Manager	1,091
Other Corporate, Business Manager	4,560
Consultant (Non-Technical)	756
Other: IT Staff	2,121
Other: Non-Manager	4,669

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	4,053
IT Management (Director/Manager)	3,386
Network/Systems Management	1,398
R&D Management	172
Web-Based Business	635
Applications Development	647
Systems Engineering	746
Programming/Systems Analyst/Architect	238
Telecommunications	479
Consultant/Integrator	771
Other IT Management	6,142
Corporate Management (CEO/COO/President/GM/VP)	3,083
Finance Management (CFO/Controller/Treasurer)	756
Sales/Marketing	1,732
Human Resources/Training/Education	186
Legal/Compliance	91
Other Management	1,063
Other: IT Staff/Technical Support	550
Other: Non-Technical Consultant/Integrator	283
Other: None of the Above	670

Number of Employees at Entire Organization - \$25/M	
20,000 or more	10,416

10,000 to 19,999	3,214
5,000 to 9,999	4,155
1,000 to 4,999	8,096
500 to 999	4,596
100 to 499	6,991
50 to 99	1,136
Less than 50	13,248

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	1,919
\$500 to \$999.9 Million	891
\$100 to \$499.9 Million	2,010
\$50 to \$99.9 Million	1,783
\$10 to \$49.9 Million	3,160
\$1 to \$9.9 Million	4,218
\$500,000 to \$999,999	5,651
\$250,000 to \$499,999	775
\$100,000 to \$249,999	692
Under \$100,000	962

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	12,257
Windows XP	13,209
VM/MVS	5,839
Linux	7,664
Unix	8,147
Netware	2,559
Mac OS	3,297
Other	1,175

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	2,983
\$30 Billion to \$40 Billion	893
\$15 Billion to \$29.9 Billion	1,381
\$10 Billion to \$14.9 Billion	1,278
\$5 Billion to \$9.9 Billion	11,142
\$1 Billion to \$4.9 Billion	3,932
\$501 Million to \$999 Million	2,014
\$101 Million to \$500 Million	3,826
\$50 Million to \$100 Million	3,318
Under \$50 Million	14,104

Total Annual Amount of Technology Products and Services Currently Involved in Purchasing for All Locations Of Organization - \$30/M	
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Technology Products and Services	
E-Commerce	
Telecommunications	
Computer Systems	
Wireless	
Software	
Services	
Storage	
Security	
Peripherals	
Dollar Value	
\$250 million or more	
\$150 to \$249.9 million	
\$100 to \$149.9 million	
\$50 to \$99.9 million	
\$10 to \$49.9 million	
\$1 to \$9.9 million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$50,000 to \$99,999	
\$25,000 to \$49,999	
Under \$25,000	
Please call your Account Representative for counts.	

Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M	
Application Development Software	14,962
Backup/Disaster Recovery Hardware	14,720
Backup/Disaster Recovery Software	11,672
Bridges/Routers/Gateways/Hubs	15,485
Business Intelligence/Data Mining	10,484
Consulting Services/Outsourcing: Domestic	14,348
Consulting Services/Outsourcing: Off-Shore	8,718
CRM Software	10,213
Database Management Software	18,785
Data Storage Products	15,381
Desktop Security Hardware	14,417
Desktop Security Software	12,028
Desktop Systems	21,378
E-Business Consulting Services	8,726
EDI	6,774
Electronic Commerce Tools	7,421
Email/Groupware	12,406
Encryption Software/Firewalls	11,054
Enterprise Application Integration	9,404
Enterprise Portals	75
ERP Software	13,547
Handheld PCs/PDAs	15,117
Imaging/Document Management	81
Java	99
Knowledge Management	13,971
LAN/WAN Hardware	17,425
Laptop/Notebooks	21,066
Mainframe/Midrange Application Software	10,985
Mainframes	8,997
Marketing/Sales Automation	6,925
Midrange Computers	12,228
Modems/Multiplexers	13,350
Network Management Systems	10,880
Network Operations Systems	12,251
Network Security Hardware	14,993
Network Security Software	12,041
Network Servers (File, Web, Database)	20,485
Operating Systems	10,001
PC/Workstation Software	19,096
Personal Productivity	8,108
Printers	17,485
Search Tools/Engines	9,623
Security Software/VPNs	2
Software Storage	9,220
Supply Chain Management	6,092
Video Conferencing/Webcasting	8,234
Web Authoring Tools	13,253
Web Services	11,567
Wireless LAN/WAN	11,619
Master Data Management	5,213
Ajax	2,202
Virtualization	4,058
Universal Communication	2,127
Identity/Access Management Software	6,728
SOA Software	4,977

Products Planned to Purchase - \$40/M	
Computer Hardware	6,806
Networking Equipment	4,590
Telecom Equipment	3,288
Storage Systems	4,104
Outsourced IT Services	3,594
Application Software	4,699
Security Software	3,780
Wireless/Mobility Solutions	3,000

Newsletter - \$25/M	
Advice & Opinion	4,003
Blogs	1,405
Careers	4,184
Consumer IT	1,797
Development Architecture	6,019
Enterprise	6,130
Enterprise Applications	12,277
Executive Programs	2,299
Executive Council	5,250
Hot Conversations	948
How To	2,971
Information Security	2,902
Insider	6,170
Leader	5,142
Magazine Digest	5,149
Mobile	2747
News Watch	3482
Open Source	1375
Outsourcing Staffing	2,425
Research & Analysis	1,378
Research From CIO	11,722
Strategy & Innovation	1,896
Tech Poll	8,137
Virtualization	1,537
Webcast Roundup	6,805
Whitepapers	3,255

# COMPUTERWORLD

Universe/Base Rate

Count: 177,971

Price: \$250/M

Source: Qualified Print and Online

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Postal

Last Update: 11/10/08

## Profile

Computerworld – reaches the key influencers in large organizations.

While Computerworld reaches IT influencers of all types across its online and print audience bases, at the core are IT executives in larger organizations. For forty years, Computerworld has been the leading source of technology news and information for these decision makers worldwide.

Computerworld Audience:

Print -

- 67% at large organizations (1,000 + employees)
- 69% IT Management

Online -

- 47% at large organizations (1,000 + employees)
- 44% IT Management

Source: Online – Research Results Site Profile Study November 2007;  
Print – July 2007 BPA statement.

Computerworld connects you to IT leaders responsible for large budgets to purchase computer hardware and software and all related business products. Look no further to reach the business strategists that are driving IT for their companies.

## Multi-Channel Base Rate

### CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$555/M

## Demographic Selects

### CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Organization Industry or Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Number of Employees	\$25/M
Annual Budget for Information Services	\$25/M
IT Functions or Services to Outsource	\$25/M
Fortune 1000	\$25/M
Operating Systems/Network Environments	\$30/M
Products and Services Purchase Involvement	\$40/M
Enterprise Software/Services Purchasing	\$40/M
Hardware Products Purchase Involvement	\$40/M
Products or Tech Purchase Involvement	\$40/M

## Media Output Formats

Key Coding	N/C
Email	\$50/F
FTP	\$50/F

For inquiries or questions, contact Rich Green.

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**Computerworld**

**Demographic Selects and Counts as of 11/10/08**

<b>Organization Industry or Function at Location - \$25/M</b>	
Advertising/Marketing/Public Relations/Media	3,179
Aerospace/Defense Contractor	3,315
Agriculture/Forestry/Fisheries	569
Business Services/Consultant (Non-Computer Related)	3,840
Construction/Architecture/Engineering	2,935
Education	14,463
Finance/Banking/Accounting	11,920
Government - Federal (including Military)	10,269
Government - State/Local	10,672
Healthcare/Medical/Pharmaceutical/Bio-Tech	13,141
Insurance/Real Estate/Legal	7,209
Manufacturing & Process Industries	18,627
Mining/Oil/Gas	1,054
Retailer/Wholesaler/Distributor (Non-Computer)	7,330
Transportation/Utilities (Energy, Water, etc.)	5,977
Travel/Hospitality/Recreation/Entertainment	2,733
Other	387
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	4,921
Computer/Network Consultant	8,699
E-Commerce/Internet	4,601
Retailer/Wholesaler/Distributor	2,306
Manufacturing - Hardware/Software	12,612
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	5,894
VAR/VAD/OEM	2,006
Other	512

<b>Primary Job Title - \$25/M</b>	
CIO, CTO, CSO	11,367
Executive Vice President, Sr. Vice President	4,299
Vice President	6,849
Director	24,592
Manager	50,695
Supervisor	6,779
Systems Integrator	6,393
Technical Consultant	13,019
CEO, COO, Chairman, President	4,728
CFO, Controller, Treasurer	1,407
Executive Vice President, Sr. Vice President, Vice President	3,678
General Manager	9,604
Director, Manager	4,005
Other Corporate/Business Manager	2,019
Consultant (Non-Technical)	26,360
Other IT Staff	1,090
Other	37

<b>Primary Job Function - \$25/M</b>	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	5,032
IT Management (Director/Manager)	14,704
Network/Systems Management	9,692
R&D Management	5,943
Web-Based Business	5,857
Applications Development	9,628
Systems Engineering	8,619
Programming/Systems Analyst/Architect	9,393
Telecommunications	5,282
Consultant/Integrator	5,635
Other IT Management	1,495
Corporate Management (CEO/COO/President/GM/VP)	3,103
Finance Management (CFO/Controller/Treasurer)	1,655
Sales/Marketing	2,257
Human Resources/Training/Education	1,946
Legal/Compliance	1,154
IT Management & Strategy	26,603
Project Management	27,828
Infrastructure & Storage Management	16,974
Supply Chain Management	6,826
Application Development/Management	21,106
Security Management	15,954
Mobile/Wireless Management	11,317

Data Management/Business Intelligence	16,388
Web Development/Management	16,159
E-Business	10,891
Networking/Communications	17,886
IT Services/Outsource/Systems Integration/Consultant	18,686
Other Management	913
Other: IT Staff/Technical Support	6,076
Other: Non-Technical Consultant/Integrator	697
Other: None of the Above	318

<b>Number of Employees at Entire Organization - \$25/M</b>	
20,000 or more	44,160
10,000 to 19,999	17,676
5,000 to 9,999	20,331
1,000 to 4,999	38,502
500 to 999	20,959
100 to 499	33,353
50 to 99	1,065
Less than 50	879

<b>Annual Budget for Information Services - \$25/M</b>	
\$1 Billion or more	16,894
\$500 to \$999.9 Million	10,251
\$100 to \$499.9 Million	15,029
\$50 to \$99.9 Million	12,784
\$10 to \$49.9 Million	24,387
\$1 to \$9.9 Million	40,406
\$500,000 to \$999,999	17,129
\$250,000 to \$499,999	12,838
\$100,000 to \$249,999	11,457
Under \$100,000	7,762

<b>Products and Services Involved in Purchasing - \$40/M</b>	
<b>Can Choose From:</b>	
<b>A) For This Location      B) For all Other Locations</b>	
A) Electronic Commerce/Internet Business	
B) Internet/Intranet/Extranet	
C) Telecommunication Equipment/Services	
D) PCs (Desktop/Notebook)	
E) Servers/Workstations	
F) Networking Products/Services	
G) Large Distributed Systems (Mainframes/Midrange/Mini)	
H) Peripherals	
I) Software	
J) Mobile/Wireless/Handhelds	
K) Storage Management	
J) Systems Integrators/Consultants	
\$250 Million or more	
\$150 Million to \$249.9 Million	
\$100 Million to \$149.9 Million	
\$50 Million to \$99.9 Million	
\$10 Million to \$49.9 Million	
\$1 Million to \$9.9 Million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$75,000 to \$99,999	
\$50,000 to \$74,999	
\$25,000 to \$49,999	
Under \$25,000	
Please contact your Account Representative for counts.	

<b>Operating Systems/Network Environments Used or Planned - \$30/M</b>	
Windows Server 2003	59,639
Windows XP	76,225
Windows 2000	58,583
Windows NT	33,617
Windows 95/98	21,498
Windows CE	16,556

Palm OS	21,185
OS/400	18,679
VM/MVS	17,017
Linux	42,507
Unix	44,595
Solaris	15,963
Netware	16,469
Mac OS	17,904
Windows Vista	6,419
Other	4,385

Enterprise Software/Services That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M			
C) Current	P) Planned	C	P
<b>Enterprise Software/Services</b>		26,653	20,384
Application Service Providers (ASPs)		31,165	24,138
Enterprise Resource Planning (ERP)/Customer Relationship Management (CRM)		34,323	27,433
Knowledge Management (KM)		29,633	27,008
Groupware/Messaging - Email		38,376	26,779
Systems Management		40,349	29,208
Accounting/Financial		35,849	22,834
Data Mining/Data Warehousing/Statistical Analysis		33,409	27,487
Business Intelligence/Data Management		30,194	25,354
Relational Database (RDBMS)		39,766	25,912
Middleware		30,987	23,451
Application Development Software		37,954	26,309
Sales Automation/Marketing		20,361	17,121
Document Management/Imaging		28,301	23,066
Transaction Processing		26,691	19,228
Human Resources (HR)		29,627	20,891
Identity Management/Directory Services		29,472	19,199
PC Applications/Suites		44,055	31,775
Regulatory Compliance Products/Services		20,540	17,239
<b>Application Development</b>		26,009	19,005
Java		40,040	27,853
.NET		36,024	28,518
Application Development Management Tools		33,160	23,613
Other Application Development Software		28,524	21,639
Web Services		28,901	20,036

Hardware Products That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M			
C) Current	P) Planned	C	P
<b>Hardware</b>		30,207	21,345
Mainframes		31,004	18,059
Unix Servers		41,733	26,965
Windows Servers		56,233	39,331
Linux Servers		38,039	29,531
Blade Servers		31,123	26,672
PCs/Workstations		58,307	42,838
Laptops/Notebooks		55,020	40,792
Handheld PCs, PDAs, Pocket PCs, Wireless Devices		42,337	31,502
<b>Peripherals</b>		29,444	21,010
Printers/Copiers/Multifunction		53,560	36,760
Removable High-Capacity Storage		37,416	27,137
Tape Backup Systems		44,082	27,607
Monitors		51,980	36,118
Scanners		45,137	30,069
UPS		42,198	27,472
LCD Projection Devices		34,616	22,583

Products or Technologies That Help Acquire and/or Plan to Acquire Through Approval, Planning, Recommendation or Specification - \$40/M			
C) Current	P) Planned	C	P
<b>Networking Products and Technologies</b>		27,168	18,681
Wired LANs		47,676	28,162
Wireless LANs, Wi-Fi		44,168	34,280
Switches, Routers, Hubs		48,581	31,636

Security/Firewalls	47,654	30,523
Network Systems Management Software	39,421	25,816
Network Security Software	39,314	26,156
Load Balancing	28,870	21,265
VoIP	23,876	24,121
<b>Storage</b>	25,764	18,533
SAN (Storage Area Network)	36,342	27,520
NAS (Network Attached Storage)	32,343	24,913
Storage Management	34,240	24,559
Disk Arrays (Fiber, SCSI)	34,383	23,133
Disaster Recovery/Business Continuity	35,649	26,762
Desktop Storage	33,827	21,689
Other Storage	15,834	10,728
<b>Security</b>	26,483	18,240
Firewalls	48,760	29,814
Intrusion Detection/Prevention	34,689	24,212
VPN Services	41,988	26,176
Anti-Virus	48,560	29,566
Smart Cards	26,214	22,206
Biometrics	19,448	21,160
Security Management Services/Software	26,748	20,596
<b>Internet Infrastructure</b>	22,941	15,850
Web Applications/Authoring Tools	41,369	27,221
Content Management	34,572	24,565
Web Site Management/Performance Monitoring	34,060	24,568
Supply Chain	19,586	14,228

<b>IT Functions or Services Currently or Plan to Outsource Within the Next 12 Months - \$25/M</b>	
Application Development	20,899
Application Support/Maintenance	17,500
Help Desk/Call Center	14,274
Network Operations	10,645
Business Processes	8,383

# COMPUTERWORLD Email Database

Universe/Base Rate

Count: 130,759

Price: \$300/M

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

**List Type:** Email

**Updated:** Quarterly and Cleaned Continuously

**Last Update:** 11/10/08

**Minimum Order:** 4,000 Names

## Profile

Computerworld – reaches the key influencers in large organizations.

While Computerworld reaches IT influencers of all types across its online and print audience bases, at the core are IT executives in larger organizations. For forty years, Computerworld has been the leading source of technology news and information for these decision makers worldwide.

Computerworld Audience:

Print -

- 67% at large organizations (1,000 + employees)
- 69% IT Management

Online -

- 47% at large organizations (1,000 + employees)
- 44% IT Management

Source: Online – Research Results Site Profile Study November 2007;  
Print – July 2007 BPA statement.

Computerworld connects you to IT leaders responsible for large budgets to purchase computer hardware and software and all related business products. Look no further to reach the business strategists that are driving IT for their companies.

## Multi-Channel Base Rate

CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$605/M

## Demographic Selects

CPM

Geographic	\$15/M
Organization Industry or Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Number of Employees	\$25/M
Annual Budget for Information Services	\$25/M
IT Functions or Services to Outsource	\$25/M
Newsletter/Topic of Interest	\$25/M
Fortune 1000	\$25/M
Operating Systems/Network Environments	\$30/M
Products and Services Purchase Involvement	\$40/M
Enterprise Software/Services Purchasing	\$40/M
Hardware Products Purchase Involvement	\$40/M
Products or Tech Purchase Involvement	\$40/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)	

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Postal names are available for the Computerworld Database for postal/email/telemarketing matching. For inquiries or questions, contact Rich Green.



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Organization Industry or Function at Location - \$25/M	
Advertising/Marketing/Public Relations/Media	2,329
Aerospace/Defense Contractor	1,925
Agriculture/Forestry/Fisheries	373
Business Services/Consultant (Non-Computer Related)	2,940
Construction/Architecture/Engineering	2,044
Education	9,431
Finance/Banking/Accounting	7,350
Government - Federal (including Military)	6,314
Government - State/Local	5,889
Healthcare/Medical/Pharmaceutical/Bio-Tech	7,548
Insurance/Real Estate/Legal	4,154
Manufacturing & Process Industries	12,724
Mining/Oil/Gas	645
Retailer/Wholesaler/Distributor (Non-Computer)	4,471
Transportation/Utilities (Energy, Water, etc.)	3,185
Travel/Hospitality/Recreation/Entertainment	1,829
Other	1,632
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	3,474
Computer/Network Consultant	9,567
E-Commerce/Internet	4,208
Retailer/Wholesaler/Distributor	1,974
Manufacturing - Hardware/Software	9,000
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	4,126
VAR/VAD/OEM	2,091
Other	1,333

Primary Job Title - \$25/M	
CIO, CTO, CSO	6,891
Executive Vice President, Sr. Vice President	2,748
Vice President	2,907
Director	12,039
Manager	24,100
Supervisor	3,639
Systems Integrator	3,700
Technical Consultant	9,273
CEO, COO, Chairman, President	6,827
CFO, Controller, Treasurer	964
Executive Vice President, Sr. Vice President, Vice President	
General Manager	2,471
Director, Manager	5,990
Other Corporate/Business Manager	2,612
Consultant (Non-Technical)	1,584
Other IT Staff	19,265
Other	6,901

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	8,067
IT Management (Director/Manager)	12,007
Network/Systems Management	6,446
R&D Management	1,043
Web-Based Business	1,512
Applications Development	2,950
Systems Engineering	2,249
Programming/Systems Analyst/Architect	1,168
Telecommunications	665
Consultant/Integrator	1,644
Other IT Management	16,376
Corporate Management (CEO/COO/President/GM/VP)	1,862
Finance Management (CFO/Controller/Treasurer)	554
Sales/Marketing	1,182
Human Resources/Training/Education	422
Legal/Compliance	111
Other Management	2,547
Other: IT Staff/Technical Support	2,721
Other: Non-Technical Consultant/Integrator	276
Other: None of the Above	937

Number of Employees at Entire Organization - \$25/M	
20,000 or more	20,640

10,000 to 19,999	7,860
5,000 to 9,999	12,754
1,000 to 4,999	18,065
500 to 999	10,653
100 to 499	19,377
50 to 99	6,916
Less than 50	14,954

Annual Budget for Information Services - \$25/M	
\$1 Billion or more	8,576
\$500 to \$999.9 Million	4,606
\$100 to \$499.9 Million	6,758
\$50 to \$99.9 Million	6,627
\$10 to \$49.9 Million	12,641
\$1 to \$9.9 Million	18,570
\$500,000 to \$999,999	8,714
\$250,000 to \$499,999	7,359
\$100,000 to \$249,999	8,028
Under \$100,000	12,571

Products and Services Involved in Purchasing - \$40/M	
<b>Can Choose From:</b>	
<b>A) For This Location      B) For all Other Locations</b>	
A) Electronic Commerce/Internet Business	
B) Internet/Intranet/Extranet	
C) Telecommunication Equipment/Services	
D) PCs (Desktop/Notebook)	
E) Servers/Workstations	
F) Networking Products/Services	
G) Large Distributed Systems (Mainframes/Midrange/Mini)	
H) Peripherals	
I) Software	
J) Mobile/Wireless/Handhelds	
K) Storage Management	
J) Systems Integrators/Consultants	
\$250 Million or more	
\$150 Million to \$249.9 Million	
\$100 Million to \$149.9 Million	
\$50 Million to \$99.9 Million	
\$10 Million to \$49.9 Million	
\$1 Million to \$9.9 Million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$75,000 to \$99,999	
\$50,000 to \$74,999	
\$25,000 to \$49,999	
Under \$25,000	
Please contact your Account Representative for counts.	

Operating Systems/Network Environments Used or Planned - \$30/M	
Windows Server 2003	34,761
Windows XP	47,560
Windows 2000	35,250
Windows NT	20,091
Windows 95/98	14,515
Windows CE	10,024
Palm OS	12,453
OS/400	10,115
VM/MVS	8,469
Linux	24,278
Unix	23,517
Solaris	9,907
Netware	9,012
Mac OS	10,322
Windows Vista	2,594
Other	2,332

**Enterprise Software/Services That Help Acquire and/or  
Plan to Acquire Through Approval, Planning,  
Recommendation or Specification - \$40/M**

<b>C) Current</b>	<b>P) Planned</b>	<b>C</b>	<b>P</b>
<b>Enterprise Software/Services</b>		11,308	8,323
Application Service Providers (ASPs)		12,701	8,988
Enterprise Resource Planning (ERP)/Customer Relationship Management (CRM)		13,063	10,242
Knowledge Management (KM)		11,521	10,005
Groupware/Messaging-Email		15,559	9,962
Systems Management		16,194	10,465
Accounting/Financial		15,023	8,511
Data Mining/Data Warehousing/Statistical Analysis		12,185	9,740
Business Intelligence/Data Management		11,329	9,039
Relational Database (RDBMS)		15,178	9,102
Middleware		11,098	8,149
Application Development Software		14,354	9,312
Sales Automation/Marketing		8,058	6,637
Document Management/Imaging		10,639	8,186
Transaction Processing		9,905	6,609
Human Resources (HR)		11,149	7,318
Identity Management/Directory Services		10,008	6,287
PC Applications/Suites		18,188	11,331
Regulatory Compliance Products/Services		7,618	5,998
<b>Application Development</b>		10,434	7,373
Java		16,401	10,388
.NET		15,135	10,974
Application Development Management Tools		12,786	8,752
Other Application Development Software		11,240	7,992
Web Services		12,371	8,275

**Hardware Products That Help Acquire and/or Plan  
To Acquire Through Approval, Planning,  
Recommendation or Specification - \$40/M**

<b>C) Current</b>	<b>P) Planned</b>	<b>C</b>	<b>P</b>
<b>Hardware</b>		12,669	8,575
Mainframes		11,840	6,742
Unix Servers		15,888	9,651
Windows Servers		24,512	15,107
Linux Servers		15,005	11,110
Blade Servers		11,622	9,628
PCs/Workstations		26,516	17,259
Laptops/Notebooks		24,835	16,389
Handheld PCs, PDAs, Pocket PCs, Wireless Devices		18,060	12,627
<b>Peripherals</b>		12,491	8,200
Printers/Copiers/Multifunction		25,080	14,981
Removable High-Capacity Storage		16,232	11,034
Tape Backup Systems		18,437	10,887
Monitors		23,845	14,556
Scanners		20,397	12,161
UPS		18,601	11,067
LCD Projection Devices		14,272	9,325

**Products or Technologies That Help Acquire and/or  
Plan to Acquire Through Approval, Planning,  
Recommendation or Specification - \$40/M**

<b>C) Current</b>	<b>P) Planned</b>	<b>C</b>	<b>P</b>
<b>Networking Products and Technologies</b>		11,727	7,710
Wired LANs		21,505	11,286
Wireless LANs, Wi-Fi		19,837	14,224
Switches, Routers, Hubs		21,824	12,712
Security/Firewalls		21,362	12,435
Network Systems Management Software		16,336	10,091
Network Security Software		16,613	10,560
Load Balancing		11,100	8,163
VoIP		9,415	9,729
<b>Storage</b>		10,846	7,297
SAN (Storage Area Network)		13,812	10,122
NAS (Network Attached Storage)		13,084	9,886
Storage Management		13,953	9,406
Disk Arrays (Fiber, SCSI)		13,484	8,929
Disaster Recovery/Business Continuity		14,063	10,280

Desktop Storage	14,762	8,880
Other Storage	6,748	4,450
<b>Security</b>	11,705	7,425
Firewalls	22,745	12,406
Intrusion Detection/Prevention	13,515	9,009
VPN Services	17,323	10,686
Anti-Virus	22,417	12,283
Smart Cards	10,542	8,626
Biometrics	7,565	8,050
Security Management Services/Software	10,547	7,925
<b>Internet Infrastructure</b>	9,663	6,359
Web Applications/Authoring Tools	17,794	10,950
Content Management	14,401	9,988
Web Site Management/Performance Monitoring	14,484	10,262
Supply Chain	7,927	5,745

<b>IT Functions or Services Currently or Plan to Outsource Within the Next 12 Months - \$25/M</b>	
Application Development	10,110
Application Support/Maintenance	8,280
Help Desk/Call Center	7,188
Network Operations	6,149
Business Processes	4,888
Security Services	4,245
All of the Above	8,852

<b>Newsletter/Topic of Interest - \$25/M</b>	
Blogs	13,357
Career Mail	9,742
CRM	3,649
Daily Shark	11,713
Daily News	69,619
Data Management	9,880
Disaster Recovery	9,448
eBusiness	9,792
Emerging Technologies	10,333
Enterprise Software	9,245
EXS	219
Finance	2,996
Hardware	11,465
IT Management	7,004
Linux	9,047
Macintosh	6,568
Microsoft	12,397
Mobile Wireless	12,188
Networking	19,806
Networking Hardware	10,501
Networking Security	9,706
Networking Wireless Technology	10,109
Open Source	3,531
Operating Systems	13,373
Outsourcing	3,807
Quick Studies	7,710
Resource Review	10,463
ROI	3,589
Security	18,665
Security Infrastructure	7,424
Security Issues	8,078
Servers Datacenter	6,530
Sharkbait	6,988
Small Enterprise	2,853
SNW Online	6,976
Storage	10,548
Storage Hardware	7,287
Storage Legal	1,487
Storage NAS	1,455
Storage SAN	1,669
Storage Software	1,996
Supply Chain	3,480
Virus Roundup	11,639
VoIP	7,499
Web Application Development	10,267

Web Site Management	8,851
Webcasts	6,337
Web Services SOA	5,941
Weekly Top 10	19,515
White Papers	8,009
This Week	39,077
Management Outsourcing	10,519
TechGear	6,076
IT Blogwatch	4,264



## Magazine

**Universe/Base Rate**

**Count:** 25,004

**Price:** \$275/M

**Source:** Qualified Print and Online

**List Type:** Postal

**Updated:** Quarterly

**Last Update:** 12/12/08

**Minimum Order:** 5,000 Names

### Profile

CSO - the single resource that connects security buyers and sellers.

With CSO you gain access to executives with the authority and budget to purchase your product and service. Almost all security purchases are driven by the CSO and require their buy-in. CSO Magazine provides access to this group of decision makers in this essential role.

CSO Magazine is the resource for security executives who are active knowledge seekers on such topics as IT security, leadership, physical security, laws and compliance, business continuity, risk analysis and privacy.

Profile of the CSO Magazine Reader:

- \$25 million average security budget
- Average company revenues are \$10.1 billion
- 97% set security goals, direction, budgets and standards
- 100% are personally involved in security purchases for their organizations

Sources: CSO Subscriber File, CSO, 09/07; CSO Open Editorial Study, Research Results, 02/06; IDG Research AdGauge Study; CSO, 12/07; CSO Reader Profile Study, Research Results, 09/04.

Interact with the CSO audience - who has the interest and authority to purchase your security products and services.

### Multi-Channel Base Rate

**CPM**

Postal and Email Offers	\$555/M
Postal and Telemarketing Offers	\$605/M

### Demographic Selects

**CPM**

Geographic	\$15/M
Home/Business Address	\$15/M
Job Title	\$25/M
Organization's Business/Industry	\$25/M
Number of Employees	\$25/M
Annual Company Revenue	\$25/M
Involvement Security Purchasing Decisions	\$25/M
Annual Budget for Security Products	\$25/M
Security Products/Services Recommend	\$40/M

### Media Output Formats

Key Coding	N/C
Cartridge	\$25/F
CD-ROM	\$25/F
Email	\$50/F

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Email and telemarketing names are available from the CSO Magazine for postal/email/telemarketing matching.  
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**CSO Magazine Subscriber List**

**Demographic Selects and Counts - 12/12/08**

<b>Organization's Industry or Function - \$25/M</b>	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	530
Aerospace/Defense Contractor	250
Agriculture/Forestry/Fisheries	28
Business Services/Consultant	602
Construction/Architecture/Engineering	607
Education	2,267
Finance/Banking/Accounting	2,608
Government - Federal (Including Military)	1,859
Government - State/Local	1,523
Healthcare/Medical/Pharmaceutical/Bio-Tech	1,443
Insurance/Real Estate/Legal	1,671
Manufacturing & Process Industries	2,323
Mining/Oil/Gas	184
Retailer/Wholesaler/Distributor (Non-Computer)	1,449
Transportation/Utilities (Energy, Water, etc.)	1,711
Travel/Hospitality/Entertainment/Recreation	16
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	1,023
Computer/Network Consultant	969
E-Commerce/Internet	132
Retailer/Wholesaler/Distributor (Computer Related)	482
Manufacturing - Hardware/Software	1,188
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	429
VAR/VAD/OEM	663
Other	920

<b>Primary Job Title - \$25/M</b>	
CIO/CTO/CSO	4,752
Executive Vice President, Senior Vice President	4,262
Vice President	25
Director	8,059
Manager	122
Supervisor	1
Systems Integrator	6
Technical Consultant	1,120
CEO/COO/Chairman/President	1,902
CFO/Controller/Treasurer	395
Executive Vice President, Senior Vice President, Vice President, General Manager	419
Director, Manager	1,584
Other Corporate, Business Manager	716
Consultant (Non-Technical)	8
Other: IT Staff	38
Other: Non-Manager	1,541

<b>Primary Job Function - \$25/M</b>	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	1,625
IT Management (Director/Manager)	1,368
Network/Systems Management	508
R&D Management	23
Web-Based Business	123
Applications Development	99
Systems Engineering	221
Programming/Systems Analyst/Architect	23
Telecommunications	240
Consultant/Integrator	108
Other IT Management	2,173
Corporate Management (CEO/COO/President/GM/VP)	814
Finance Management (CFO/Controller/Treasurer)	129
Sales/Marketing	246
Human Resources/Training/Education	35
Legal/Compliance	23
Other Management	181
Other: IT Staff/Technical Support	137
Other: Non-Technical Consultant/Integrator	9
Other: None of the Above	118

<b>Number of Employees at Entire Organization - \$25/M</b>	
20,000 or more	6,691

10,000 to 19,999	2,285
5,000 to 9,999	3,047
1,000 to 4,999	5,422
500 to 999	3,179
100 to 499	1,011
50 to 99	22
Less than 50	3,122

<b>Total Budget of Entire Organization - \$25/M</b>	
\$1 Billion or more	581
\$500 to \$999.9 Million	289
\$100 to \$499.9 Million	750
\$50 to \$99.9 Million	523
\$10 to \$49.9 Million	1,150
\$1 to \$9.9 Million	1,006
\$500,000 to \$999,999	2,021
\$250,000 to \$499,999	42
\$100,000 to \$249,999	42
Under \$100,000	167

<b>Operating Systems Used and/or Planned - \$30/M</b>	
Windows Server 2003	5,427
Windows XP	5,438
VM/MVS	2,734
Linux	3,649
Unix	3,677
Netware	1,471
Mac OS	1,992
Other	630

<b>Total Annual Revenues of Entire Organization - \$25/M</b>	
Over \$40 Billion	1,753
\$30 Billion to \$40 Billion	794
\$15 Billion to \$29.9 Billion	1,239
\$10 Billion to \$14.9 Billion	910
\$5 Billion to \$9.9 Billion	1,656
\$1 Billion to \$4.9 Billion	2,409
\$501 Million to \$999 Million	1,351
\$101 Million to \$500 Million	2,223
\$50 Million to \$100 Million	1,548
Under \$50 Million	3,245

<b>Total Annual Amount of Technology Products and Services Currently Involved In Purchasing for All Locations Of Organization - \$30/M</b>	
<b>Technology Products and Services</b>	
E-Commerce	
Telecommunications	
Computer Systems	
Wireless	
Software	
Services	
Storage	
Security	
Peripherals	
<b>Dollar Value</b>	
\$250 million or more	
\$150 to \$249.9 million	
\$100 to \$149.9 million	
\$50 to \$99.9 million	
\$10 to \$49.9 million	
\$1 to \$9.9 million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$50,000 to \$99,999	
\$25,000 to \$49,999	
Under \$25,000	
Please call your Account Representative for counts.	

Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M	
Application Development Software	4,560
Backup/Disaster Recovery Hardware	5,713
Backup/Disaster Recovery Software	5,308
Bridges/Routers/Gateways/Hubs	5,380
Business Intelligence/Data Mining	4,011
Consulting Services/Outsourcing: Domestic	4,519
Consulting Services/Outsourcing: Off-Shore	2,311
CRM Software	3,835
Database Management Software	5,740
Data Storage Products	5,293
Desktop Security Hardware	5,521
Desktop Security Software	5,655
Desktop Systems	7,255
E-Business Consulting Services	2,543
EDI	2,975
Electronic Commerce Tools	3,367
Email/Groupware	5,003
Encryption Software/Firewalls	5,474
Enterprise Application Integration	3,621
Enterprise Portals	241
ERP Software	4,020
Handheld PCs/PDAs	5,517
Imaging/Document Management	431
Java	449
Knowledge Management	4,247
LAN/WAN Hardware	5,675
Laptop/Notebooks	7,002
Mainframe/Midrange Application Software	3,568
Mainframes	3,148
Marketing/Sales Automation	2,791
Midrange Computers	4,359
Modems/Multiplexers	4,526
Network Management Systems	4,771
Network Operations Systems	5,230
Network Security Hardware	5,958
Network Security Software	5,718
Network Servers (File, Web, Database)	6,738
Operating Systems	4,241
PC/Workstation Software	6,306
Personal Productivity	3,352
Printers	5,543
Search Tools/Engines	3,908
Software Storage	4,276
Supply Chain Management	2,675
Video Conferencing/Webcasting	3,661
Web Authoring Tools	4,252
Web Services	4,330
Wireless LAN/WAN	4,635
Master Data Management	953
Ajax	566
Virtualization	1,470
Universal Communication	503
Identity/Access Management Software	3,337
SOA Software	1,905

Security Products, Systems and/or Services Recommend, Specify or Buy - \$40/M	
Access Control/Components/Equipment	7,257
Alarms/Burglar Electronics Systems	3,778
Antivirus Software	6,239
Audit Software	4,455
Biometrics	4,444
CCTV Systems & Surveillance	3,805
Certificate Authorities	4,410
Consulting Services/Outsourcing Domestic	5,323
Crypto Accelerators	2,434
Digital Forensics	2,888
Disaster Recovery/Business Continuity	5,257
Email Scanning	5462
Encryption Software/Firewalls	6,363
Enterprise Security Management	5,042
Executive Recruitment	1,586
Facilities Systems	3,378
Fire Protection/Detection/Controls	3,308
Firewall/VPN Appliances	7,466
Firewall Software	6,045
Host/Legacy Single Sign-On	3,060
Host Vulnerability Assessment	4,371
IDS Appliances	4,977
Integrated Systems/Monitoring Equipment	3,787
Intrusion Detection Systems	7,309
Managed Security Services	4,044
Managed VPNs	2,850
Network Vulnerability Assessment	4,866
Outside Audit Services	2,576
Penetration Testing	4,387
Perimeter Security	3,529
Provisioning	2,807
Secure Email	5,413
Security Hardware VPNs	6,304
Security Software VPNs	5,760
Smart Cards	5,281
Tokens	4,192
Training/Education	4,854
Web Filtering	4,871
Web Single Sign-On	4,150
Wireless/Mobile Security	5,391

Products Planned to Purchase - \$40/M	
Computer Hardware	3,898
Networking Equipment	3,262
Telecom Equipment	2,432
Storage Systems	2,810
Outsourced IT Services	2,109
Application Software	2,533
Security Software	3,229
Wireless/Mobility Solutions	1,941



## Magazine Email Database

Universe/Base Rate

Count: 7,444

Price: \$300/M

Source: Qualified Print, Applicants and Newsletter Registrants

List Type: Email

Updated: Quarterly

Last Update: 12/12/08

Minimum Order: 4,000 Names

### Profile

CSO - the single resource that connects security buyers and sellers.

With CSO you gain access to executives with the authority and budget to purchase your product and service. Almost all security purchases are driven by the CSO and require their buy-in. CSO Magazine provides access to this group of decision makers in this essential role.

CSO Magazine is the resource for security executives who are active knowledge seekers on such topics as IT security, leadership, physical security, laws and compliance, business continuity, risk analysis and privacy.

Profile of the CSO Magazine Reader:

- \$25 million average security budget
- Average company revenues are \$10.1 billion
- 97% set security goals, direction, budgets and standards
- 100% are personally involved in security purchases for their organizations

Sources: CSO Subscriber File, CSO, 09/07; CSO Open Editorial Study, Research Results, 02/06; IDG Research AdGauge Study; CSO, 12/07; CSO Reader Profile Study, Research Results, 09/04.

Interact with the CSO audience - who has the interest and authority to purchase your security products and services.

### Multi-Channel Base Rate CPM

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

### Demographic Selections CPM

Geographic	\$15/M
Job Title	\$25/M
Organization's Business/Industry	\$25/M
Number of Employees	\$25/M
Annual Company Revenue	\$25/M
Involvement in Security Purchasing	\$25/M
Annual Budget for Security Products	\$25/M
Security Products/Services Recommend	\$40/M

### Transmission CPM

HTML	\$120/M
Text	\$115/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 Steve Tozeski.  
Direct line (508) 370-0822; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)

Postal and telemarketing names are available from the CSO Magazine for postal/email/telemarketing matching.  
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Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	161
Aerospace/Defense Contractor	94
Agriculture/Forestry/Fisheries	7
Business Services/Consultant	257
Construction/Architecture/Engineering	171
Education	597
Finance/Banking/Accounting	553
Government - Federal (Including Military)	695
Government - State/Local	516
Healthcare/Medical/Pharmaceutical/Bio-Tech	388
Insurance/Real Estate/Legal	374
Manufacturing & Process Industries	393
Mining/Oil/Gas	47
Retailer/Wholesaler/Distributor (Non-Computer)	460
Transportation/Utilities (Energy, Water, etc.)	526
Travel/Hospitality/Entertainment/Recreation	7
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	389
Computer/Network Consultant	423
E-Commerce/Internet	52
Retailer/Wholesaler/Distributor (Computer Related)	158
Manufacturing - Hardware/Software	356
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	160
VAR/VAD/OEM	234
Other	45

Primary Job Title - \$25/M	
CIO/CTO/CSO	1,042
Executive Vice President, Senior Vice President	1,049
Vice President	14
Director	1,854
Manager	59
Supervisor	4
Systems Integrator	10
Technical Consultant	584
CEO/COO/Chairman/President	842
CFO/Controller/Treasurer	61
Executive Vice President, Senior Vice President, Vice President, General Manager	130
Director, Manager	272
Other Corporate, Business Manager	204
Consultant (Non-Technical)	9
Other: IT Staff	379
Other: Non-Manager	891

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	1,037
IT Management (Director/Manager)	1,012
Network/Systems Management	375
R&D Management	14
Web-Based Business	79
Applications Development	78
Systems Engineering	107
Programming/Systems Analyst/Architect	11
Telecommunications	169
Consultant/Integrator	34
Other IT Management	606
Corporate Management (CEO/COO/President/GM/VP)	493
Finance Management (CFO/Controller/Treasurer)	50
Sales/Marketing	100
Human Resources/Training/Education	25
Legal/Compliance	17
Other Management	83
Other: IT Staff/Technical Support	92
Other: Non-Technical Consultant/Integrator	14
Other: None of the Above	67

Number of Employees at Entire Organization - \$25/M	
20,000 or more	1,587

10,000 to 19,999	550
5,000 to 9,999	647
1,000 to 4,999	1,291
500 to 999	795
100 to 499	330
50 to 99	15
Less than 50	2,190

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	325
\$500 to \$999.9 Million	150
\$100 to \$499.9 Million	320
\$50 to \$99.9 Million	324
\$10 to \$49.9 Million	530
\$1 to \$9.9 Million	769
\$500,000 to \$999,999	722
\$250,000 to \$499,999	146
\$100,000 to \$249,999	198
Under \$100,000	244

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	1,135
Windows XP	1,150
VM/MVS	544
Linux	777
Unix	773
Netware	296
Mac OS	381
Other	109

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	161
\$30 Billion to \$40 Billion	51
\$15 Billion to \$29.9 Billion	89
\$10 Billion to \$14.9 Billion	61
\$5 Billion to \$9.9 Billion	116
\$1 Billion to \$4.9 Billion	211
\$501 Million to \$999 Million	140
\$101 Million to \$500 Million	208
\$50 Million to \$100 Million	183
Under \$50 Million	484

Total Annual Amount of Technology Products and Services Currently Involved In Purchasing for All Locations Of Organization - \$30/M	
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Technology Products and Services	
E-Commerce	
Telecommunications	
Computer Systems	
Wireless	
Software	
Services	
Storage	
Security	
Peripherals	
Dollar Value	
\$250 million or more	
\$150 to \$249.9 million	
\$100 to \$149.9 million	
\$50 to \$99.9 million	
\$10 to \$49.9 million	
\$1 to \$9.9 million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$50,000 to \$99,999	
\$25,000 to \$49,999	
Under \$25,000	
Please call your Account Representative for counts.	

Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M	
Application Development Software	1,074
Backup/Disaster Recovery Hardware	1,317
Backup/Disaster Recovery Software	1,162
Bridges/Routers/Gateways/Hubs	1,264
Business Intelligence/Data Mining	837
Consulting Services/Outsourcing: Domestic	1,027
Consulting Services/Outsourcing: Off-Shore	557
CRM Software	793
Database Management Software	1,355
Data Storage Products	1,155
Desktop Security Hardware	1,300
Desktop Security Software	1,215
Desktop Systems	1,649
E-Business Consulting Services	592
EDI	600
Electronic Commerce Tools	664
Email/Groupware	1,092
Encryption Software/Firewalls	1,167
Enterprise Application Integration	783
Enterprise Portals	16
ERP Software	948
Handheld PCs/PDAs	1,180
Imaging/Document Management	20
Java	20
Knowledge Management	1,012
LAN/WAN Hardware	1,432
Laptop/Notebooks	1,622
Mainframe/Midrange Application Software	730
Mainframes	632
Marketing/Sales Automation	544
Midrange Computers	891
Modems/Multiplexers	1,072
Network Management Systems	1,040
Network Operations Systems	1,162
Network Security Hardware	1,348
Network Security Software	1,215
Network Servers (File, Web, Database)	1,559
Operating Systems	892
PC/Workstation Software	1,430
Personal Productivity	683
Printers	1,319
Search Tools/Engines	844
Software Storage	861
Supply Chain Management	487
Video Conferencing/Webcasting	758
Web Authoring Tools	980
Web Services	966
Wireless LAN/WAN	1,056
Master Data Management	399
Ajax	196
Virtualization	404
Universal Communication	195
Identity/Access Management Software	741
SOA Software	408

Security Products, Systems and/or Services Recommend, Specify or Buy - \$40/M	
Access Control/Components/Equipment	3,028
Alarms/Burglar Electronics Systems	1,824
Antivirus Software	2,509
Audit Software	1,715
Biometrics	1,875
CCTV Systems & Surveillance	1,852
Certificate Authorities	1,718
Consulting Services/Outsourcing Domestic	2,178
Crypto Accelerators	949
Digital Forensics	1,005
Disaster Recovery/Business Continuity	2,074
Email Scanning	2175
Encryption Software/Firewalls	2,377
Enterprise Security Management	1,847
Executive Recruitment	619
Facilities Systems	1,644
Fire Protection/Detection/Controls	1,587
Firewall/VPN Appliances	3,070
Firewall Software	2,553
Host/Legacy Single Sign-On	1,082
Host Vulnerability Assessment	1,575
IDS Appliances	1,797
Integrated Systems/Monitoring Equipment	1,782
Intrusion Detection Systems	3,024
Managed Security Services	1,629
Managed VPNs	1,100
Network Vulnerability Assessment	1,817
Outside Audit Services	945
Penetration Testing	1,586
Perimeter Security	1,681
Provisioning	951
Secure Email	2,208
Security Hardware VPNs	2,440
Security Software VPNs	2,195
Smart Cards	2,299
Tokens	1,459
Training/Education	2,024
Web Filtering	1,852
Web Single Sign-On	1,538
Wireless/Mobile Security	2,243

Products Planned to Purchase - \$40/M	
Computer Hardware	935
Networking Equipment	742
Telecom Equipment	565
Storage Systems	641
Outsourced IT Services	446
Application Software	577
Security Software	708
Wireless/Mobility Solutions	487

Universe/Base Rate

Count: 162,876

Price: \$250/M

Source: Online Community

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Postal

Last Update: 11/06/08

## Profile

InfoWorld – How Technology Drives Business.

InfoWorld is the leading source of information on emerging technologies and is the only brand that explains to senior technology decision makers how these technologies work and how they can use them to drive their business.

InfoWorld Audience:

- 37% - IT Management
- 37% - Business Management
- 26% - IT Professional (Staff/Developer/Integrator)
- 90% - Rely on InfoWorld for purchase decisions
- 6 out of 10 - Visitors consider themselves innovators or early adopters
- 67% - Visitors identify products or technology requirements for their company
- 60% - Evaluate products, brands and services for their enterprise

Source: InfoWorld Profile Study, October 2007.

InfoWorld contains IT decision-makers who architect and implement new technology platforms - virtualization, enterprise data protection, SOA - in real world environments. They trust InfoWorld because for over 30 years it has been reporting on the cutting edge of business technology.

## Multi-Channel Base Rate

CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$555/M

## Demographic Selects

CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Industry	\$25/M
Job Title	\$25/M
Job Function	\$25/M
Number of Employees	\$25/M
Involvement with Strategic Technology	\$25/M
Amount of Computer Products Buys	\$30/M
Operating Systems Used or Planned	\$30/M
Involvement in IT Products/Services	\$40/M
Involvement in Software/Services	\$40/M
Involvement in Hardware/Peripherals	\$40/M
Involvement in Products/Technologies	\$40/M

## Media Output Formats

Key Coding	N/C
Email	\$50/F
FTP	\$50/F

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**Total Amount of Products and Services Subscriber  
Buys, Specifies, Recommends or Approves  
The Purchase of in a Year - \$30/M**

**Can choose from:**

**A) For this Location**

**B) For other Locations**

**Product Category**

Large Systems
Client Computers
Networking/Telecom (including Servers)
Wireless
Storage
Peripheral Equipment
Software
Service/Support/Outsourcing
\$100 million or more
\$50,000,000 to \$99,999,999
\$30,000,000 to \$49,999,999
\$20,000,000 to \$29,999,999
\$10,000,000 to \$19,999,999
\$5,000,000 to \$9,999,999
\$2,500,000 to \$4,999,999
\$1,000,000 to \$2,499,999
\$600,000 to \$999,999
\$400,000 to \$599,999
\$100,000 to \$399,999
\$50,000 to \$99,999
Less than \$49,999

Please call your Account Representative for counts.

**Job Title - \$25/M**

CIO, CTO, CSO	13,813
Executive Vice President, Senior Vice President	156
Vice President	47
Director	13,693
Manager	32,750
Supervisor	44
Systems Integrator	69
Technical Consultant	13,485
CEO, COO, Chairman, President	28,203
CFO, Controller, Treasurer	1,942
Executive VP, Senior VP, VP, GM	32
Director, Manager	5,405
Other Corporate, Business Manager	9,858
Consultant (Non-Technical)	21
IT Staff	38,490
Non-Manager	4,750

**Job Function - \$25/M**

Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	16,563
IT Management (Director/Manager)	31,438
Network/Systems Management	24,888
R&D Management	4910
Web-Based Business	2,818
Applications Development	12,126
Systems Engineering	7,085
Programming/Systems Analyst/Architect	210
Telecommunications	2,161
Consultant/Integrator	316
Other IT Management	1,419
Corporate Management (CEO/COO/President/GM/VP)	16,239
Finance Management (CFO/Controller/Treasurer)	1,687
Sales/Marketing	2,664
Human Resources/Training/Education	399
Legal/Compliance	16

Other Management	6,846
IT Staff/Technical Support	3,033
Non-Technical Consultant/Integrator	65

**Operating Systems Used or Planned at Location - \$30/M**

Windows XP	150,504
Other Windows	93,547
Mac	46,742
Linux/Unix/Solaris	93,434
Windows 2000	54,399
Windows 2003	30,187
Windows NT	32,587
Windows 95/98	27,792
Windows CE	12,444
Mac OS	16,118
Solaris	16,057
Unix	28,585
Linux	36,141
MVS, VMS, ESA	9,165
VM	4,478
OS 400	8,275
Netware	12,377
Palm OS	21,242
Other	28,774

**Involved in Buying, Specifying, Recommending,  
Or Approving the Following IT Products/Services - \$40/M**

Service Oriented Architecture	33,297
Virtualization Oriented Architecture	26,691
Open Source Technologies	39,062
Risk Management	29,691
Customer Relationship Management	54,159
Enterprise Resource Planning	45,408
Business Process Management/Outsourcing	48,774
Business Intelligence/Data Mining	51,940
Financials/Payroll/Billing	48,669
Performance/Application Management	53,652
Other Software	75,917
Networking	90,370
Web Services	74,401
Content Management	36,454
Network and Systems Management	67,098
VoIP (Voice Over IP)	52,379
Telecommunications	61,987
Wireless	82,097
Remote Access	69,780
Web/Video Conferencing	52,606
Storage	86,500
Storage Virtualization	23,151
Disaster Recovery	71,048
Security	84,225
Anti-Virus/Content Filtering	82,441
Firewall	80,951
VPN	66,572
Identity Management	42,869
Authentication/Authorization	51,882
Intrusion Detection & Prevention	49,469
Encryption	48,832
Other IT Products/Technologies	42,106
Server Virtualization	31,598
Servers	100,770
Multi-Core Processors	43,765
Notebooks/Laptops	103,751
Mobile Data Center Devices	28,643
PDAs/Handhelds/Pocket PC/Wireless	80,391

Flat Panel Displays	86,015
Printers	91,841
Other Hardware/Peripherals	66,022

<b>Involved with Company's Strategic Technology Initiatives - \$25/M</b>	
Integrate Technology with Company Goals	80,933
Define Architecture	58,774
Choose Technology Platforms	59,433
Develop Technology Integration Strategy	59,518
Test, Pilot, Implement Emerging Technologies	62,464
Scalability Planning	38,020
Build, Run Web Services	38,539
Internet/Network Infrastructure	56,631
Customer Relationship Management	39,817
External Partnership Management	26,718
Budgeting	45,656
Recruitment & Retention	28,820
Other	7,328

<b>Industry - \$25/M</b>	
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)	5,064
Aerospace/Defense Contractor	3,752
Agriculture/Forestry/Fisheries	54
Business Services/Consultant	3,623
Construction/Architecture/Engineering	3,822
Education	14,045
Finance/Banking/Accounting	10,766
Government - Federal (Including Military)	6,742
Government - State/Local	8,571
Healthcare/Medical/Pharmaceutical/Bio-Tech	9,593
Insurance/Real Estate/Legal	6,360
Manufacturing & Process Industries	14,012
Mining/Oil/Gas	76
Retailer/Wholesaler/Distributor (Non-Computer)	7,916
Transportation/Utilities (Energy, Water, etc.)	4,807
Travel/Hospitality/Entertainment/Recreation	1,339
Other	3,331
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	4,292
Computer/Network Consultant	23,456
E-Commerce/Internet	215
Retailer/Distributor/Wholesaler (Computer-Related)	2,265
Manufacturing - Hardware/Software	11,029
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	5,465
VAR/VAD/OEM	541
Other	9,793

<b>Number of Employees at Organization - \$25/M</b>	
20,000 or More	21,676
10,000 to 19,999	8,623
5,000 to 9,999	12,211
1,000 to 4,999	19,757
500 to 999	14,802
100 to 499	25,817
50 to 99	17,424
Less than 49	36,235

<b>Involved in Buying, Specifying, Recommending, or Approving the Following Software and/or Services - \$40/M</b>	
Enterprise/E-Business Applications	39,619
Supply Chain/Procurement	15,497
Knowledge Management	27,410
Collaborative Applications/Groupware	20,778
Project Management	37,803
Database Management Systems	44,400
Manufacturing	12,120

Asset Management/Software Distribution	20,814
Other Enterprise/E-Business Applications	14,982
Integration Software	31,067
Business Process Management	17,843
Legacy Application Integration Tools	16,807
Other Integration Software	12,225
Application Development Products	30,542
Application Servers	27,238
Java/J2EE	22,941
.XML	25,606
Testing Tools	26,892
Other Application Development Software	18,352
Other Software	10,319

<b>Involved in Buying, Specifying, Recommending, or Approving The Following Hardware and/or Peripherals - \$40/M</b>	
Hardware	76,593
Mainframes	11,887
PCs/Workstations	70,185
Network Printers	51,764
Other Monitors	40,521
UPS (Uninterruptible Power Supply)	45,748
Network Copiers	27,243
Other Hardware/Peripherals	44,744

<b>Involved in Buying, Specifying, Recommending, or Approving the Following Products or Technologies - \$40/M</b>	
LAN/WAN	47,985
Switches/Routers/Hubs	46,174
Caching/Load Balancing	17,986
Grid Computing	8,641
On Demand Utility Computing	7,616
Email	43,564
Traffic Monitoring and Analysis	21,632
Traffic Management/QoS	13,818
Other Networking	16,187
High-End/Enterprise Class Storage	12,760
Network Attached Storage	26,733
Storage Area Networks	23,657
Storage Management Software	19,339
IP Storage	13,294
Direct Attached Storage	24,013
Storage Backup	37,568
Removable/Portable Storage	25,771
Other Storage	10,574
Other Security	13,644
Internet/Intranet/Extranet	33,459
Web Servers	36,620
Web Application Development	32,070
Web Performance Management/Monitoring	20,731
Content/Document Management	22,592
Other Internet/Intranet/Extranet	17,964

# InfoWorld Email Database

Universe/Base Rate

Count: 91,796

Price: \$300/M

Source: Online and Newsletter Community

List Type: Email

Updated: Quarterly and Cleaned Continuously

Last Update: 11/06/08

Minimum Order: 4,000 Names

## Profile

InfoWorld – How Technology Drives Business.

InfoWorld is the leading source of information on emerging technologies and is the only brand that explains to senior technology decision makers how these technologies work and how they can use them to drive their business.

InfoWorld Audience:

- 37% - IT Management
- 37% - Business Management
- 26% - IT Professional (Staff/Developer/Integrator)
  
- 90% - Rely on InfoWorld for purchase decisions
- 6 out of 10 - Visitors consider themselves innovators or early adopters
  
- 67% - Visitors identify products or technology requirements for their company
- 60% - Evaluate products, brands and services for their enterprise

Source: InfoWorld Profile Study, October 2007.

The InfoWorld Email Database contains IT decision-makers who architect and implement new technology platforms - virtualization, enterprise data protection, SOA - in real world environments. They trust InfoWorld because for over 30 years it has been reporting on the cutting edge of business technology.

## Demographic Selects

### CPM

Geographic	\$15/M
Industry	\$25/M
Job Title	\$25/M
Job Function	\$25/M
Number of Employees	\$25/M
Involvement with Strategic Technology	\$25/M
Newsletter	\$25/M
Amount of Computer Products Buys	\$30/M
Operating Systems Used or Planned	\$30/M
Involvement in IT Products/Services	\$40/M
Involvement in Software/Services	\$40/M
Involvement in Hardware/Peripherals	\$40/M
Involvement in Products/Technologies	\$40/M

## Multi-Channel Base Rate

### CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$605/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 Steve Tozeski.  
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Postal names are available from InfoWorld for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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**InfoWorld Email Database**

**Demographic Selects and Counts as of 11/06/08**

<b>Total Amount of Products and Services Subscriber Buys, Specifies, Recommends or Approves The Purchase of in a Year - \$30/M</b>	
<b>Can choose from:</b>	
<b>A) For this Location</b>	
<b>B) For other Locations</b>	
<b>Product Category</b>	
Large Systems	
Client Computers	
Networking/Telecom (including Servers)	
Wireless	
Storage	
Peripheral Equipment	
Software	
Service/Support/Outsourcing	
\$100 million or more	
\$50,000,000 to \$99,999,999	
\$30,000,000 to \$49,999,999	
\$20,000,000 to \$29,999,999	
\$10,000,000 to \$19,999,999	
\$5,000,000 to \$9,999,999	
\$2,500,000 to \$4,999,999	
\$1,000,000 to \$2,499,999	
\$600,000 to \$999,999	
\$400,000 to \$599,999	
\$100,000 to \$399,999	
\$50,000 to \$99,999	
Less than \$49,999	
Please call your Account Representative for counts.	

<b>Job Title - \$25/M</b>	
CIO, CTO, CSO	5,673
Executive Vice President, Senior Vice President	2,260
Vice President	433
Director	7,180
Manager	9,486
Supervisor	346
Systems Integrator	360
Technical Consultant	5,990
CEO, COO, Chairman, President	9,340
CFO, Controller, Treasurer	623
Executive VP, Senior VP, VP, GM	604
Director, Manager	3,580
Other Corporate, Business Manager	4,608
Consultant (Non-Technical)	374
IT Staff	17,468
Non-Manager	5,511

<b>Job Function - \$25/M</b>	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	8,128
IT Management (Director/Manager)	13,035
Network/Systems Management	11,256
R&D Management	2,185
Web-Based Business	1,713
Applications Development	6,215
Systems Engineering	3,874
Programming/Systems Analyst/Architect	163
Telecommunications	766
Consultant/Integrator	610
Other IT Management	4,678
Corporate Management (CEO/COO/President/GM/VP)	6,474
Finance Management (CFO/Controller/Treasurer)	948
Sales/Marketing	1,879
Human Resources/Training/Education	435
Legal/Compliance	26

Other Management	3,626
IT Staff/Technical Support	2,330
Non-Technical Consultant/Integrator	129

<b>Operating Systems Used or Planned at Location - \$30/M</b>	
Windows XP	35,299
Other Windows	31,050
Mac	8,842
Linux/Unix/Solaris	23,775
Windows 2000	11,508
Windows 2003	4,202
Windows NT	7,433
Windows 95/98	10,521
Windows CE	2,582
Mac OS	2,795
Solaris	3,320
Unix	8,005
Linux	8,136
MVS, VMS, ESA	1,827
VM	1,022
OS 400	1,651
Netware	3,808
Palm OS	3,860
Other	14,926

<b>Involved in Buying, Specifying, Recommending, Or Approving the Following IT Products/Services - \$40/M</b>	
Service Oriented Architecture	4,555
Virtualization Oriented Architecture	3,452
Open Source Technologies	4,740
Risk Management	3,892
Customer Relationship Management	11,883
Enterprise Resource Planning	11,056
Business Process Management/Outsourcing	13,788
Business Intelligence/Data Mining	10,265
Financials/Payroll/Billing	9,465
Performance/Application Management	9,064
Other Software	27,336
Networking	25,407
Web Services	14,954
Content Management	6,513
Network and Systems Management	14,991
VoIP (Voice Over IP)	9,495
Telecommunications	12,809
Wireless	18,324
Remote Access	14,394
Web/Video Conferencing	8,856
Storage	22,943
Storage Virtualization	3,057
Disaster Recovery	11,460
Security	17,862
Anti-Virus/Content Filtering	15,210
Firewall	16,996
VPN	11,862
Identity Management	6,472
Authentication/Authorization	8,488
Intrusion Detection & Prevention	8,232
Encryption	8,503
Other IT Products/Technologies	19,015
Server Virtualization	4,087
Servers	23,866
Multi-Core Processors	5,464
Notebooks/Laptops	20,736
Mobile Data Center Devices	3,707
PDAs/Handhelds/Pocket PC/Wireless	15,680

Flat Panel Displays	15,787
Printers	17,885
Other Hardware/Peripherals	22,612

<b>Involved with Company's Strategic Technology Initiatives - \$25/M</b>	
Integrate Technology with Company Goals	17,710
Define Architecture	12,000
Choose Technology Platforms	14,771
Develop Technology Integration Strategy	12,795
Test, Pilot, Implement Emerging Technologies	13,267
Scalability Planning	8,299
Build, Run Web Services	9,119
Internet/Network Infrastructure	12,093
Customer Relationship Management	10,372
External Partnership Management	5,964
Budgeting	9,480
Recruitment & Retention	6,334
Other	1,941

<b>Industry - \$25/M</b>	
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)	2,135
Aerospace/Defense Contractor	1,255
Agriculture/Forestry/Fisheries	143
Business Services/Consultant	1,634
Construction/Architecture/Engineering	2,052
Education	6,625
Finance/Banking/Accounting	4,795
Government - Federal (Including Military)	3,836
Government - State/Local	3,085
Healthcare/Medical/Pharmaceutical/Bio-Tech	3,992
Insurance/Real Estate/Legal	2,699
Manufacturing & Process Industries	6,104
Mining/Oil/Gas	178
Retailer/Wholesaler/Distributor (Non-Computer)	3,397
Transportation/Utilities (Energy, Water, etc.)	2,273
Travel/Hospitality/Entertainment/Recreation	532
Other	1,745
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	2,903
Computer/Network Consultant	10,505
E-Commerce/Internet	718
Retailer/Distributor/Wholesaler (Computer-Related)	1,435
Manufacturing - Hardware/Software	5,431
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	3,618
VAR/VAD/OEM	726
Other	5,946

<b>Number of Employees at Organization - \$25/M</b>	
20,000 or More	8,838
10,000 to 19,999	4,058
5,000 to 9,999	7,195
1,000 to 4,999	8,208
500 to 999	6,689
100 to 499	9,734
50 to 99	7,755
Less than 49	10,674

<b>Involved in Buying, Specifying, Recommending, or Approving the Following Software and/or Services - \$40/M</b>	
Enterprise/E-Business Applications	10,043
Supply Chain/Procurement	4,042
Knowledge Management	5,306
Collaborative Applications/Groupware	3,155
Project Management	8,733
Database Management Systems	9,619
Manufacturing	3,245

Asset Management/Software Distribution	3,949
Other Enterprise/E-Business Applications	5,485
Integration Software	6,096
Business Process Management	3,327
Legacy Application Integration Tools	2,685
Other Integration Software	4,029
Application Development Products	6,751
Application Servers	4,829
Java/J2EE	4,467
.XML	4,714
Testing Tools	5,474
Other Application Development Software	3,577
Other Software	6,155

<b>Involved in Buying, Specifying, Recommending, or Approving The Following Hardware and/or Peripherals - \$40/M</b>	
Hardware	14,002
Mainframes	2,593
PCs/Workstations	13,457
Network Printers	9,809
Other Monitors	7,924
UPS (Uninterruptible Power Supply)	7,815
Network Copiers	5,112
Other Hardware/Peripherals	11,000

<b>Involved in Buying, Specifying, Recommending, or Approving the Following Products or Technologies - \$40/M</b>	
LAN/WAN	11,154
Switches/Routers/Hubs	8,075
Caching/Load Balancing	3,116
Grid Computing	1,472
On Demand Utility Computing	1,302
Email	8,210
Traffic Monitoring and Analysis	3,578
Traffic Management/QoS	2,487
Other Networking	7,431
High-End/Enterprise Class Storage	2,209
Network Attached Storage	5,107
Storage Area Networks	4,934
Storage Management Software	5,166
IP Storage	2,750
Direct Attached Storage	3,404
Storage Backup	8,771
Removable/Portable Storage	4,190
Other Storage	4,585
Other Security	2,623
Internet/Intranet/Extranet	6,646
Web Servers	5,992
Web Application Development	8,894
Web Performance Management/Monitoring	3,521
Content/Document Management	5,414
Other Internet/Intranet/Extranet	7,990

<b>Newsletter - \$25/M</b>	
Advice Line: Bob Lewis	10,396
Application Development Report	15,217
Application Report	6,176
Business Intelligence Report	10,734
CTO Source	10,496
EDP Channel Report	1,735
Enterprise Insight	8,893
Enterprise Strategy: Ahead of the Curve	9,895
Enterprise Windows: Oliver Rist	12,442
Government Channel Report	6,520
Green Tech	4,427
Gripe Line: Ed Foster	7,978

Hardware Report	12,174
InfoWorld Careers	6,927
InfoWorld Daily	33,043
InfoWorld TechWatch	8,088
InfoWorld's Week in Videos	139
International News	5,038
Letter From the Editor	19,165
Linux and Open Source Report	11,739
Mobile Hardware Report	15,651
Networking Report	10,456
Off the Record	11,025
Open Enterprise	11,182
Platforms Report	16,568
ProdBlog	1,757
Reality Check: Ephraim Schwartz	8,090
Robert X. Cringely	11,275
SaaS Report	5,374
Security Advisor: Bob Francis	12,188
Security Report	9,337
SMB Channel Report	8,625
SOA Report	10,774
Storage Insider: Mario Apicella	7,596
Strategic Developer: Jon Udell	11,413
Test Center Report	11,460
The Storage Report	8,427
Virtualization Report	14,236
Web Services Report	13,542
Webcast Alert	5,719
White Paper Alert	6,737
Wireless Report	13,639
Enterprise Desktop	49
Enterprise MAC	23
Express	375
InfoWorld Today's Headlines Wrapup	20,155

# NETWORKWORLD

Universe/Base Rate

Count: 168,327

Price: \$250/M

Source: Qualified Print and Online

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Postal

Last Update: 11/26/08

## Profile

Network World delivers the technology buyer's sweet spot - Network/IT Management.

Network World Audience:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Buys/Specifies IT Solutions:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Reach this targeted audience that maximizes your return on IT. They are 100% buy/specify audited and have the broadest purchase responsibility in the Network/IT market\*:

- 84% Applications/Software
- 65% Business Services
- 87% LANs/Internetworking
- 95% Security
- 95% Servers

\*Source: IntelliQuest 2007.

## Multi-Channel Base Price

CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$555/M

## Demographic Selects

CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Organization's Industry/Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Responsibility/Involvement in Purchase	\$25/M
Number of Employees	\$25/M
Total Budget	\$25/M
Purchase Involvement	\$30/M
Value of Technology Products and Services	\$30/M
Number of Sites Purchase Influence Over	\$30/M
Number of Nodes Including Servers/Clients	\$30/M
Platforms Installed/Planned	\$30/M
Hardware Platforms Installed/Planned	\$30/M
Web/Security/LAN Purchase Involvement	\$40/M
Servers/Systems/Peripherals Purchase	\$40/M
Products/Services Purchasing Involvement	\$40/M

## Media Output Formats

Key Coding	N/C
Email	\$50/F
FTP	\$50/F

For inquiries or questions, contact Steve Tozeski.

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**Network World**

**Demographic Selects as of 11/26/08**

<b>Organization's Industry or Function - \$25/M</b>	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	4,153
Aerospace/Defense Contractor	2,210
Agriculture/Forestry/Fisheries	123
Business Services/Consultant	6,515
Construction/Architecture/Engineering	681
Education	11,904
Finance/Banking/Accounting	8,090
Government - Federal (Including Military)	6,638
Government - State/Local	7,683
Healthcare/Medical/Pharmaceutical/Bio-Tech	9,185
Insurance/Real Estate/Legal	4,561
Manufacturing & Process Industries	12,992
Mining/Oil/Gas	188
Retailer/Wholesaler/Distributor (Non-Computer)	7,970
Transportation/Utilities (Energy, Water, etc.)	4,699
Travel/Hospitality/Entertainment/Recreation	2,266
Other (Non-Technical)	17
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	4,690
Computer/Network Consultant	11,667
E-Commerce/Internet	14
Retailer/Wholesaler/Distributor (Computer Related)	607
Manufacturing - Hardware/Software	9,245
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	3,076
VAR/VAD/OEM	4,848
Other (Technical)	625

<b>Primary Job Title - \$25/M</b>	
CIO/CTO/CSO	9,311
Executive Vice Presiden, Senior Vice President	4,348
Vice President	3,557
Director	12,221
Manager	23,873
Supervisor	5,499
Systems Integrator	4,114
Technical Consultant	20,879
CEO/COO/Chairman/President	12,811
CFO/Controller/Treasurer	1,182
Executive Vice President, Senior Vice President, Vice President	
General Manager	3,308
Director, Manager	11,090
Other Corporate, Business Manager	9,843
Consultant (Non-Technical)	1,516
IT Staff	222
Non-Manager	265

<b>Primary Job Function - \$25/M</b>	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	14,623
IT Management (Director/Manager)	8,640
Network/Systems Management	23,125
R&D Management	39
Web-Based Business	2,106
Applications Development	6,589
Systems Engineering	2,219
Programming/Systems Analyst/Architect	8,127
Telecommunications	1,113
Consultant/Integrator	7,287
Other IT Management	22,906
Corporate Management (CEO/COO/President/GM/VP)	4,745
Finance Management (CFO/Controller/Treasurer)	705
Sales/Marketing	20
Human Resources/Training/Education	15
Legal/Compliance	1
IT Staff/Technical Support	27
Non-Technical Consultant/Integrator	3
Security Compliance	3,648
Data Center Management	4,912
Other Management	13,798
None of the Above	4

<b>Estimated Value of Technology Products and Services That Subscriber Helps Influence the Purchase of Annually For this Location and for all Other Locations - \$30/M</b>	
<b>A) Estimated Value for this Location</b>	
<b>B) Estimated Value for all Other Locations</b>	
\$100 Million or more	\$1 to \$9.9 Million
\$50 to \$99.9 Million	\$100,000 to \$999,999
\$25 to \$49.9 Million	\$50,000 to \$99,999
\$10 to \$24.9 Million	Under \$50,000
<b>C) Product Category</b>	
Large Systems (Mainframes/Minis)	
Desktops (Micros/Laptops/Workstations)	
Mobile/Wireless/Remote Access	
Servers	
WAN Equipment	
WAN/Carrier Services	
Internet/Web/E-Commerce/Intranet/Extranet	
LANs/Internetworking (including Routers, Switches)	
Storage	
Peripherals (including Printers)	
Applications/Other Software (including OS, DB, etc.)	
Services/Support Services	
Security	
Please call your Account Representative for counts.	

<b>Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M</b>	
100 or more	18,132
50 to 99	7,976
20 to 49	12,649
10 to 19	15,868
2 to 9	38,586
1	31,427
None	13

<b>Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M</b>	
100,000 or more	6,690
50,000 to 99,999	5,596
10,000 to 49,999	10,389
1,000 to 9,999	19,790
100 to 999	24,312
50 to 99	8,043
10 to 49	9,792
1 to 9	9,235

<b>Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M</b>	
<b>A) Scope - Corporate/Enterprise</b>	
Entire Enterprise/Multiple Enterprises	50,343
Multinational Enterprise	6,414
Division/Multiple Divisions	19,884
Department/Multiple Departments	30,276
None	7,463
<b>B) Involvement</b>	
Determine the Business Needs	61,890
Create the Network/IT Strategy or Determine the Technology Solution	57,608
Create the Short List of Products/Vendors to Review	55,537
Recommend/Specify Brands/Vendors for Purchase	67,974
Authorize/Approve Purchase of the Solution	38,222
None	3,815

<b>Number of Employees at Entire Organization - \$25/M</b>	
20,000 or more	21,712
10,000 to 19,999	9,645
5,000 to 9,999	10,889
1,000 to 4,999	19,816
500 to 999	12,156
100 to 499	20,345

50 to 99	8,265
Less than 50	20,124

<b>Total Budget of Entire Organization - \$25/M</b>	
\$1 Billion or more	848
\$500 to \$999.9 Million	440
\$100 to \$499.9 Million	2,852
\$50 to \$99.9 Million	2,059
\$10 to \$49.9 Million	5,587
\$1 to \$9.9 Million	9,873
\$500,000 to \$999,999	1,737
\$250,000 to \$499,999	611
\$100,000 to \$249,999	12,699
Under \$100,000	16,845

<b>Web/Security/LAN/Internetworking/Wireless/Mobile/ WAN Equipment/Carrier Services Currently Involved in Purchasing or Plan To Purchase - \$40/M</b>	
<b>Network Infrastructure</b>	
Firewalls/Application Firewalls	66,272
Anti-Virus/Spam/Spyware Tools	64,268
Identity Management/Authentication/Authorization Tools	43,438
Intrusion Detection/Prevention	48,272
VPN	51,474
Network Access Control	45,858
High Speed Ethernet/Ethernet Switches	56,602
Wireless LAN (includes 802.11, Wi-Fi)	52,310
Routers	58,924
Cell Phones/PDAs	48,395
IP PBX/PBX (VoIP)	36,932
Video Conferencing	34,984
Route Optimization/WAN Compression	28,883
Remote Access/Radius Servers	33,883
Frame/T1-3/OC3-12/ISP/Data Net Services	43,216
Managed Services (VPN/VoIP/Security Services)	29,827
Other Network Infrastructure	47,071
<b>Computing Infrastructure</b>	
Laptops/Desktops	77,307
Servers	68,533
Visualization Tools	41,165
Network Attached Storage (NAS)	45,195
Storage Area Networks (SANS)	45,641
Compliance Tools	35,993
Printers/Network Printers/Copier (Hybrids)	53,744
Web/E-Commerce Tools	34,822
Other Computing Infrastructure	39,525
<b>Software/Applications</b>	
CRM/SCM/Sales Automation	38,170
Enterprise Resource Planning (ERP)	30,923
Business Intelligence	32,316
SOA Tools	28,532
Email/Groupware	46,362
Database Management Systems (DBMS)	43,555
Network/Systems Management	51,362
Other Software/Applications	47,500

	<b>1 (Currently Involved)</b>	<b>2 (Plan to Purchase)</b>	<b>3 (Both)</b>
Web Servers/Software	11,005	3,547	13,714
Web Traffic Management/Acceleration/Caching/Load Balancing	8,023	4,112	8,250
Electronic Commerce Tools	7,142	3,743	6,801
Web Development Tools/Content Management	8,335	3,799	9,150
Web Hosting Services	8,178	3,115	7,869
Web Security	9,201	3,919	10,562
Other Web	4,929	2,737	4,427
Encryption/Biometrics	6,910	3,852	7,913
Disaster Recovery/Business Continuity	9,216	3,775	11,131
Patch Management	8,454	3,482	8,048
Security Audit Tools/Services	7,656	3,724	8,685
Other Security	5,165	2,499	5,116
Storage Backup (Optical, Disk, Tape, RAID)	9,844	3,567	12,255
Storage Resource Management/Storage Virtualization	6,866	3,347	7,266
Other LAN/Internetworking	5,515	2,353	5,853
Wireless/Cell Phones	7,841	3,109	11,391

PDAs/Integrated PDA Phone/3G Handsets	7,010	3,141	10,151
Other Remote/Wireless	4,278	2,264	5,063
Bandwidth Managers/Shaping/QOS Tools	6,620	3,476	7,209
Optical Networks/Switches	6,102	3,157	7,040
Modems/Cable Modems	7,709	2,462	8,263
Diagnostic/Test Equipment	6,444	2,893	6,981
Call Center Tools	5,633	2,954	5,774
Other WAN Equipment/Services	4,069	2,068	4,040
Internet Access Service/ISP	9,790	2,415	10,485
Private Lines	7,372	2,555	7,625
Frame Relay Services	6,601	2,442	6,072
DSL/Broadband/Cable	7,690	2,249	8,722
T-1/T-3 Services	9,537	2,721	10,693
Wi-Fi/Wireless Data	6,968	2,798	7,957
Metro Ethernet/LAN Extension Services	4,538	2,185	4,265
OC-3/OC-12/Wavelength Services	4,674	2,252	4,557
VPN Services	7,173	2,744	7,589
Other Carrier Services	3,284	1,666	3,082

<b>Servers/Systems/Peripherals/Software/Applications/ Business Services Currently Involved/Plan to Purchase - \$40/M</b>			
<b>1 (Currently Involved)</b>	<b>2 (Plan to Purchase)</b>	<b>3 (Both)</b>	
	<b>1</b>	<b>2</b>	<b>3</b>
<b>Servers/Systems/Peripherals</b>			
Intel-Based Servers	7,676	2,718	18,147
Risc-Based Servers	4,731	1,923	6,122
High-End Servers/Mainframes	5,944	2,238	6,617
Blade Servers	5,774	3,632	9,825
Printers/Network Printers/Copiers (Hybrids)	7,981	2,887	15,143
Enclosures/Racks/Furniture	6,060	2,247	10,189
KVM Switches	7,648	2,356	11,770
Monitors/Flat Panel Displays	7,699	2,926	16,767
Other Computer/Peripherals	5,413	2,216	9,779
<b>Software/Applications</b>			
Supply Chain Management/RFID	3,835	1,795	3,529
Application Servers/Middleware	6,862	2,461	9,047
Email/Unified Messaging	8,175	2,763	10,362
Groupware/Collaboration	6,042	2,746	7,376
Enterprise Content Management (ECM) Document Management/ Imaging	4,584	2,142	4,627
Directory Services	6,792	2,383	7,753
Applications Development Tools/Java/.Net	6,119	2,512	7,962
Application/Performance Management	5,793	2,443	7,194
Network/Systems Management	7,360	2,868	11,194
Other Software/Applications	4,217	2,133	5,807
<b>Business Services</b>			
ASP/MSP/SSP Services	4,426	2,124	6,003
Systems Integration/Consulting	5,123	2,483	9,399
Education/Training Services	5,933	2,949	10,733
Grid/Utility/On-Demand Computing	3,423	2,185	4,615
Outsourcing/Other Services	4,309	2,287	7,098

<b>Platforms (OS/Environments/Protocols) Currently Installed/Planned - \$30/M</b>	
Windows Server OS (NT, XP, 2000, 98, 95, ME)	83,362
Windows Desktop OS (NT, XP, 2000, 98, 95, ME)	81,623
Novell (NetWare 6.X, 5.X, 4.X, 3.X, 2.X)	21,018
Linux	48,610
Unix	38,149
Solaris	26,231
IBM MVS/VM/VSE/ESA	18,676
OS/400	14,700
Macintosh	25,165
Palm OS/Windows CE/Symbian	26,461
TCP/IP	57,180
10/100/1000 Ethernet	56,291
Other Operating Systems	15,565

Hardware Platforms Installed/Plan to Install - \$30/M	
<b>Servers/Workstations/Desktops/Laptops</b>	
IBM	24,449
HP/Compaq	28,107
Unisys	5,227
Sun Microsystems	14,089
Dell	32,992
Gateway	10,917
Fujitsu	4,549
Toshiba	8,885
Sony	6,998
Apple	10,400
Samsung	3,584
Other	6,409

Purchase Involvement - \$30/M	
Authorize/Approve Purchase	51,525
Evaluate/Recommend Products, Brands	47,536
Specify Features/Technical Requirements	1,323
Determine Need to Purchase	8,615
Create IT Strategy	3,405

Products/Services Purchasing Involvement - \$40/M	
High-End Server/Mainframes	8,641
Servers/Blade Servers	71,910
Desktops/Laptops/Tablets	82,863
Cell Phones/PDAs/Smart Phones	51,922
Virtualization Solutions	45,402
Network/Systems Management	56,094
Printers/Network Printer/Copiers	57,908
Network Attached Storage/SANS	58,433
Storage Virtualization	8,176
Storage Backup (Optical, Disk, Tape)	12,317
Virtual Tape	3,832
ERP/CRM/SCM/Sales Automation	46,246
Business Intelligence	35,955
Email/Unified Messaging	12,600
Software Appliances	11,020
Application Servers/Middleware	11,191
Application Development Tools/Java	9,499
Application Performance Management	7,446
Database Management	47,067
Mobile Applications/Mobility Management	6,495
Web/E-Commerce Tools	35,349
Other Software Applications	43,675
Bandwidth Managers/QOS Tools	9,315
IP PBX/PBX (VoIP)	40,319
Wireless LAN (80211/WiFi)	56,629
Remote Access/RADIUS Servers	38,249
Web Services/SOA	31,631
Web Traffic Management/Acceleration	7,611
Disaster Recovery/Business Continuity	11,369
Switches	14,828
Other Network Equipment	8,257
Firewalls/Application Firewalls	72,377

Anti-Virus/Spam/Spyware Tools	68,731
Identity Management/Authentication	46,876
Intrusion Detection/Prevention	51,332
Encryption/Biometrics	9,154
VPN	54,167
Network Access Control	47,216
Managed Services (VPN/VoIP/Security)	33,862
Web Hosting Services	9,284
Metro Ethernet/LAN Extension Services	6,077
Software as a Service	6,538
WiFi/Wireless Data	9,647
Carrier Services	6,398
Outsourcing/Other Services	6,193

# NETWORKWORLD Email Database

Universe/Base Rate

Count: 23,882

Price: \$300/M

Source: Qualified Print and Online

List Type: Email

Updated: Quarterly and Cleaned Continuously

Last Update: 11/26/08

Minimum Order: 4,000 Names

## Profile

Network World delivers the technology buyer's sweet spot - Network/IT Management.

Network World Audience:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Buys/Specifies IT Solutions:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Reach this targeted audience that maximizes your return on IT. They are 100% buy/specify audited and have the broadest purchase responsibility in the Network/IT market\*:

- 84% Applications/Software
- 65% Business Services
- 87% LANs/Internetworking
- 95% Security
- 95% Servers

\*Source: IntelliQuest 2007.

## Multi-Channel Base Rate

CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$605/M

## Demographic Selects

CPM

Geographic	\$15/M
Organization's Industry/Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Responsibility/Involvement in Purchase	\$25/M
Number of Employees	\$25/M
Total Budget	\$25/M
Purchase Involvement	\$30/M
Value of Technology Products and Services	\$30/M
Number of Sites Purchase Influence Over	\$30/M
Number of Nodes Including Servers/Clients	\$30/M
Platforms Installed/Planned	\$30/M
Hardware Platforms Installed/Planned	\$30/M
Web/Security/LAN Purchase Involvement	\$40/M
Servers/Systems/Peripherals Purchase	\$40/M
Products/Services Purchasing Involvement	\$40/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 Steve Tozeski.

Direct line (508) 370-0822; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)

Postal and telemarketing names are available from Network World for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



3 Speen Street • Framingham • MA 01701

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[www.idglist.com](http://www.idglist.com)

**Network World Email Subscriber List**

**Demographic Selects as of 11/26/08**

<b>Organization's Industry or Function - \$25/M</b>	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	735
Aerospace/Defense Contractor	418
Agriculture/Forestry/Fisheries	14
Business Services/Consultant	1,365
Construction/Architecture/Engineering	132
Education	2,110
Finance/Banking/Accounting	1,457
Government - Federal (Including Military)	1,288
Government - State/Local	1,272
Healthcare/Medical/Pharmaceutical/Bio-Tech	1,615
Insurance/Real Estate/Legal	813
Manufacturing & Process Industries	2,143
Mining/Oil/Gas	36
Retailer/Wholesaler/Distributor (Non-Computer)	1,573
Transportation/Utilities (Energy, Water, etc.)	913
Travel/Hospitality/Entertainment/Recreation	403
Other (Non-Technical)	6
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	1,063
Computer/Network Consultant	2,724
E-Commerce/Internet	8
Retailer/Wholesaler/Distributor (Computer Related)	121
Manufacturing - Hardware/Software	1,766
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	659
VAR/VAD/OEM	1,131
Other (Technical)	112

<b>Primary Job Title - \$25/M</b>	
CIO/CTO/CSO	1,560
Executive Vice Presiden, Senior Vice President	690
Vice President	573
Director	1,989
Manager	4,209
Supervisor	979
Systems Integrator	851
Technical Consultant	4,722
CEO/COO/Chairman/President	2,697
CFO/Controller/Treasurer	209
Executive Vice President, Senior Vice President, Vice President	
General Manager	488
Director, Manager	2,167
Other Corporate, Business Manager	2,077
Consultant (Non-Technical)	331
IT Staff	34
Non-Manager	46

<b>Primary Job Function - \$25/M</b>	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	2,534
IT Management (Director/Manager)	1,631
Network/Systems Management	4,422
R&D Management	7
Web-Based Business	448
Applications Development	1,219
Systems Engineering	434
Programming/Systems Analyst/Architect	1,672
Telecommunications	258
Consultant/Integrator	1,757
Other IT Management	4,173
Corporate Management (CEO/COO/President/GM/VP)	941
Finance Management (CFO/Controller/Treasurer)	125
Sales/Marketing	5
Human Resources/Training/Education	3
Other Management	2,765
IT/Staff/Technical Support	9
Security Compliance	604
Data Center Management	871

<b>Estimated Value of Technology Products and Services That Subscriber Helps Influence the Purchase of Annually For this Location and for all Other Locations - \$30/M</b>	
<b>A) Estimated Value for this Location</b>	
<b>B) Estimated Value for all Other Locations</b>	
\$100 Million or more	\$1 to \$9.9 Million
\$50 to \$99.9 Million	\$100,000 to \$999,999
\$25 to \$49.9 Million	\$50,000 to \$99,999
\$10 to \$24.9 Million	Under \$50,000
<b>C) Product Category</b>	
Large Systems (Mainframes/Minis)	
Desktops (Micros/Laptops/Workstations)	
Mobile/Wireless/Remote Access	
Servers	
WAN Equipment	
WAN/Carrier Services	
Internet/Web/E-Commerce/Intranet/Extranet	
LANs/Internetworking (including Routers, Switches)	
Storage	
Peripherals (including Printers)	
Applications/Other Software (including OS, DB, etc.)	
Services/Support Services	
Security	
Please call your Account Representative for counts.	

<b>Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M</b>	
100 or more	3,017
50 to 99	1,424
20 to 49	2,266
10 to 19	3,084
2 to 9	8,205
1	5,882
None	3

<b>Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M</b>	
100,000 or more	1,111
50,000 to 99,999	920
10,000 to 49,999	1,838
1,000 to 9,999	3,868
100 to 999	4,685
50 to 99	1,612
10 to 49	2,053
1 to 9	2,165

<b>Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M</b>	
<b>A) Scope - Corporate/Enterprise</b>	
Entire Enterprise/Multiple Enterprises	9,829
Multinational Enterprise	1,311
Division/Multiple Divisions	3,845
Department/Multiple Departments	6,206
None	1,751
<b>B) Involvement</b>	
Determine the Business Needs	11,435
Create the Network/IT Strategy or Determine the Technology Solution	10,564
Create the Short List of Products/Vendors to Review	10,120
Recommend/Specify Brands/Vendors for Purchase	12,779
Authorize/Approve Purchase of the Solution	6,801
None	865

<b>Number of Employees at Entire Organization - \$25/M</b>	
20,000 or more	3,973
10,000 to 19,999	1,562
5,000 to 9,999	1,979
1,000 to 4,999	3,618
500 to 999	2,113
100 to 499	3,803

50 to 99	1,729
Less than 50	4,832

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	216
\$500 to \$999.9 Million	120
\$100 to \$499.9 Million	698
\$50 to \$99.9 Million	472
\$10 to \$49.9 Million	1,279
\$1 to \$9.9 Million	2,286
\$500,000 to \$999,999	459
\$250,000 to \$499,999	150
\$100,000 to \$249,999	2,715
Under \$100,000	3,586

**Web/Security/LAN/Internetworking/Wireless/Mobile/  
WAN Equipment/Carrier Services Currently  
Involved in Purchasing or Plan To Purchase - \$40/M**

Network Infrastructure	
Firewalls/Application Firewalls	12,593
Anti-Virus/Spam/Spyware Tools	12,175
Identity Management/Authentication/Authorization Tools	7,944
Intrusion Detection/Prevention	9,004
VPN	9,820
Network Access Control	8,817
High Speed Ethernet/Ethernet Switches	10,941
Wireless LAN (includes 802.11, Wi-Fi)	10,364
Routers	11,595
Cell Phones/PDAs	9,072
IP PBX/PBX (VoIP)	7,006
Video Conferencing	6,635
Route Optimization/WAN Compression	5,423
Remote Access/Radius Servers	6,199
Frame/T1-3/OC3-12/ISP/Data Net Services	8,088
Managed Services (VPN/VoIP/Security Services)	5,929
Other Network Infrastructure	9,090
Computing Infrastructure	
Laptops/Desktops	14,908
Servers	13,041
Visualization Tools	7,639
Network Attached Storage (NAS)	8,394
Storage Area Networks (SANS)	8,514
Compliance Tools	6,534
Printers/Network Printers/Copier (Hybrids)	10,050
Web/E-Commerce Tools	6,508
Other Computing Infrastructure	7,392
Software/Applications	
CRM/SCM/Sales Automation	7,022
Enterprise Resource Planning (ERP)	5,454
Business Intelligence	5,869
SOA Tools	4,898
Email/Groupware	8,511
Database Management Systems (DBMS)	8,091
Network/Systems Management	10,133
Other Software/Applications	9,245

	1 (Currently Involved)	2 (Plan to Purchase)	3 (Both)
Web Servers/Software	1,978	734	2,551
Web Traffic Management/Acceleration/Caching/Load Balancing	1,493	822	1,605
Electronic Commerce Tools	1,337	743	1,393
Web Development Tools/Content Management	1,532	777	1,762
Web Hosting Services	1,508	659	1,602
Web Security	1,688	808	2,096
Other Web	943	550	859
Encryption/Biometrics	1,355	761	1,585
Disaster Recovery/Business Continuity	1,670	757	2,160
Patch Management	1,516	704	1,636
Security Audit Tools/Services	1,424	765	1,756
Other Security	1,026	521	1,012
Storage Backup (Optical, Disk, Tape, RAID)	1,794	688	2,337
Storage Resource Management/Storage Virtualization	1,318	684	1,460
Other LAN/Internetworking	1,050	498	1,162
Wireless/Cell Phones	1,465	636	2,188

PDAs/Integrated PDA Phone/3G Handsets	1,287	644	1,923
Other Remote/Wireless	823	484	1,013
Bandwidth Managers/Shaping/QOS Tools	1,321	680	1,455
Optical Networks/Switches	1,167	637	1,423
Modems/Cable Modems	1,459	522	1,673
Diagnostic/Test Equipment	1,289	582	1,410
Call Center Tools	1,090	623	1,223
Other WAN Equipment/Services	827	433	841
Internet Access Service/ISP	1,836	515	2,018
Private Lines	1,396	533	1,512
Frame Relay Services	1,307	519	1,221
DSL/Broadband/Cable	1,442	466	1,722
T-1/T-3 Services	1,727	574	2,060
Wi-Fi/Wireless Data	1,325	600	1,616
Metro Ethernet/LAN Extension Services	882	453	888
OC-3/OC-12/Wavelength Services	945	495	900
VPN Services	1,371	566	1,546
Other Carrier Services	670	359	668

<b>Servers/Systems/Peripherals/Software/Applications/ Business Services Currently Involved/Plan to Purchase - \$40/M</b>			
<b>1 (Currently Involved)</b>	<b>2 (Plan to Purchase)</b>	<b>3 (Both)</b>	
	<b>1</b>	<b>2</b>	<b>3</b>
<b>Servers/Systems/Peripherals</b>			
Intel-Based Servers	1,503	519	3,081
Risc-Based Servers	954	380	1,189
High-End Servers/Mainframes	1,203	455	1,339
Blade Servers	1,148	704	1,894
Printers/Network Printers/Copiers (Hybrids)	1,505	598	2,741
Enclosures/Racks/Furniture	1,141	454	1,841
KVM Switches	1,417	467	2,160
Monitors/Flat Panel Displays	1,463	613	2,979
Other Computer/Peripherals	1,057	451	1,759
<b>Software/Applications</b>			
Supply Chain Management/RFID	768	394	771
Application Servers/Middleware	1,330	533	1,730
Email/Unified Messaging	1,470	584	1,961
Groupware/Collaboration	1,124	549	1,436
Enterprise Content Management (ECM) Document Management/ Imaging	895	461	963
Directory Services	1,282	495	1,496
Applications Development Tools/Java/.Net	1,176	531	1,553
Application/Performance Management	1,163	518	1,420
Network/Systems Management	1,402	558	2,187
Other Software/Applications	814	463	1,136
<b>Business Services</b>			
ASP/MSP/SSP Services	880	447	1,314
Systems Integration/Consulting	991	520	2,009
Education/Training Services	1,151	612	2,227
Grid/Utility/On-Demand Computing	710	446	1,021
Outsourcing/Other Services	848	476	1,445

<b>Platforms (OS/Environments/Protocols) Currently Installed/Planned - \$30/M</b>	
Windows Server OS (NT, XP, 2000, 98, 95, ME)	15,721
Windows Desktop OS (NT, XP, 2000, 98, 95, ME)	15,374
Novell (NetWare 6.X, 5.X, 4.X, 3.X, 2.X)	3,794
Linux	9,281
Unix	6,962
Solaris	4,846
IBM MVS/VM/VSE/ESA	3,345
OS/400	2,696
Macintosh	4,576
Palm OS/Windows CE/Symbian	4,948
TCP/IP	11,112
10/100/1000 Ethernet	10,848
Other Operating Systems	3,123

Hardware Platforms Installed/Plan to Install - \$30/M	
<b>Servers/Workstations/Desktops/Laptops</b>	
IBM	4,550
HP/Compaq	5,267
Unisys	1,069
Sun Microsystems	2,624
Dell	6,053
Gateway	2,074
Fujitsu	924
Toshiba	1,732
Sony	1,398
Apple	1,884
Samsung	729
Other	1,318

Purchase Involvement - \$30/M	
Authorize/Approve Purchase	9,494
Evaluate/Recommend Products, Brands	9,760
Specify Features/Technical Requirements	249
Determine Need to Purchase	1,939
Create IT Strategy	891

Products/Services Purchasing Involvement - \$40/M	
High-End Server/Mainframes	1,736
Servers/Blade Servers	14,139
Desktops/Laptops/Tablets	16,596
Cell Phones/PDAs/Smart Phones	10,121
Virtualization Solutions	8,650
Network/Systems Management	11,435
Printers/Network Printer/Copiers	11,159
Network Attached Storage/SANS	11,230
Storage Virtualization	1,617
Storage Backup (Optical, Disk, Tape)	2,432
Virtual Tape	771
ERP/CRM/SCM/Sales Automation	8,716
Business Intelligence	6,754
Email/Unified Messaging	2,475
Software Appliances	2,239
Application Servers/Middleware	2,172
Application Development Tools/Java	1,911
Application Performance Management	1,489
Database Management	9,019
Mobile Applications/Mobility Management	1,317
Web/E-Commerce Tools	6,856
Other Software Applications	8,790
Bandwidth Managers/QOS Tools	1,894
IP PBX/PBX (VoIP)	7,825
Wireless LAN (802.11/WiFi)	11,650
Remote Access/RADIUS Servers	7,226
Web Services/SOA	5,640
Web Traffic Management/Acceleration	1,510
Disaster Recovery/Business Continuity	2,246
Switches	2,953
Other Network Equipment	1,663
Firewalls/Application Firewalls	14,355

Anti-Virus/Spam/Spyware Tools	13,504
Identity Management/Authentication	8,919
Intrusion Detection/Prevention	9,889
Encryption/Biometrics	1,881
VPN	10,674
Network Access Control	9,390
Managed Services (VPN/VoIP/Security)	6,913
Web Hosting Services	1,911
Metro Ethernet/LAN Extension Services	1,225
Software as a Service	1,384
WiFi/Wireless Data	2,033
Carrier Services	1,282
Outsourcing/Other Services	1,280