



## Corporate Canadian Database

**Universe/Base Rate**

**Count:** 193,269

**Price:** \$250/M

**Telemarketing Offers**

**Price:** \$350/M

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

**Updated:** Semi-Annually

**List Type:** Postal and Telemarketing

**Minimum Order:** 5,000 Names

**Last Update:** 01/22/09

### Profile

IDG is the most trusted name in technology information and is the world's leading technology, research and event company. For over 40 years, it has been at the forefront of trends and changes in the marketplace that make it one of the most dynamic media companies worldwide.

The IDG Corporate Canadian Database provides a Triple Power, allowing you to target not only the Tech Decision-Maker, but also the Business-to-Business Professional and the highly educated, upscale Consumer – all with the power to purchase.

The IDG Corporate Canadian Database gives you unsurpassed reach and is perfect for every type of offer from hardware and software, to seminars, small business offers, to consumer publishing and high ticket catalogs.

Harness the collective power of the IDG Corporate Canadian Database, built from the publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions. They are: CIO, Computerworld, CSO, IDG Connect, InfoWorld, IT World Canada, LinuxWorld Conference and Expo, Macworld, Network World, NGDC Conference and Expo, PC World and PCWorld.com.

### Demographic Selects

### CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Power Decision Maker	\$25/M
Job Function	\$25/M
Industry	\$25/M
Employee Size	\$25/M
Hotline	\$25/M
Gender	\$25/M
Operating System	\$30/M
Products and Services Purchased	\$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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**Power Decision Maker - \$25/M**

Director Level and above	47,508
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**Job Function - \$25/M**

Corporate Management	47,694
IT Management	12,061
Network Management	34,527
Marketing/Sales	11,795
Financial Management	12,885
Technical/Engineering/Research & Development	12,827
Programmer/Systems Analyst/Software Developer	18,627
Internet/Intranet/Webmaster	488
Consulting	14,277
CIO/CTO	25,163
IT Staff	8,323

**Industry - \$25/M**

Computer Manufacturer	5,371
Non-Computer Manufacturer	12,406
Business Services	17,516
Retail/Wholesale/Distributor	14,304
Agriculture/Mining/Construction/Petroleum/Refining	3,716
Insurance/Real Estate/Legal	8,357
Public Utility/Transportation	9,848
Government: Federal	12,074
Health Services	3,671
VAR/VAD/System Integrators	7,642
Education	8,979
ISP/ASP/Technical Service Provider	33,248
Aerospace	397
Government: State/Local	14,268
Telecomm	1,209
Consulting	10,430
Finance/Banking/Accounting	9,294
Advertising/Marketing/Public Relations/Media	468
Other	4,390

**Employee Size - \$25/M**

Under 50	46,502
50 to 99	7,446
100 to 499	16,343
500 to 999	7,503
1,000 to 4,999	20,566
5,000 to 9,999	15,436
10,000 and over	2,503

**Operating System - \$30/M**

Novell Netware	7,445
OS 400	5
Palm OS	8
VMS	752
Unix	16,011
Windows XP	29,359
Windows 98, 2000	32,874
Vista	5,443
Linux	14,401
Macintosh	18,329
Windows 2003	10,893
Windows CE	7
Windows NT	30,259
Solaris	13

**Products and Services Purchased - \$40/M**

Access Control	1
Accounting/Finance	17
Anti-Virus/Anti-Spam	22
Application Development	14
ASP/ISP	8
Authentication/Authorization/Biometrics	8
Backup/Business Continuity/Disaster Recovery	27
Business Intelligence/Data Management/Data Warehousing	23
Call Center Tools	6
Compliance	7
Consulting/Outsourcing	26
Customer Relationship Management	8
Database Management	22
Desktop Security	2
Desktops/PC's	19,891
Displays/Monitors	17
Document Management/Imaging	11
E-Commerce	597
Email/Groupware	15
Encryption	2
Enterprise Application Integration	5,595
Enterprise Content Management	9
Enterprise Resource Planning	22
Internet/Intranet Products	599
Firewall	17
Handheld/PDAs	17
Human Resources	9
Identity Management	13
Intrusion Detection/Prevention	9
Java	11
Knowledge Management	13
LAN/WAN	19
Laptops/Notebooks	19
Life Sciences	0
Mainframe	11
Marketing/Sales Automation	8
Network Security	18
Network/Systems Management	14
Networking Products	34
Optical Networks/Switches	11
Printers/Scanners	18
Projection Devices	11
Telecommunications	6
Remote Access	1
Security	4,643
Servers	31
Service Oriented Architecture	1
Services	20
Smart Cards	6
Storage	2,317
Supply Chain	14
UPS	11
Video Conferencing	2
Voice Over IP	4,747
VPN	11
Web Development/Tools/Services	28
Wireless	32
Workstations	21
Virtualization	1
Wireless LAN/WAN	17



## Masterfile

**Universe/Base Rate**  
**Telemarketing Offers**

**Count:** 147,491

**Price:** \$275/M

**Price:** \$350/M

**Source:** Controlled Circulation

**List Type:** Postal and Telemarketing

**Updated:** Daily

**Last Update:** 01/13/09

**Minimum Order:** 5,000 Names for Postal. 5,000 Names for Telemarketing.

### Profile

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

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

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

\*Source: Ipsos-Reid, 2006

IT World Canada's exceptional database lists Canada's most unique and highly qualified IT executives - those with the power to influence and make purchase decisions for a range of technology products and services. Whether it is systems, applications, communications services, local and wide area networks or services - IT World Canada has the ability to reach the country's most influential decision makers.

### Multi-Channel Base Rate

### CPM

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

### Demographic Selects

### CPM

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

### Media Output Formats

Key Coding	N/C
CD	\$25/F
Email	\$50/F
FTP	\$50/F

For inquiries or questions, contact Rich Green.  
Direct line (508) 370-0832; Email [rgreen@idglist.com](mailto:rgreen@idglist.com)

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



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Job Function - \$20/M	
Corporate Management	40,814
Financial Management	3,700
Sales and Marketing Management	10,520
Other Corporate Management	5,876
Computer/Systems/Networking Management	27,588
Computer/Systems/Networking Supervisor	14,209
Computer/Systems/Networking Staff	19,914
Engineering/Manufacturing Management	3,115
Engineering Staff	5,665
Consultants	10,201
Educators	2,504
Other Titled Personnel	1,697

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	3,877
Computer and Data Processing Services	39,861
Other Manufacturing and Processing	11,719
Government	30,530
Educational	8,491
Finance: Banking, Insurance and Real Estate	8,591
Trade: Wholesale and Retail	6,511
Computer Trade: Wholesale and Retail	5,549
Medical and Legal Services	3,173
Transportation Services	2,399
Utilities	6,788
Construction, Mining and Agriculture	2,755
Business and Personal Services	15,186

Employee Size at Entire Organization - \$20/M	
1 to 9	29,052
10 to 49	14,687
50 to 99	6,747
100 to 499	14,534
500 to 999	6,918
1,000 to 2,499	14,750
2,500 to 4,999	4,819
5,000 or more	15,269

LAN Operating Systems Installed - \$20/M	
AppleTalk/AppleShare	2,330
Novell (Netware, 3x, 4x, 5x)	7,901
IBM	4,174
Novell Open Enterprise Server	781
Open VMS	758
Cisco IOS	3,694
Windows NT Advanced Server	25,929
Novell NetWare 6x	3,338
Other	7,664

Mainframes Installed - \$35/M	
IBM or compatible	12,893
Fujitsu	137
Unisys	736
NEC	414
Other	3,542

Workstations Installed - \$20/M	
Intel-based Desktops	39,624
Intel-based Notebooks	24,371
Mac Desktops	6,174
Mac Notebooks	3,392
AMD Desktops	6,567
AMD Notebooks	3,810
Risc/Unix Desktops	6,344
Other	2,816

Annual Revenue - \$20/M	
Over \$1 Billion	6,635
\$501 Million to \$1 Billion	2,287
\$101 Million to \$500 Million	3,587
\$25 Million to \$100 Million	3,711
\$10 Million to \$24.9 Million	2,429
\$5 Million to \$9.9 Million	2,008
\$2 Million to \$4.9 Million	3,047
\$1 Million to \$1.9 Million	1,219
Under \$1 Million	11,483

Value of Networking Equipment - \$20/M	
\$100 Million or more	279
\$50 Million to \$99.9 Million	155
\$25 Million to \$49.9 Million	181
\$10 Million to \$24.9 Million	356
\$1 Million to \$9.9 Million	1,525
\$100,000 to \$999,999	3,151
\$50,000 to \$99,999	1,965
Under \$50,000	3,071

Operating Systems Installed - \$20/M	
Unix	16,754
Windows NT/2000	31,808
Windows 98	13,446
Windows Vista	5,523
Linux	14,840
Windows ME	3,536
Windows XP	30,153
Windows 2003	11,074
Other	7,562

Special Interest - \$35/M	
Enterprise Infrastructure	11,682
Communications Infrastructure	13,930
Information Architecture	10,635
Integrating IT	11,653
Departmental/End-User Computing	5,077
Enterprise Business Applications	14,029
Security	9,278
Voice Data and IP	8,834
IT Workplace	9,958
Leadership	6,778

IT Budget - \$20/M	
Over \$100 Million	1,333
\$50 Million to \$99.9 Million	520
\$10 Million to \$49.9 Million	1,215
\$5 Million to \$9.9 Million	643
\$3 Million to \$4.9 Million	534
\$1 Million to \$2.9 Million	1,062
\$500,000 to \$999,999	663
\$250,000 to \$499,999	785
Under \$250,000	2,207

Geographic - \$15/M	
Newfoundland	1,384
Prince Edward Island	644
Nova Scotia	3,071
New Brunswick	2,462
Quebec	29,224
Ontario	73,807
Manitoba	4,212
Saskatchewan	2,955
Alberta and Northwest Territories	13,731
British Columbia and Yukon Territories	16,451



## Email Masterfile

**Universe/Base Rate**  
**Telemarketing Offers**

**Count:** 77,308

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

**Source:** Controlled Circulation and Newsletter Subscribers  
**Updated:** Daily

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

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

### Profile

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\*Source: Ipsos-Reid, 2006

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### Multi-Channel Base Rate

#### CPM

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

### Demographic Selects

#### CPM

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

### Transmission

#### CPM

HTML	\$115/M
Text	\$100/M

### Additional Services

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

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

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

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

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

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

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

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

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

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

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

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

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

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