



## Government IT Database

**Universe/Base Rate**

**Count:** 123,320

**Price:** \$265/M

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

**Updated:** Quarterly

**Minimum Order:** 5,000 Names

**List Type:** Postal

**Last Update:** 01/19/09

### Profile

Government IT spending at all levels has emerged as a growing market and a significant sales opportunity for vendors. Federal government IT spending is steadily increasing and is forecast to exceed \$46 billion\* by fiscal year 2009. In addition, state IT spending will reach \$9.4 billion\* by 2009, while local IT spending will reach \$4.5 billion\*.

The IDG Government IT Database is built from the following publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions: CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld Events, InfoWorld Newsletters, InfoWorld.com, LinuxWorld Conference and Expo, Macworld, Network World, Network World Events, Network World Newsletters, NetworkWorld.com, NGDC Conference and Expo, PC World and PCWorld.com.

The IDG Government IT Database delivers high ranking professionals who are directly involved in purchasing decisions for their companies' technology products and services.

\*Source: IDC, U.S. Government IT Opportunity / U.S. Government IT Spending 2004 - 2009 Forecast

### Multi-Channel Base Rate

**CPM**

Postal and Email Offers \$545/M

### Demographic Selects

**CPM**

Geographic	\$15/M
Home/Business Address	\$15/M
Power Decision Maker	\$25/M
Job Function	\$25/M
Employee Size	\$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.  
Direct line (508) 370-0822; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)

Email names are available for the IDG Government IT Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



3 Speen Street • Framingham • MA 01701  
Fax (508) 370-0422  
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**Power Decision Maker - \$25/M**

Director Level and above	61,861
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**Job Function - \$25/M**

Corporate Management	59,577
IT Management	52,245
Network Management	33,622
Marketing/Sales	2,264
Financial Management	2,544
Technical/Engineering/Research & Development	28,807
Programmer/Systems Analyst/Software Developer	10,232
Internet/Intranet/Webmaster	11,688
Consulting	14,767
CIO/CTO	25,042
IT Staff	32,188

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

Under 50	7,102
50 to 99	6,671
100 to 499	17,164
Under 500	971
500 to 999	12,491
1,000 to 4,999	22,696
5,000 to 9,999	11,793
10,000 and over	32,246

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

MVS/VM	14,306
Novell Netware	21,486
OS 400	11,757
Palm OS	20,136
VMS	8,901
Unix	36,011
Windows XP	75,504
Windows 98, 2000	62,494
Vista	1,426
Linux	46,281
Macintosh	20,089
Windows 2003	36,259
Windows CE	10,788
Windows NT	53,559
Solaris	37,501

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

Access Control	18,988
Accounting/Finance	19,842
Anti-Virus/Anti-Spam	46,240
Application Development	37,032
ASP/ISP	22,509
Authentication/Authorization/Biometrics	27,915
Backup/Business Continuity/Disaster Recovery	43,813
Business Intelligence/Data Management/Data Warehousing	38,243
Call Center Tools	12,208
Compliance	19,156
Consulting/Outsourcing	44,177
Customer Relationship Management	20,252
Database Management	34,400
Desktop Security	14,935
Desktops/PCs	42,003
Displays/Monitors	38,693
Document Management/Imaging	15,080
E-Commerce	52,549
Education/Training Services	10,753
Email/Groupware	42,297
Encryption	29,965
Enterprise Application Integration	16,288
Enterprise Content Management	26,167
Enterprise Resource Planning	37,597
Internet/Intranet Products	67,171
Firewall	48,247
Handheld/PDAs	44,251
Human Resources	12,984
Identity Management	30,626
Intrusion Detection/Prevention	36,735
Java	17,459
Knowledge Management	25,268
LAN/WAN	38,322
Laptops/Notebooks	63,964
Life Sciences	0
Mainframes	33,217
Managed Services	7,998
Marketing/Sales Automation	15,139
Network Security	30,888
Network/Systems Management	50,210
Networking Products	67,182
Optical Networks/Switches	26,514
Printers/Scanners	56,744
Projection Devices	14,986
Telecommunications	23,419
Remote Access	20,085
Security	53,949
Servers	70,446
Service Oriented Architecture	10,226
Services	43,343
Smart Cards	15,722
Storage	70,081
Supply Chain	17,537
UPS	26,770
Video Conferencing	23,648
Voice Over IP	23,004
VPN	39,220
Web Development/Tools/Services	53,968
Wireless	70,060
Workstations	51,639
Virtualization	14,326
Wireless LAN/WAN	42,370



## Government IT Email Database

Universe/Base Rate

Count: 32,528

Price: \$300/M

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

**Updated:** Quarterly

**Minimum Order:** 4,000 Names

**List Type:** Email

**Last Update:** 01/19/09

### Profile

Government IT spending at all levels has emerged as a growing market and a significant sales opportunity for vendors. Federal government IT spending is steadily increasing and is forecast to exceed \$46 billion\* by fiscal year 2009. In addition, state IT spending will reach \$9.4 billion\* by 2009, while local IT spending will reach \$4.5 billion\*.

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\*Source: IDC, U.S. Government IT Opportunity/U.S. Government IT Spending 2004 - 2009 Forecast

### Multi-Channel Base Rate

CPM

Email and Postal Offers \$545/M

### Demographic Selects

CPM

Geographic	\$15/M
Power Decision Maker	\$25/M
Job Function	\$25/M
Employee Size	\$25/M
Operating System	\$30/M
Products and Services Purchased	\$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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**Power Decision Maker - \$25/M**

Director Level and above	16,666
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**Job Function - \$25/M**

Corporate Management	15,656
IT Management	13,168
Network Management	8,501
Marketing/Sales	367
Financial Management	733
Technical/Engineering/Research & Development	7,147
Programmer/Systems Analyst/Software Developer	2,558
Internet/Intranet/Webmaster	2,818
Consulting	4,010
CIO/CTO	6,793
IT Staff	8,286

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

Under 50	2,521
50 to 99	1,464
100 to 499	4,989
Under 500	32
500 to 999	3,298
1,000 to 4,999	6,226
5,000 to 9,999	3,301
10,000 and over	8,562

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

MVS/VM	2,692
Novell Netware	4,664
OS 400	2,650
Palm OS	4,484
VMS	1,768
Unix	8,063
Windows XP	16,015
Windows 98, 2000	13,172
Vista	455
Linux	10,283
Macintosh	4,355
Windows 2003	8,541
Windows CE	2,594
Windows NT	11,003
Solaris	7,347

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

Access Control	4,124
Accounting/Finance	4,212
Anti-Virus/Anti-Spam	10,044
Application Development	8,787
ASP/ISP	4,811
Authentication/Authorization/Biometrics	5,980
Backup/Business Continuity/Disaster Recovery	9,568
Business Intelligence/Data Management/Data Warehousing	8,449
Call Center Tools	2,626
Compliance	4,092
Consulting/Outsourcing	10,587
Customer Relationship Management	4,144
Database Management	6,871
Desktop Security	3,545
Desktops/PCs	11,121
Displays/Monitors	8,401
Document Management/Imaging	3,029
E-Commerce	11,936
Education/Training Services	2,420
Email/Groupware	8,716
Encryption	6,401
Enterprise Application Integration	3,343
Enterprise Content Management	5,476
Enterprise Resource Planning	8,145
Internet/Intranet Products	15,700
Firewall	10,320
Handheld/PDAs	9,436
Human Resources	2,607
Identity Management	6,322
Intrusion Detection/Prevention	7,778
Java	3,627
Knowledge Management	5,530
LAN/WAN	8,643
Laptops/Notebooks	13,676
Life Sciences	0
Mainframes	7,833
Managed Services	1,778
Marketing/Sales Automation	2,731
Network Security	7,273
Network/Systems Management	10,629
Networking Products	15,471
Optical Networks/Switches	5,838
Printers/Scanners	12,232
Projection Devices	3,303
Telecommunications	6,440
Remote Access	4,267
Security	12,639
Servers	15,822
Service Oriented Architecture	2,864
Services	9,476
Smart Cards	3,399
Storage	15,753
Supply Chain	3,320
UPS	5,905
Video Conferencing	5,014
Voice Over IP	5,228
VPN	8,278
Web Development/Tools/Services	12,497
Wireless	15,993
Workstations	12,374
Virtualization	4,235
Wireless LAN/WAN	9,126



## Subscriber List

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

**Count:** 9,012

**Price:** \$250/M  
**Price:** \$350/M

**Source:** Controlled Circulation

**Updated:** Daily – Ceased Publication September, 2008

**Minimum Order:** 4,000 Names for Postal. 5,000 Names for Telemarketing.

**List Type:** Postal and Telemarketing

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

### Profile

CIO Government Review is the definitive dedicated print publication helping executives and senior managers within the Canadian public sector stay informed about important technology issues to better service all stakeholders – government to government, government to business, government to citizen.

CIO Government Review is targeted to the municipal, provincial and federal technology and program executive levels. Its readers encompass CIOs, Senior IT Managers, Business Managers, Senior Policy Advisors and Executive Program Managers including Ministers and Assistant Deputy Ministers.

These government executives are entrusted with the highest of computer and systems purchasing power.

CIO Government Review covers such essential topics as storage, ERP/CRM, wireless mobility, security and web services for the qualified government buyers.

### Multi-Channel Base Rate

#### CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$580/M

### Demographic Selects

#### CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M
IT Budget	\$20/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 CIO Government Review Subscriber List for postal/email/telemarketing matching.  
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[www.idglist.com](http://www.idglist.com)

Job Function - \$20/M	
<b>Public Sector</b>	
Executive	843
Legislative	138
Policy, Program and Procurement, Senior Management	4,403
Policy, Program and Procurement, Management	1,890
Information Technology: Senior Management	577
Information Technology: Management	795
<b>Private Sector</b>	
Company Management	224
Operations	53
Information Technology	53
Consultant	33
Other Qualified Personnel	3

Business/Industry - \$20/M	
<b>Federal Government</b>	
Executive/Legislative/Regulatory	83
Justice/Attorney and Solicitor General	290
Finance/Revenue/Tax/Auditor General	205
Foreign Affairs/Citizenship/Immigration	182
Human Resources/Health/Education/Labor	597
Environment/Natural Resources/Agriculture/Fisheries	571
Economic Programs/Regional Dev/Industry/Trade	446
Infrastructure/Public Wks/Government Services	295
Military/National Defense	241
Other Federal Ministries/Departments	332
<b>Provincial Government</b>	
Executive/Legislative/Regulatory	707
Justice/Attorney and Solicitor General	446
Finance/Revenue/Tax/Auditor General	387
Health/Education/Labor/Family Services	1,405
Intergovernmental/Municipal/Native Affairs	221
Environment/Natural Resources/Agriculture/Fisheries	659
Transport/Highways/Utilities	390
Economic Development/Tourism	328
Other Provincial Ministries/Departments	66
<b>Broader Public Sector</b>	
Municipal Government	612
Crown Corporation	230
Agency	94
VAR/VAD/System Integrator/Manufacturer Computers/ Data Processing Services	70
Banking/Finance	13
Education	34
Medical Services	31
Utilities (Gas, Electrical and Sanitary Services)	30
Consultant	45
Other	2

Employee Size at Entire Organization - \$20/M	
1 to 9	77
10 to 49	128
50 to 99	115
100 to 499	391
500 to 999	305
1,000 to 2,499	388
2,500 to 4,999	317
5,000 and over	820

Special Interest - \$35/M	
Enterprise Infrastructure	217
Communications Infrastructure	240
Information Architecture	233
Integrating IT	219
Departmental/End-User Computing	128
Enterprise Business Applications	263
Security	217
Voice Data and IP	148
IT Workplace	216
Leadership	249

IT Budget - \$20/M	
Over \$100 Million	218
\$50 Million to \$99.9 Million	130
\$10 Million to \$49.9 Million	279
\$5 Million to \$9.9 Million	138
\$3 Million to \$4.9 Million	98
\$1 Million to \$2.9 Million	179
\$500,000 to \$999,999	85
\$250,000 to \$499,999	75
Under \$250,000	147

Geographic - \$15/M	
Newfoundland	136
Prince Edward Island	140
Nova Scotia	235
New Brunswick	240
Quebec	713
Ontario	4,333
Manitoba	335
Saskatchewan	212
Alberta and Northwest Territories	1,396
British Columbia and Yukon Territories	1,272



## Email Subscriber List

**Universe/Base Rate**

**Count:** 3,238

**Price:** \$300/M

**Telemarketing Offers**

**Price:** \$350/M

**Source:** Registered Users and Newsletter Subscribers

**List Type:** Email and Telemarketing

**Updated:** Daily - Ceased Publication September, 2008

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

**Minimum Order:** 2,000 Names for Email. 5,000 Names for Telemarketing.

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### Multi-Channel Base Rate

**CPM**

Email and Postal Offers \$530/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  
IT Budget \$20/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	
<b>Public Sector</b>	
Executive	278
Legislative	43
Policy, Program and Procurement, Senior Management	1,244
Policy, Program and Procurement, Management	690
Information Technology: Senior Management	298
Information Technology: Management	480
<b>Private Sector</b>	
Company Management	104
Operations	27
Information Technology	40
Consultant	31
Other Qualified Personnel	2

Business/Industry - \$20/M	
<b>Federal Government</b>	
Executive/Legislative/Regulatory	31
Justice/Attorney and Solicitor General	101
Finance/Revenue/Tax/Auditor General	70
Foreign Affairs/Citizenship/Immigration	56
Human Resources/Health/Education/Labor	170
Environment/Natural Resources/Agriculture/Fisheries	181
Economic Programs/Regional Dev/Industry/Trade	119
Infrastructure/Public Wks/Government Services	109
Military/National Defense	67
Other Federal Ministries/Departments	120
<b>Provincial Government</b>	
Executive/Legislative/Regulatory	269
Justice/Attorney and Solicitor General	169
Finance/Revenue/Tax/Auditor General	138
Health/Education/Labor/Family Services	496
Intergovernmental/Municipal/Native Affairs	72
Environment/Natural Resources/Agriculture/Fisheries	198
Transport/Highways/Utilities	137
Economic Development/Tourism	107
Other Provincial Ministries/Departments	42
<b>Broader Public Sector</b>	
Municipal Government	303
Crown Corporation	85
Agency	39
VAR/VAD/System Integrator/Manufacturer Computers/ Data Processing Services	58
Banking/Finance	8
Education	25
Medical Services	17
Utilities (Gas, Electrical and Sanitary Services)	18
Consultant	31
Other	2

Employee Size at Entire Organization - \$20/M	
1 to 9	46
10 to 49	98
50 to 99	85
100 to 499	312
500 to 999	244
1,000 to 2,499	274
2,500 to 4,999	249
5,000 and over	633

Special Interest - \$35/M	
Enterprise Infrastructure	179
Communications Infrastructure	195
Information Architecture	190
Integrating IT	187
Departmental/End-User Computing	113
Enterprise Business Applications	223
Security	172
Voice Data and IP	115
IT Workplace	187
Leadership	211

IT Budget - \$20/M	
Over \$100 Million	166
\$50 Million to \$99.9 Million	114
\$10 Million to \$49.9 Million	228
\$5 Million to \$9.9 Million	110
\$3 Million to \$4.9 Million	89
\$1 Million to \$2.9 Million	146
\$500,000 to \$999,999	75
\$250,000 to \$499,999	59
Under \$250,000	117

Geographic - \$15/M	
Newfoundland	51
Prince Edward Island	48
Nova Scotia	91
New Brunswick	100
Quebec	266
Ontario	1,650
Manitoba	150
Saskatchewan	79
Alberta and Northwest Territories	412
British Columbia and Yukon Territories	391

## Technology in Government Subscriber List

Universe/Base Rate

Count: 14,747

Price: \$250/M

Source: Controlled Circulation – Ceased Publication

List Type: Postal

Updated: Daily

Last Update: 01/13/09

Minimum Order: 5,000 Names

### Profile

Technology in Government's mandate was to investigate, analyze and report on technological developments that were crucial to the effective deployment of information technology at all levels. It was supported by an extensive network of authoritative columnists, knowledgeable reviewers and freelance writers, as well as correspondents in Ottawa and provincial capitals.

The qualified subscribers of Technology in Government are Information Systems/Data Processing and Telecommunications Managers and Professionals in federal, provincial and municipal governments, including Crown Corporations. This list is perfect for all types of computer and communication product and service offers.

### Demographic Selects

#### CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M

### Media Output Formats

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

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**Job Function - \$20/M**

Corporate Management	3,915
Financial Management	420
Sales and Marketing Management	2,370
Other Corporate Management	456
Computer/Systems/Networking Management	4,333
Computer/Systems/Networking Supervisory	637
Computer/Systems/Networking Staff	1,242
Engineering/Manufacturing Management	162
Engineering Staff	141
Consultants	576
Educators	27
Other Titled Personnel	468

**Business/Industry - \$20/M**

Computer and Data Processing Services	7
Government	14,020
Finance: Banking, Insurance, Real Estate	3
Computer Trade: Wholesale and Retail	0
Medical and Legal Services	1
Utilities	3
Business and Personal Services	713

**Employee Size at Entire Organization - \$20/M**

1 to 9	391
10 to 49	230
50 to 99	115
100 to 499	373
500 to 999	272
1,000 to 2,499	725
2,500 to 4,999	205
5,000 or more	563

**Geographic - \$15/M**

Newfoundland	213
Prince Edward Island	156
Nova Scotia	289
New Brunswick	396
Quebec	973
Ontario	7,230
Manitoba	638
Saskatchewan	678
Alberta and Northwest Territories	1,777
British Columbia and Yukon Territories	2,397

## Technology in Government Email Subscriber List

Universe/Base Rate

Count: 2,744

Price: \$500/F

Source: Controlled Circulation – Ceased Publication

List Type: Email

Updated: Daily

Last Update: 01/13/09

Minimum Order: Full File

### Profile

Technology in Government's mandate was to investigate, analyze and report on technological developments that were crucial to the effective deployment of information technology at all levels. It was supported by an extensive network of authoritative columnists, knowledgeable reviewers and freelance writers, as well as correspondents in Ottawa and provincial capitals.

The qualified subscribers of Technology in Government are Information Systems/Data Processing and Telecommunications Managers and Professionals in federal, provincial and municipal governments, including Crown Corporations and all have given permission to receive third-party e-mail. This list is perfect for all types of computer and communication product and service offers.

### Demographic Selects

#### CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M

### Transmission

#### CPM

HTML	\$125/F
Text	\$125/F

### 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	727
Financial Management	71
Sales and Marketing Management	105
Other Corporate Management	184
Computer/Systems/Networking Management	587
Computer/Systems/Networking Supervisory	152
Computer/Systems/Networking Staff	490
Engineering/Manufacturing Management	64
Engineering Staff	78
Consultants	175
Educators	20
Other Titled Personnel	91

**Business/Industry - \$20/M**

Computer and Data Processing Services	3
Government	2,461
Finance: Banking, Insurance, Real Estate	2
Computer Trade: Wholesale and Retail	1
Medical and Legal Services	0
Utilities	0
Business and Personal Services	277

**Employee Size at Entire Organization - \$20/M**

1 to 9	232
10 to 49	144
50 to 99	74
100 to 499	234
500 to 999	158
1,000 to 2,499	397
2,500 to 4,999	150
5,000 or more	442

**Geographic - \$15/M**

Newfoundland	28
Prince Edward Island	40
Nova Scotia	88
New Brunswick	69
Quebec	353
Ontario	1,441
Manitoba	117
Saskatchewan	81
Alberta and Northwest Territories	220
British Columbia and Yukon Territories	307