



## Corporate Database

Universe/Base Rate

Count: 2,264,605

Price: \$250/M

Source: Print, Online, Newsletter Community and Exposition Attendees

List Type: Postal

Updated: Quarterly

Last Update: 01/19/09

Minimum Order: 5,000 Names

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

### Multi-Channel Base Rate

CPM

Postal and Email Offers	\$530/M
Postal and Telemarketing Offers	\$570/M

### 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
Number of Sources	\$40/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 Corporate Database 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)

## IDG Corporate Database

## Demographic Selects and Counts as of 01/19/09

**Power Decision Maker - \$25/M**

Director Level and above	659,938
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**Job Function - \$25/M**

Corporate Management	629,005
IT Management	421,760
Network Management	267,257
Marketing/Sales	83,947
Financial Management	33,925
Technical/Engineering/Research & Development	261,675
Programmer/Systems Analyst/Software Developer	92,263
Internet/Intranet/Webmaster	90,950
Consulting	159,532
CIO/CTO	232,749
IT Staff	238,251

**Industry - \$25/M**

Computer Manufacturer	105,672
Non-Computer Manufacturer	124,184
Business Services	52,826
Retail/Wholesale/Distributor	89,912
Agriculture/Mining/Construction/Petroleum/Refining	13,787
Insurance/Real Estate/Legal	57,462
Public Utility/Transportation	58,425
Government: Federal	69,480
Health Services	81,438
VAR/VAD/System Integrators	42,128
Education	102,759
ISP/ASP/Technical Service Provider	45,312
Aerospace	19,874
Government: State/Local	59,794
Telecomm	54,145
Consulting	128,283
Finance/Banking/Accounting	84,608
Adverstising/Marketing/Public Relations/Media	40,045
Other	55,078

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

Under 50	210,435
50 to 99	93,373
100 to 499	232,808
Under 500	9,479
500 to 999	105,046
1,000 to 4,999	181,319
5,000 to 9,999	115,623
10,000 and over	283,611

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

MVS/VM	107,004
Novell Netware	158,849
OS 400	90,820
Palm OS	154,680
VMS	74,712
Unix	305,405
Windows XP	658,294
Windows 98, 2000	544,413
Vista	11,426
Linux	477,993
Macintosh	451,169
Windows 2003	289,981
Windows CE	77,250
Windows NT	418,604
Solaris	343,089

**Number of Sources - \$40/M**

1 to 2	1,993,598
3 to 4	196,049
5 or more	74,958

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

Access Control	170,043
Accounting/Finance	186,662
Anti-Virus/Anti Spam	372,505
Application Development	294,681
ASP/ISP	170,475
Authentication/Authorization/Biometrics	196,419
Backup/Business Continuity/Disaster Recovery	331,609
Business Intelligence/Data Management/Data Warehousing	322,771
Call Center Tools	89,185
Compliance	141,011
Consulting/Outsourcing	394,676
Customer Relationship Management	202,037
Database Management	253,855
Desktop Security	111,499
Desktop/PCs	904,787
Displays/Monitors	298,008
Document Management/Imaging	108,144
E-Commerce	451,281
Education/Training Services	68,571
Email/Groupware	342,288
Encryption	224,383
Enterprise Application Integration	132,118
Enterprise Content Management	212,117
Enterprise Resource Planning	342,008
Internet/Intranet Products	575,362
Firewall	410,095
Handheld/PDAs	362,438
Human Resources	93,951
Identity Management	227,942
Intrusion Detection/Prevention	263,619
Java	126,344
Knowledge Management	189,588
LAN/WAN	296,594
Laptops/Notebooks	530,700
Life Sciences	0
Mainframes	244,357
Managed Services	55,643
Marketing/Sales Automation	137,585
Network Security	224,104
Networking/Systems Management	418,657
Networking Products	585,041
Optical Networks/Switches	190,246
Printers/Scanners	448,206
Projection Devices	103,608
Telecommunications	161,219
Remote Access	183,629
Security	427,573
Servers	613,435
Service Oriented Architecture	83,668
Services	336,719
Smart Cards	95,637
Storage	638,617
Supply Chain	135,003
UPS	186,845
Video Conferencing	187,197
Voice Over IP	189,024
VPN	308,700
Web Development/Tools/Services	444,383
Wireless	607,641
Workstations	416,906
Virtualization	120,240
Wireless LAN/WAN	340,451



## Corporate Email Database

Universe/Base Rate

Count: 719,242

Price: \$300/M

Source: Print, Online, Newsletter Community and Exposition Attendees

List Type: Email

Updated: Quarterly

Last Update: 01/19/09

Minimum Order: 4,000 Names

### 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 total of IDG's collective reach of the most influential and powerful IT buyers is available in one unduplicated database. And all have given permission to receive third-party emailed product and information offers.

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

### Multi-Channel Base Rate

CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$620/M

### Demographic Selects

CPM

Geographic	\$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
Number of Sources	\$40/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)

For inquiries or questions, contact Steve Tozeski.  
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Postal names are available for the IDG Corporate Database 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)

**Power Decision Maker - \$25/M**

Director Level and above	194,122
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**Job Function - \$25/M**

Corporate Management	151,367
IT Management	121,724
Network Management	90,484
Marketing/Sales	12,996
Financial Management	11,950
Technical/Engineering/Research & Development	68,209
Programmer/Systems Analyst/Software Developer	25,376
Internet/Intranet/Webmaster	26,610
Consulting	43,367
CIO/CTO	64,503
IT Staff	63,502

**Industry - \$25/M**

Computer Manufacturer	24,774
Non-Computer Manufacturer	28,423
Business Services	12,945
Retail/Wholesale/Distributor	19,399
Agriculture/Mining/Construction/Petroleum/Refining	3,465
Insurance/Real Estate/Legal	11,716
Public Utility/Transportation	11,400
Government: Federal	16,496
Health Services	18,437
VAR/VAD/System Integrators	9,442
Education	24,093
ISP/ASP/Technical Service Provider	11,561
Aerospace	4,729
Government: State/Local	13,830
Telecomm	12,593
Consulting	32,717
Finance/Banking/Accounting	19,957
Adverstising/Marketing/Public Relations/Media	8,154
Other	11,754

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

Under 50	76,939
50 to 99	25,522
100 to 499	93,633
Under 500	546
500 to 999	28,903
1,000 to 4,999	47,923
5,000 to 9,999	30,138
10,000 and over	74,093

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

MVS/VM	18,473
Novell Netware	29,853
OS 400	20,167
Palm OS	32,706
VMS	14,670
Unix	60,346
Windows XP	127,756
Windows 98, 2000	97,723
Vista	3,146
Linux	91,244
Macintosh	54,267
Windows 2003	65,348
Windows CE	17,927
Windows NT	78,814
Solaris	55,687

**Number of Sources - \$40/M**

1 to 2	573,183
3 to 4	16,937
5 or more	2,432

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

Access Control	29,211
Accounting/Finance	37,490
Anti-Virus/Anti Spam	82,281
Application Development	73,996
ASP/ISP	35,269
Authentication/Authorization/Biometrics	39,059
Backup/Business Continuity/Disaster Recovery	75,932
Business Intelligence/Data Management/Data Warehousing	79,933
Call Center Tools	18,144
Compliance	28,962
Consulting/Outsourcing	91,644
Customer Relationship Management	41,211
Database Management	55,672
Desktop Security	27,134
Desktop/PCs	213,121
Displays/Monitors	59,945
Document Management/Imaging	21,725
E-Commerce	99,268
Education/Training Services	14,484
Email/Groupware	68,189
Encryption	45,208
Enterprise Application Integration	26,564
Enterprise Content Management	39,550
Enterprise Resource Planning	71,181
Internet/Intranet Products	135,685
Firewall	79,542
Handheld/PDAs	73,488
Human Resources	19,289
Identity Management	46,250
Intrusion Detection/Prevention	51,843
Java	26,353
Knowledge Management	41,845
LAN/WAN	66,528
Laptops/Notebooks	106,564
Life Sciences	0
Mainframes	55,245
Managed Services	11,432
Marketing/Sales Automation	27,371
Network Security	60,441
Networking/Systems Management	85,795
Networking Products	132,753
Optical Networks/Switches	41,185
Printers/Scanners	91,415
Projection Devices	22,705
Telecommunications	42,288
Remote Access	30,922
Security	112,376
Servers	127,061
Service Oriented Architecture	26,413
Services	72,367
Smart Cards	20,229
Storage	135,942
Supply Chain	27,498
UPS	40,004
Video Conferencing	36,911
Voice Over IP	45,526
VPN	59,864
Web Development/Tools/Services	109,914
Wireless	137,689
Workstations	93,543
Virtualization	38,700
Wireless LAN/WAN	72,100



## Telemarketing Database

Universe/Base Rate

Count: 1,087,595

Price: \$340/M

Source: Print and Online

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Phone

Last Update: 01/19/09

### 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 Telemarketing Database provides a Triple Power, allowing you to connect with 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 Telemarketing Database gives you unsurpassed reach and is perfect for every type of offer from hardware and software, to seminars, small business offers and consumer publishing.

Harness the collective power of the IDG Telemarketing Database, built from the subscribers to the following: CIO, CMO, Computerworld, CSO, InfoWorld and Network World.

### Multi-Channel Base Rate CPM

Telemarketing and Postal Offers	\$570/M
Telemarketing and Email Offers	\$620/M

### Demographic Selects CPM

Geographic	\$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

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**Power Decision Maker - \$25/M**

Director Level and above	551,358
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**Job Function - \$25/M**

Corporate Management	523,737
IT Management	370,613
Network Management	242,211
Marketing/Sales	68,225
Financial Management	28,188
Technical/Engineering/Research & Development	223,796
Programmer/Systems Analyst/Software Developer	73,081
Internet/Intranet/Webmaster	86,537
Consulting	138,796
CIO/CTO	206,358
IT Staff	183,019

**Industry - \$25/M**

Computer Manufacturer	84,996
Non-Computer Manufacturer	104,044
Business Services	43,521
Retail/Wholesale/Distributor	73,408
Agriculture/Mining/Construction/Petroleum/Refining	11,804
Insurance/Real Estate/Legal	47,332
Public Utility/Transportation	49,059
Government: Federal	57,451
Health Services	67,217
VAR/VAD/System Integrators	35,776
Education	83,130
ISP/ASP/Technical Service Provider	34,476
Aerospace	16,447
Government: State/Local	50,325
Telecomm	42,945
Consulting	101,149
Finance/Banking/Accounting	67,292
Advertising/Marketing/Public Relations/Media	32,267
Other	37,746

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

Under 50	156,753
50 to 99	67,358
100 to 499	184,144
Under 500	4,936
500 to 999	86,846
1,000 to 4,999	150,828
5,000 to 9,999	90,121
10,000 and over	236,562

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

MVS/VM	98,570
Novell Netware	148,093
OS 400	87,024
Palm OS	147,725
VMS	65,547
Unix	278,563
Windows XP	575,259
Windows 98, 2000	494,577
Vista	10,249
Linux	383,245
Macintosh	179,453
Windows 2003	259,836
Windows CE	73,338
Windows NT	388,618
Solaris	299,397

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

Access Control	156,530
Accounting/Finance	170,754
Anti-Virus/Anti-Spam	346,584
Application Development	269,252
ASP/ISP	162,276
Authentication/Authorization/Biometrics	185,810
Backup/Business Continuity/Disaster Recovery	305,313
Business Intelligence/Data Management/Data Warehousing	294,012
Call Center Tools	85,027
Compliance	134,795
Consulting/Outsourcing	350,682
Customer Relationship Management	181,706
Database Management	230,759
Desktop Security	100,864
Desktops/PCs	278,855
Displays/Monitors	274,940
Document Management/Imaging	101,616
E-Commerce	420,646
Education/Training Services	66,669
Email/Groupware	315,408
Encryption	205,647
Enterprise Application Integration	119,541
Enterprise Content Management	195,878
Enterprise Resource Planning	310,628
Internet/Intranet Products	518,868
Firewall	371,442
Handheld/PDAs	326,376
Human Resources	88,061
Identity Management	212,694
Intrusion Detection/Prevention	249,633
Java	117,506
Knowledge Management	171,551
LAN/WAN	268,305
Laptops/Notebooks	477,332
Life Sciences	0
Mainframes	223,028
Managed Services	54,104
Marketing/Sales Automation	125,533
Network Security	204,166
Network/Systems Management	375,103
Networking Products	513,690
Optical Networks/Switches	178,416
Printers/Scanners	404,301
Projection Devices	95,365
Telecommunications	149,448
Remote Access	168,349
Security	384,201
Servers	546,707
Service Oriented Architecture	76,537
Services	304,558
Smart Cards	89,596
Storage	577,535
Supply Chain	125,152
UPS	176,420
Video Conferencing	172,870
Voice Over IP	177,573
VPN	289,917
Web Development/Tools/Services	399,619
Wireless	545,336
Workstations	368,649
Virtualization	110,639
Wireless LAN/WAN	312,991