

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.

Direct line (508) 370-0822; Email stozeski@idglist.com

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



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Network World

Demographic Selects as of 11/26/08

Organization's Industry or Function - \$25/M	
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

Primary Job Title - \$25/M	
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

Primary Job Function - \$25/M	
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

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	
A) Estimated Value for this Location	
B) Estimated Value for all Other Locations	
\$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
C) Product Category	
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.	

Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M	
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

Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M	
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

Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M	
A) Scope - Corporate/Enterprise	
Entire Enterprise/Multiple Enterprises	50,343
Multinational Enterprise	6,414
Division/Multiple Divisions	19,884
Department/Multiple Departments	30,276
None	7,463
B) Involvement	
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

Number of Employees at Entire Organization - \$25/M	
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

Total Budget of Entire Organization - \$25/M	
\$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

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	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
Computing Infrastructure	
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
Software/Applications	
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

	1 (Currently Involved)	2 (Plan to Purchase)	3 (Both)
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

Servers/Systems/Peripherals/Software/Applications/ Business Services Currently Involved/Plan to Purchase - \$40/M			
1 (Currently Involved)	2 (Plan to Purchase)	3 (Both)	
	1	2	3
Servers/Systems/Peripherals			
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
Software/Applications			
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
Business Services			
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

Platforms (OS/Environments/Protocols) Currently Installed/Planned - \$30/M	
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	
Servers/Workstations/Desktops/Laptops	
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

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- 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)	

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Network World Email Subscriber List

Demographic Selects as of 11/26/08

Organization's Industry or Function - \$25/M	
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

Primary Job Title - \$25/M	
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

Primary Job Function - \$25/M	
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

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	
A) Estimated Value for this Location	
B) Estimated Value for all Other Locations	
\$100 Million or more	\$1 to \$9.9 Million
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\$25 to \$49.9 Million	\$50,000 to \$99,999
\$10 to \$24.9 Million	Under \$50,000
C) Product Category	
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.	

Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M	
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

Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M	
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

Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M	
A) Scope - Corporate/Enterprise	
Entire Enterprise/Multiple Enterprises	9,829
Multinational Enterprise	1,311
Division/Multiple Divisions	3,845
Department/Multiple Departments	6,206
None	1,751
B) Involvement	
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

Number of Employees at Entire Organization - \$25/M	
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

Servers/Systems/Peripherals/Software/Applications/ Business Services Currently Involved/Plan to Purchase - \$40/M			
1 (Currently Involved)	2 (Plan to Purchase)	3 (Both)	
	1	2	3
Servers/Systems/Peripherals			
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
Software/Applications			
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
Business Services			
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

Platforms (OS/Environments/Protocols) Currently Installed/Planned - \$30/M	
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	
Servers/Workstations/Desktops/Laptops	
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

NETWORKWORLD Telemarketing

Telemarketing Offers

Count: 122,007

Price: \$325/M

Source: Qualified Print and Online

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Telemarketing

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 Rate

CPM

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

Direct line (508) 370-0822; Email stozeski@idglist.com

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Organization's Industry or Function - \$25/M
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)
Aerospace/Defense Contractor
Agriculture/Forestry/Fisheries
Business Services/Consultant
Construction/Architecture/Engineering
Education
Finance/Banking/Accounting
Government - Federal (Including Military)
Government - State/Local
Healthcare/Medical/Pharmaceutical/Bio-Tech
Insurance/Real Estate/Legal
Manufacturing & Process Industries
Mining/Oil/Gas
Retailer/Wholesaler/Distributor (Non-Computer)
Transportation/Utilities (Energy, Water, etc.)
Travel/Hospitality/Entertainment/Recreation
Other (Non-Technical)
Communication Carriers (ISP, Telecomm, Data Comm, Cable)
Computer/Network Consultant
E-Commerce/Internet
Retailer/Wholesaler/Distributor (Computer Related)
Manufacturing - Hardware/Software
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)
VAR/VAD/OEM
Other (Technical)

Primary Job Title - \$25/M
CIO/CTO/CSO
Executive Vice Presiden, Senior Vice President
Vice President
Director
Manager
Supervisor
Systems Integrator
Technical Consultant
CEO/COO/Chairman/President
CFO/Controller/Treasurer
Executive Vice President, Senior Vice President, Vice President
General Manager
Director, Manager
Other Corporate, Business Manager
Consultant (Non-Technical)
IT Staff
Non-Manager

Primary Job Function - \$25/M
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)
IT Management (Director/Manager)
Network/Systems Management
R&D Management
Web-Based Business
Applications Development
Systems Engineering
Programming/Systems Analyst/Architect
Telecommunications
Consultant/Integrator
Other IT Management
Corporate Management (CEO/COO/President/GM/VP)
Finance Management (CFO/Controller/Treasurer)
Sales/Marketing
Human Resources/Training/Education
Legal/Compliance
IT Staff/Technical Support
Non-Technical Consultant/Integrator
Security Compliance
Data Center Management
Other Management
None of the Above

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	
A) Estimated Value for this Location	
B) Estimated Value for all Other Locations	
\$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
C) Product Category	
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	

Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M
100 or more
50 to 99
20 to 49
10 to 19
2 to 9
1
None

Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M
100,000 or more
50,000 to 99,999
10,000 to 49,999
1,000 to 9,999
100 to 999
50 to 99
10 to 49
1 to 9

Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M
A) Scope - Corporate/Enterprise
Entire Enterprise/Multiple Enterprises
Multinational Enterprise
Division/Multiple Divisions
Department/Multiple Departments
None
B) Involvement
Determine the Business Needs
Create the Network/IT Strategy or Determine the Technology Solution
Create the Short List of Products/Vendors to Review
Recommend/Specify Brands/Vendors for Purchase
Authorize/Approve Purchase of the Solution
None

Number of Employees at Entire Organization - \$25/M
20,000 or more
10,000 to 19,999
5,000 to 9,999
1,000 to 4,999
500 to 999
100 to 499

50 to 99

Less than 50

Total Budget of Entire Organization - \$25/M

\$1 Billion or more

\$500 to \$999.9 Million

\$100 to \$499.9 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

Under \$100,000

**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

Anti-Virus/Spam/Spyware Tools

Identity Management/Authentication/Authorization Tools

Intrusion Detection/Prevention

VPN

Network Access Control

High Speed Ethernet/Ethernet Switches

Wireless LAN (includes 802.11, Wi-Fi)

Routers

Cell Phones/PDAs

IP PBX/PBX (VoIP)

Video Conferencing

Route Optimization/WAN Compression

Remote Access/Radius Servers

Frame/T1-3/OC3-12/ISP/Data Net Services

Managed Services (VPN/VoIP/Security Services)

Other Network Infrastructure

Computing Infrastructure

Laptops/Desktops

Servers

Visualization Tools

Network Attached Storage (NAS)

Storage Area Networks (SANS)

Compliance Tools

Printers/Network Printers/Copier (Hybrids)

Web/E-Commerce Tools

Other Computing Infrastructure

Software/Applications

CRM/SCM/Sales Automation

Enterprise Resource Planning (ERP)

Business Intelligence

SOA Tools

Email/Groupware

Database Management Systems (DBMS)

Network/Systems Management

Other Software/Applications

1 (Currently Involved) 2 (Plan to Purchase) 3 (Both)

Web Servers/Software

Web Traffic Management/Acceleration/Caching/Load Balancing

Electronic Commerce Tools

Web Development Tools/Content Management

Web Hosting Services

Web Security

Other Web

Encryption/Biometrics

Disaster Recovery/Business Continuity

Patch Management

Security Audit Tools/Services

Other Security

Storage Backup (Optical, Disk, Tape, RAID)

Storage Resource Management/Storage Virtualization

Other LAN/Internetworking

Wireless/Cell Phones

PDAs/Integrated PDA Phone/3G Handsets
Other Remote/Wireless
Bandwidth Managers/Shaping/QOS Tools
Optical Networks/Switches
Modems/Cable Modems
Diagnostic/Test Equipment
Call Center Tools
Other WAN Equipment/Services
Internet Access Service/ISP
Private Lines
Frame Relay Services
DSL/Broadband/Cable
T-1/T-3 Services
Wi-Fi/Wireless Data
Metro Ethernet/LAN Extension Services
OC-3/OC-12/Wavelength Services
VPN Services
Other Carrier Services

Servers/Systems/Peripherals/Software/Applications/ Business Services Currently Involved/Plan to Purchase - \$40/M
1 (Currently Involved) 2 (Plan to Purchase) 3 (Both)
Servers/Systems/Peripherals
Intel-Based Servers
Risc-Based Servers
High-End Servers/Mainframes
Blade Servers
Printers/Network Printers/Copiers (Hybrids)
Enclosures/Racks/Furniture
KVM Switches
Monitors/Flat Panel Displays
Other Computer/Peripherals
Software/Applications
Supply Chain Management/RFID
Application Servers/Middleware
Email/Unified Messaging
Groupware/Collaboration
Enterprise Content Management (ECM) Document Management/ Imaging
Directory Services
Applications Development Tools/Java/.Net
Application/Performance Management
Network/Systems Management
Other Software/Applications
Business Services
ASP/MSP/SSP Services
Systems Integration/Consulting
Education/Training Services
Grid/Utility/On-Demand Computing
Outsourcing/Other Services

Platforms (OS/Environments/Protocols) Currently Installed/Planned - \$30/M
Windows Server OS (NT, XP, 2000, 98, 95, ME)
Windows Desktop OS (NT, XP, 2000, 98, 95, ME)
Novell (NetWare 6.X, 5.X, 4.X, 3.X, 2.X)
Linux
Unix
Solaris
IBM MVS/VM/VSE/ESA
OS/400
Macintosh
Palm OS/Windows CE/Symbian
TCP/IP
10/100/1000 Ethernet
Other Operating Systems

Hardware Platforms Installed/Plan to Install - \$30/M
Servers/Workstations/Desktops/Laptops
IBM
HP/Compaq
Unisys
Sun Microsystems
Dell
Gateway
Fujitsu
Toshiba
Sony
Apple
Samsung
Other

Purchase Involvement - \$30/M
Authorize/Approve Purchase
Evaluate/Recommend Products, Brands
Specify Features/Technical Requirements
Determine Need to Purchase
Create IT Strategy

Products/Services Purchasing Involvement - \$40/M
High-End Server/Mainframes
Servers/Blade Servers
Desktops/Laptops/Tablets
Cell Phones/PDAs/Smart Phones
Virtualization Solutions
Network/Systems Management
Printers/Network Printer/Copiers
Network Attached Storage/SANS
Storage Virtualization
Storage Backup (Optical, Disk, Tape)
Virtual Tape
ERP/CRM/SCM/Sales Automation
Business Intelligence
Email/Unified Messaging
Software Appliances
Application Servers/Middleware
Application Development Tools/Java
Application Performance Management
Database Management
Mobile Applications/Mobility Management
Web/E-Commerce Tools
Other Software Applications
Bandwidth Managers/QOS Tools
IP PBX/PBX (VoIP)
Wireless LAN (802.11/WiFi)
Remote Access/RADIUS Servers
Web Services/SOA
Web Traffic Management/Acceleration
Disaster Recovery/Business Continuity
Switches
Other Network Equipment
Firewalls/Application Firewalls

Anti-Virus/Spam/Spyware Tools
Identity Management/Authentication
Intrusion Detection/Prevention
Encryption/Biometrics
VPN
Network Access Control
Managed Services (VPN/VoIP/Security)
Web Hosting Services
Metro Ethernet/LAN Extension Services
Software as a Service
WiFi/Wireless Data
Carrier Services
Outsourcing/Other Services



Enterprise IT Executive Database

Universe/Base Rate

Count: 1,402,798

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

With the IDG Enterprise IT Executive Database you can reach users of network and IT products and services. These individuals are corporate professionals who have substantial purchasing influence for every type of networking equipment or service. This database is an excellent marketing tool for any mailer of hardware, software, seminars, trade shows, services or computer catalogs related to the networking market.

The IDG Enterprise IT Executive Database is an unduplicated file built from the network and IT selections on the following subscriber and attendee lists: 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, NetworkWorld.com, NGDC Conference and Expo, PC World and PCWorld.com. The combination of these highly responsive lists gives you unmatched access to this strong market – complete with selectability.

Clearly one of the most well established markets in the computer industry today, this database offers the largest single source of qualified networking leads.

Multi-Channel Base Rate

CPM

Postal and Email Offers	\$545/M
Postal and Telemarketing Offers	\$585/M

Demographic Selects

CPM

Geographic	\$15/M
Home/Business Address	\$15/M
Job Function	\$25/M
Industry	\$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

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



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Job Function - \$25/M

Corporate Management	624,125
IT Management	419,534
Network Management	266,315
Marketing/Sales	82,103
Financial Management	33,610
Technical/Engineering/Research & Development	259,827
Programmer/Systems Analyst/Software Developer	88,405
Internet/Intranet/Webmaster	90,556
Consulting	157,466
CIO/CTO	231,978
IT Staff	235,148

Industry - \$25/M

Computer Manufacturer	104,245
Non-Computer Manufacturer	123,656
Business Services	51,096
Retail/Wholesale/Distributor	89,314
Agriculture/Mining/Construction/Petroleum/Refining	13,681
Insurance/Real Estate/Legal	57,190
Public Utility/Transportation	58,071
Government: Federal	68,315
Health Services	80,870
VAR/VAD/System Integrators	41,443
Education	101,546
ISP/ASP/Technical Service Provider	44,285
Aerospace	19,772
Government: State/Local	59,613
Telecomm	53,505
Consulting	127,807
Finance/Banking/Accounting	83,670
Advertising/Marketing/Public Relations/Media	39,458
Other	53,539

Employee Size - \$25/M

Under 50	205,394
50 to 99	92,053
100 to 499	230,791
Under 500	9,473
500 to 999	104,153
1,000 to 4,999	179,758
5,000 to 9,999	114,839
10,000 and over	280,744

Operating System - \$30/M

MVS/VM	106,862
Novell Netware	158,565
OS 400	90,674
Palm OS	154,405
VMS	74,609
Unix	304,806
Windows XP	656,835
Windows 98, 2000	543,365
Vista	11,389
Linux	434,498
Macintosh	196,240
Windows 2003	289,528
Windows CE	77,134
Windows NT	417,901
Solaris	342,337

Products and Services Purchased - \$40/M

Access Control	169,582
Accounting/Finance	186,372
Anti-Virus/Anti-Spam	371,651
Application Development	294,174
ASP/ISP	170,211
Authentication/Authorization/Biometrics	196,048
Backup/Business Continuity/Disaster Recovery	330,998
Business Intelligence/Data Management/Data Warehousing	322,228
Call Center Tools	89,035
Compliance	140,766
Consulting/Outsourcing	393,964
Customer Relationship Management	201,689
Database Management	253,217
Desktop Security	111,355
Desktop/PCs	306,631
Displays/Monitors	296,653
Document Management/Imaging	108,023
E-Commerce	450,308
Education/Training Services	68,435
Email/Groupware	341,133
Encryption	223,931
Enterprise Application Integration	131,913
Enterprise Content Management	211,728
Enterprise Resource Planning	341,411
Internet/Intranet Products	573,047
Firewall	409,159
Handheld/PDAs	361,688
Human Resources	93,846
Identity Management	227,575
Intrusion Detection/Prevention	263,058
Java	126,201
Knowledge Management	189,313
LAN/WAN	296,107
Laptops/Notebooks	528,922
Life Sciences	0
Mainframes	243,980
Managed Services	55,549
Marketing/Sales Automation	137,446
Network Security	223,795
Network/Systems Management	417,245
Networking Products	582,438
Optical Networks/Switches	189,566
Printers/Scanners	446,441
Projection Devices	103,450
Telecommunications	160,988
Remote Access	183,155
Security	425,655
Servers	610,590
Service Oriented Architecture	83,518
Services	336,208
Smart Cards	95,504
Storage	636,042
Supply Chain	134,845
UPS	186,510
Video Conferencing	186,747
Voice Over IP	188,615
VPN	308,060
Web Development/Tools/Services	442,836
Wireless	605,565
Workstations	416,152
Virtualization	119,943
Wireless LAN/WAN	339,813



Enterprise IT Executive Email Database

Universe/Base Rate

Count: 422,806

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

With the IDG Enterprise IT Executive Email Database you can reach users of network and IT products and services. These individuals are corporate professionals who have substantial purchasing influence for every type of networking equipment or service.

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Clearly one of the most well established markets in the computer industry today, this database offers the largest single source of qualified networking leads.

Multi-Channel Base Rate CPM

Email and Postal Offers	\$545/M
Email and Telemarketing Offers	\$620/M

Demographic Selects CPM

Geographic	\$15/M
Job Function	\$25/M
Industry	\$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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www.idglist.com

Job Function - \$25/M

Corporate Management	144,023
IT Management	117,517
Network Management	89,008
Marketing/Sales	12,076
Financial Management	11,544
Technical/Engineering/Research & Development	65,478
Programmer/Systems Analyst/Software Developer	24,449
Internet/Intranet/Webmaster	26,184
Consulting	40,801
CIO/CTO	62,494
IT Staff	60,679

Industry - \$25/M

Computer Manufacturer	23,653
Non-Computer Manufacturer	27,509
Business Services	12,064
Retail/Wholesale/Distributor	18,690
Agriculture/Mining/Construction/Petroleum/Refining	3,245
Insurance/Real Estate/Legal	11,340
Public Utility/Transportation	10,897
Government: Federal	15,743
Health Services	17,853
VAR/VAD/System Integrators	9,002
Education	23,094
ISP/ASP/Technical Service Provider	11,003
Aerospace	4,553
Government: State/Local	13,314
Telecomm	11,813
Consulting	31,231
Finance/Banking/Accounting	19,134
Advertising/Marketing/Public Relations/Media	7,733
Other	10,956

Employee Size - \$25/M

Under 50	73,135
50 to 99	24,253
100 to 499	91,243
Under 500	536
500 to 999	27,662
1,000 to 4,999	45,700
5,000 to 9,999	28,927
10,000 and over	70,647

Operating System - \$30/M

MVS/VM	18,159
Novell Netware	29,292
OS 400	19,770
Palm OS	31,997
VMS	14,408
Unix	59,246
Windows XP	125,559
Windows 98, 2000	95,960
Vista	3,078
Linux	86,922
Macintosh	37,261
Windows 2003	64,061
Windows CE	17,513
Windows NT	77,455
Solaris	54,700

Products and Services Purchased - \$40/M

Access Control	28,622
Accounting/Finance	36,734
Anti-Virus/Anti-Spam	80,855
Application Development	72,812
ASP/ISP	34,585
Authentication/Authorization/Biometrics	38,325
Backup/Business Continuity/Disaster Recovery	74,669
Business Intelligence/Data Management/Data Warehousing	78,759
Call Center Tools	17,814
Compliance	28,416
Consulting/Outsourcing	90,116
Customer Relationship Management	40,568
Database Management	54,699
Desktop Security	26,694
Desktop/PCs	73,613
Displays/Monitors	58,630
Document Management/Imaging	21,237
E-Commerce	97,630
Education/Training Services	14,247
Email/Groupware	66,864
Encryption	44,396
Enterprise Application Integration	26,119
Enterprise Content Management	38,742
Enterprise Resource Planning	70,078
Internet/Intranet Products	133,458
Firewall	78,049
Handheld/PDAs	72,131
Human Resources	18,894
Identity Management	45,386
Intrusion Detection/Prevention	50,922
Java	25,823
Knowledge Management	41,113
LAN/WAN	65,317
Laptops/Notebooks	104,663
Life Sciences	0
Mainframes	54,240
Managed Services	11,224
Marketing/Sales Automation	26,871
Network Security	59,472
Network/Systems Management	84,269
Networking Products	130,457
Optical Networks/Switches	40,307
Printers/Scanners	89,633
Projection Devices	22,174
Telecommunications	41,421
Remote Access	30,294
Security	110,561
Servers	124,681
Service Oriented Architecture	26,045
Services	71,027
Smart Cards	19,792
Storage	133,642
Supply Chain	27,005
UPS	39,161
Video Conferencing	36,255
Voice Over IP	44,747
VPN	58,796
Web Development/Tools/Services	108,099
Wireless	135,413
Workstations	91,747
Virtualization	38,155
Wireless LAN/WAN	70,791



Enterprise IT Executive Telemarketing Database

Universe/Base Rate

Count: 1,085,984

Price: \$340/M

Source: Print and Online

Updated: Quarterly

Minimum Order: 5,000 Names

List Type: Phone

Last Update: 01/19/09

Profile

With the IDG Enterprise IT Executive Telemarketing Database you can reach users of network and IT products and services. These individuals are corporate professionals who have substantial purchasing influence for every type of networking equipment or service. This database is an excellent marketing tool for any offers of hardware, software, seminars, trade shows, services or computer catalogs related to the networking market.

The IDG Enterprise IT Executive Telemarketing Database is an unduplicated file built from the network and IT selections on the following subscriber lists: CIO, Computerworld, CSO, InfoWorld and Network World. The combination of these highly responsive lists gives you unmatched access to this strong market – complete with selectability.

Clearly one of the most well established markets in the computer industry today, this database offers the largest single source of qualified networking leads.

Multi-Channel Base Rate

CPM

Telemarketing and Postal Offers	\$585/M
Telemarketing and Email Offers	\$620/M

Demographic Selects

CPM

Geographic	\$15/M
Job Function	\$25/M
Industry	\$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

Postal and Email names are available for the IDG Enterprise IT Executive Database for postal/email/telemarketing matching.
For inquiries or questions, contact Steve Tozeski.



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Fax (508) 370-0422
www.idglist.com

Job Function - \$25/M

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

Industry - \$25/M

Computer Manufacturer
Non-Computer Manufacturer
Business Services
Retail/Wholesale/Distributor
Agriculture/Mining/Construction/Petroleum/Refining
Insurance/Real Estate/Legal
Public Utility/Transportation
Government: Federal
Health Services
VAR/VAD/System Integrators
Education
ISP/ASP/Technical Service Provider
Aerospace
Government: State/Local
Telecomm
Consulting
Finance/Banking/Accounting
Advertising/Marketing/Public Relations/Media
Other

Employee Size - \$25/M

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

Operating System - \$30/M

MVS/VM
Novell Netware
OS 400
PalM OS
VMS
Unix
Windows XP
Windows 98, 2000
Vista
Linux
Macintosh
Windows 2003
Windows CE
Windows NT
Solaris

Products and Services Purchased - \$40/M

Access Control
Accounting/Finance
Anti-Virus/Anti-Spam
Application Development
ASP/ISP
Authentication/Authorization/Biometrics
Backup/Business Continuity/Disaster Recovery
Business Intelligence/Data Management/Data Warehousing
Call Center Tools
Compliance
Consulting/Outsourcing
Customer Relationship Management
Database Management
Desktop Security
Desktop/PCs
Displays/Monitors
Document Management/Imaging
E-Commerce
Education/Training Services
Email/Groupware
Encryption
Enterprise Application Integration
Enterprise Content Management
Enterprise Resource Planning
Internet/Intranet Products
Firewall
Handheld/PDAs
Human Resources
Identity Management
Intrusion Detection/Prevention
Java
Knowledge Management
LAN/WAN
Laptops/Notebooks
Life Sciences
Mainframes
Managed Services
Marketing/Sales Automation
Network Security
Network/Systems Management
Networking Products
Optical Networks/Switches
Printers/Scanners
Projection Devices
Telecommunications
Remote Access
Security
Servers
Service Oriented Architecture
Services
Smart Cards
Storage
Supply Chain
UPS
Video Conferencing
Voice Over IP
VPN
Web Development/Tools/Services
Wireless
Workstations
Virtualization
Wireless LAN/WAN