



Consumer Database

Universe/Base Rate

Count: 795,144

Price: \$125/M

Source: Print, Online, Newsletter Community and Exposition Attendees

Updated: Quarterly

List Type: Postal

Minimum Order: 7,500 Names

Last Update: 01/19/09

Profile

For over 40 years, IDG has been at the forefront of trends and changes in the marketplace that make it one of the most dynamic media companies worldwide.

With the IDG Consumer Database, you have the opportunity to target highly educated, affluent, upscale and forward-thinking consumers – with the income to buy and the power to invest.

This database is the best way to reach professionals who are not only tech savvy experts but also well educated buyers of home products. The IDG Consumer Database is perfect for every type of consumer offer from publishing, to personal and home electronics, travel and high ticket catalogs.

Test the IDG Consumer Database and utilize its collective power and reach. The database is built from the home addresses of the publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions. They are: CIO, CMO, Computerworld, CSO, InfoWorld, LinuxWorld Conference and Expo, Macworld, Network World, NGDC Conference and Expo and PC World.

Multi-Channel Base Rate

CPM

Postal and Email Offers \$280/M

Demographic Selects

CPM

Geographic \$15/M

Gender \$25/M

Media Output Formats

Key Coding N/C

Email \$50/F

FTP \$50/F

For inquiries or questions, contact Mary Ann Doolin.
Direct line (508) 370-0827; Email mdoolin@idglist.com

Email names are available for the IDG Consumer Database for postal/email matching. For inquiries or questions, contact Mary Ann Doolin.



3 Speen Street • Framingham • MA 01701
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Consumer Email Database

Universe/Base Rate

Count: 108,876

Price: \$175/M

Source: Controlled Circulation, Newsletter or Online Subscribers and Exposition Attendees

Updated: Quarterly

List Type: Email

Minimum Order: 7,500 Names

Last Update: 01/19/09

Profile

For over 40 years, IDG has been at the forefront of trends and changes in the marketplace that make it one of the most dynamic media companies worldwide.

With the IDG Consumer Email Database, you have the opportunity to target highly educated, affluent, upscale and forward-thinking consumers – with the income to buy and the power to invest.

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Test the IDG Consumer Email Database and utilize its collective power and reach. The database is built from the home addresses of the publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions. They are: CIO, CMO, Computerworld, CSO, InfoWorld, Macworld, Network World, NGDC Conference and Expo and PC World.

Multi-Channel Base Rate CPM

Email and Postal Offers \$280/M

Demographic Selects CPM

Geographic \$15/M

Gender \$25/M

Transmission CPM

HTML \$100/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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Enhanced Database

Universe/Base Rate	U.S. Count: 153,329	Canada Count: 2,423	International Count: 13,401	Price: \$150/M
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Source: Enhanced Active Subscribers and Expires

List Type: Postal

Updated: Semi-Annually

Last Update: 01/07/09

Minimum Order: 5,000 Names

Profile

Founded in 1899 and published by the world renowned Massachusetts Institute of Technology (MIT), Technology Review today is proud to be the oldest technology magazine in the world. Its mission is to promote the understanding of emerging technologies and to analyze their commercial, economic, social, and political impact on society, government, businesses, academic institutions, and individuals. The goal is to assist business and technology leaders – CTOs, senior technologists, CXOs, CSOs, policy makers, venture capitalists, and early adopters in shaping markets and driving the global economy.

Technology Review subscribers are senior level decision makers who are active knowledge seekers and innovators with a profound need to understand how technology moves the global enterprise. It covers emerging technologies with a distinct and unique voice specializing in the opportunities of innovation and what its impact will be on business, society and people's lives.

Subscribers to this award-winning publication are business and technology C level executives as well as affluent and forward-thinking consumers with the income to buy and invest.

- 38% are in the top 7% Net Worth Rank
- 36% have Family Income of over \$100K

Perfect for offers from finance to IT to upscale catalogs. Only Technology Review provides an opportunity to market to senior level decision makers and upscale consumers who work for innovative companies in technology driven industries.

Demographic Selects

CPM

Geographic	\$15/M
Gender	\$25/M
Income	\$25/M
Age of Adult	\$25/M
Dwelling Type	\$25/M
Ethnicity	\$25/M
Home Value	\$25/M
Marital Status	\$25/M
Bank Card Owner	\$25/M
Religion	\$25/M
Presence of Children	\$25/M

Other Consumer Data Available – Please Inquire

Media Output Formats

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

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



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Income - \$25/M

\$20,000 and under	3,628
\$21,000 to \$30,000	3,298
\$31,000 to \$40,000	4,179
\$41,000 to \$50,000	4,896
\$51,000 to \$70,000	10,277
\$71,000 to \$100,000	14,318
\$101,000 to \$120,000	7,894
\$121,000 and more	26,232

Age of Adult - \$25/M

18 to 24	563
25 to 34	2,605
35 to 44	9,393
45 to 54	14,176
55 to 64	11,730
65 to 74	6,967
75 and over	6,282

Dwelling Type - \$25/M

Multi-Family Dwelling	10,062
Single Family Dwelling	64,660

Ethnicity - \$25/M

Asian (Oriental)	2,283
French	913
German	3,610
Hispanic	2,269
Italian	2,695
Scottish/Irish	5,373
Swedish	3,858

Home Value - \$25/M

\$124,999 and under	8,841
\$125,000 to \$199,999	13,758
\$200,000 to \$299,999	14,876
\$300,000 to \$499,999	12,687
\$500,000 to \$799,999	10,366
\$800,000 and more	3,874

Marital Status - \$25/M

Married	53,783
Single	20,865

Bank Card Owner - \$25/M

Finance Card	3,421
Premium Bank Card	10,210
Oil Company Card	4,067
Retail Store Card	20,369
Specialty Store Card	7,421

Religion - \$25/M

Catholic	7,461
Jewish	5,256
Protestant	8,051

Other Consumer Data Available - Please Inquire



Email Database

Universe/Base Rate **Count:** 217,993 **Price:** \$300/M
 (183,196 U.S. / 3,786 Canada / 31,011 International)

Source: Permission-Based Subscribers, Newsletter Subscribers, Site Registrants and Expires

Updated: Quarterly and Cleaned Continuously

List Type: Email

Minimum Order: 4,000 Names

Last Update: 01/07/09

Profile

Technology Review is the oldest technology magazine in the world, published since 1899 by Technology Review, Inc., an independent media company owned by MIT. Technology Review's mission is to promote the understanding of emerging technologies, and analyze their commercial, economic, social, and political impact on business and leaders. The editorial is designed for today's technology and business leaders - CXOs, senior technologists, entrepreneurs and venture capitalists - who are shaping markets and driving the global economy.

Technology Review occupies an unparalleled position at the intersection of business and technology. No other magazine combines the sophisticated, in depth, emerging technology editorial with the business impact of these innovations.

Technologyreview.com contains highly focused information that services a young, affluent, well-educated group of executives who are the decision makers for both large and emerging growth companies. The site boasts over 620,000* unique visitors each month. *Source: 2007 technologyreview.com@plan Custom Study, Nielsen Online.

The Technology Review Email Database is built from subscribers to Technology Review in either print or digital format, subscribers to the web site, purchasers of individual PDF articles and market research, or subscribers to Emerging Technologies enewsletter. And all have given permission to receive third-party emailed product and information offers.

Selection Charges CPM

Geographic \$15/M

Transmission CPM

HTML \$115/M

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