



IDG SMB Database

Universe/Base Rate

Count: 649,941

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

IT spending is estimated to be \$81 billion* for US small and medium-size businesses (SMB). This market represents a huge growth opportunity for b-to-b and high tech marketers – specifically in segments including security, storage, wireless LANs, Linux applications and business intelligence software.

*IDC SMB Research

The IDG SMB Database is an unduplicated file built from the employee size selection on 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 SMB Database delivers the key decision-makers and IT professionals working in companies with less than 1000 employees. This database gives you unmatched access to this creative entrepreneurial market – complete with selectability.

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
Industry	\$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 SMB Database for postal/email 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	321,786
IT Management	193,469
Network Management	122,904
Marketing/Sales	40,684
Financial Management	20,777
Technical/Engineering/Research & Development	109,301
Programmer/Systems Analyst/Software Developer	32,191
Internet/Intranet/Webmaster	45,182
Consulting	75,453
CIO/CTO	124,610
IT Staff	100,272

Industry - \$25/M

Computer Manufacturer	44,505
Non-Computer Manufacturer	50,494
Business Services	31,286
Retail/Wholesale/Distributor	44,859
Agriculture/Mining/Construction/Petroleum/Refining	6,705
Insurance/Real Estate/Legal	24,242
Public Utility/Transportation	25,249
Government: Federal	21,439
Health Services	32,779
VAR/VAD/System Integrators	25,092
Education	47,396
ISP/ASP/Technical Service Provider	22,701
Aerospace	5,631
Government: State/Local	26,165
Telecomm	22,833
Consulting	77,125
Finance/Banking/Accounting	31,494
Advertising/Marketing/Public Relations/Media	22,472
Other	26,394

Operating System - \$30/M

MVS/VM	33,352
Novell Netware	63,343
OS 400	33,241
Palm OS	70,042
VMS	21,547
Unix	108,790
Windows XP	311,134
Windows 98, 2000	257,970
Vista	4,658
Linux	188,944
Macintosh	90,637
Windows 2003	130,344
Windows CE	34,498
Windows NT	190,516
Solaris	132,561

Products and Services Purchased - \$40/M

Access Control	87,004
Accounting/Finance	98,692
Anti-Virus/Anti-Spam	188,848
Application Development	137,112
ASP/ISP	77,767
Authentication/Authorization/Biometrics	92,161
Backup/Business Continuity/Disaster Recovery	165,235
Business Intelligence/Data Management/Data Warehousing	147,641
Call Center Tools	36,884
Compliance	65,379
Consulting/Outsourcing	184,733
Customer Relationship Management	103,353
Database Management	119,906
Desktop Security	59,323
Desktops/PCs	150,082
Displays/Monitors	152,153
Document Management/Imaging	48,883
E-Commerce	223,008
Education/Training Services	30,382
Email/Groupware	170,601
Encryption	110,828
Enterprise Application Integration	59,971
Enterprise Content Management	99,961
Enterprise Resource Planning	159,537
Internet/Intranet Products	282,802
Firewall	209,257
Handheld/PDAs	184,232
Human Resources	41,525
Identity Management	111,341
Intrusion Detection/Prevention	124,226
Java	53,259
Knowledge Management	85,283
LAN/WAN	147,023
Laptops/Notebooks	267,201
Life Sciences	0
Mainframes	109,683
Managed Services	23,735
Marketing/Sales Automation	67,430
Network Security	110,660
Network/Systems Management	204,994
Networking Products	284,567
Optical Networks/Switches	88,092
Printers/Scanners	232,041
Projection Devices	49,256
Telecommunications	73,485
Remote Access	92,331
Security	210,923
Servers	296,788
Service Oriented Architecture	41,391
Services	157,080
Smart Cards	40,430
Storage	310,659
Supply Chain	61,362
UPS	89,755
Video Conferencing	96,420
Voice Over IP	93,927
VPN	147,654
Web Development/Tools/Services	213,575
Wireless	296,404
Workstations	204,157
Virtualization	64,474
Wireless LAN/WAN	167,642



SMB Email Database

Universe/Base Rate

Count: 223,354

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

IT spending is estimated to be \$81 billion* for US small and medium-size businesses (SMB). This market represents a huge growth opportunity for b-to-b and high tech marketers – specifically in segments including security, storage, wireless LANs, Linux applications and business intelligence software.

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These high level decision-makers have the power to specify, recommend and purchase IT products and services for their companies. And all have given permission to receive third-party emailed product and information offers.

The IDG SMB Email Database delivers the key decision-makers and IT professionals working in companies with less than 1000 employees. This database gives you unmatched access to this creative entrepreneurial market – complete with selectability.

Multi-Channel Price

CPM

Email and Postal Offers \$545/M

Demographic Selects

CPM

Geographic	\$15/M
Power Decision Maker	\$25/M
Job Function	\$25/M
Industry	\$25/M
Operating System	\$30/M
Products and Services Purchased	\$40/M

Transmission Base Rate

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 - \$25/M

Corporate Management	76,459
IT Management	59,920
Network Management	44,689
Marketing/Sales	7,211
Financial Management	6,406
Technical/Engineering/Research & Development	32,736
Programmer/Systems Analyst/Software Developer	8,151
Internet/Intranet/Webmaster	11,913
Consulting	23,932
CIO/CTO	36,953
IT Staff	30,484

Industry - \$25/M

Computer Manufacturer	10,736
Non-Computer Manufacturer	11,026
Business Services	7,694
Retail/Wholesale/Distributor	10,256
Agriculture/Mining/Construction/Petroleum/Refining	1,528
Insurance/Real Estate/Legal	5,199
Public Utility/Transportation	4,710
Government: Federal	5,251
Health Services	7,105
VAR/VAD/System Integrators	6,220
Education	11,672
ISP/ASP/Technical Service Provider	5,914
Aerospace	1,309
Government: State/Local	6,240
Telecomm	5,283
Consulting	20,132
Finance/Banking/Accounting	7,898
Advertising/Marketing/Public Relations/Media	4,596
Other	6,147

Operating System - \$30/M

MVS/VM	6,158
Novell Netware	12,232
OS 400	7,604
Palm OS	15,338
VMS	4,208
Unix	21,790
Windows XP	61,592
Windows 98, 2000	46,702
Vista	1,284
Linux	39,214
Macintosh	17,767
Windows 2003	29,092
Windows CE	8,091
Windows NT	37,457
Solaris	22,399

Products and Services Purchased - \$40/M

Access Control	15,059
Accounting/Finance	19,154
Anti-Virus/Anti-Spam	41,010
Application Development	33,176
ASP/ISP	17,481
Authentication/Authorization/Biometrics	19,152
Backup/Business Continuity/Disaster Recovery	36,698
Business Intelligence/Data Management/Data Warehousing	34,802
Call Center Tools	8,367
Compliance	14,150
Consulting/Outsourcing	41,588
Customer Relationship Management	20,565
Database Management	25,075
Desktop Security	14,817
Desktops/PCs	37,987
Displays/Monitors	31,561
Document Management/Imaging	10,752
E-Commerce	48,578
Education/Training Services	6,981
Email/Groupware	35,937
Encryption	23,037
Enterprise Application Integration	12,410
Enterprise Content Management	19,168
Enterprise Resource Planning	31,998
Internet/Intranet Products	64,754
Firewall	41,859
Handheld/PDAs	38,179
Human Resources	9,236
Identity Management	23,943
Intrusion Detection/Prevention	26,003
Java	11,880
Knowledge Management	19,792
LAN/WAN	35,293
Laptops/Notebooks	56,125
Life Sciences	0
Mainframes	25,599
Managed Services	5,371
Marketing/Sales Automation	14,410
Network Security	28,995
Network/Systems Management	42,038
Networking Products	61,953
Optical Networks/Switches	20,957
Printers/Scanners	49,131
Projection Devices	11,676
Telecommunications	19,732
Remote Access	15,825
Security	52,042
Servers	61,523
Service Oriented Architecture	11,751
Services	35,967
Smart Cards	9,246
Storage	64,833
Supply Chain	12,388
UPS	20,824
Video Conferencing	19,169
Voice Over IP	21,509
VPN	30,459
Web Development/Tools/Services	50,422
Wireless	65,616
Workstations	46,808
Virtualization	17,408
Wireless LAN/WAN	38,463