



Wireless Database

Universe/Base Rate

Count: 622,143

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

U.S. wireless services, one of the fastest growing sectors of the IT market, are expected to grow at a compound annual growth rate of 12.4%* from 2005 to 2010 and reach approximately \$56.7 billion* by 2010. With companies depending on wireless products to communicate with their customers and to compete in today's business world, it is essential to be able to reach the key players in this important market. The IDG Wireless Database delivers these players: the buyers of wireless technology.

The IDG Wireless Database is an unduplicated file built from the wireless products selection on CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld.com, 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. These high level IT decision-makers have the power to specify, recommend and purchase wireless communication products and services for their companies.

The IDG Wireless Database delivers IT professionals in high tech, business and health services, government, education, manufacturing, retail/wholesale, finance/insurance and transportation/communications. This database gives you unmatched access to this strong market - complete with selectability.

* Source: IDC's U.S. and Worldwide Wireless Infrastructure and Application Services 2006-2010 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

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 Wireless Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



3 Speen Street • Framingham • MA 01701

Fax (508) 370-0422

www.idglist.com

Power Decision Maker - \$25/M

Director Level and above	358,701
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Job Function - \$25/M

Corporate Management	349,883
IT Management	266,429
Network Management	185,427
Marketing/Sales	19,871
Financial Management	15,646
Technical/Engineering/Research & Development	162,255
Programmer/Systems Analyst/Software Developer	48,512
Internet/Intranet/Webmaster	79,599
Consulting	94,962
CIO/CTO	154,361
IT Staff	131,851

Industry - \$25/M

Computer Manufacturer	59,069
Non-Computer Manufacturer	70,273
Business Services	28,451
Retail/Wholesale/Distributor	53,222
Agriculture/Mining/Construction/Petroleum/Refining	8,560
Insurance/Real Estate/Legal	30,387
Public Utility/Transportation	33,023
Government: Federal	39,987
Health Services	46,924
VAR/VAD/System Integrators	27,903
Education	62,795
ISP/ASP/Technical Service Provider	25,118
Aerospace	12,444
Government: State/Local	37,681
Telecomm	30,341
Consulting	81,313
Finance/Banking/Accounting	44,033
Advertising/Marketing/Public Relations/Media	21,933
Other	26,510

Employee Size - \$25/M

Under 50	93,831
50 to 99	49,069
100 to 499	102,475
Under 500	3,912
500 to 999	54,127
1,000 to 4,999	88,234
5,000 to 9,999	48,524
10,000 and over	134,789

Operating System - \$30/M

MVS/VM	79,953
Novell Netware	128,028
OS 400	82,861
Palm OS	144,031
VMS	45,680
Unix	231,121
Windows XP	495,685
Windows 98, 2000	416,194
Vista	10,756
Linux	325,330
Macintosh	152,884
Windows 2003	216,940
Windows CE	71,938
Windows NT	336,811
Solaris	246,622

Products and Services Purchased - \$40/M

Access Control	156,231
Accounting/Finance	170,721
Anti-Virus/Anti-Spam	355,497
Application Development	251,776
ASP/ISP	165,539
Authentication/Authorization/Biometrics	188,887
Backup/Business Continuity/Disaster Recovery	295,823
Business Intelligence/Data Management/Data Warehousing	275,075
Call Center Tools	86,554
Compliance	135,819
Consulting/Outsourcing	320,625
Customer Relationship Management	161,320
Database Management	215,957
Desktop Security	84,296
Desktops/PCs	283,138
Displays/Monitors	290,607
Document Management/Imaging	102,585
E-Commerce	385,516
Education/Training Services	64,924
Email/Groupware	306,914
Encryption	199,535
Enterprise Application Integration	102,662
Enterprise Content Management	195,387
Enterprise Resource Planning	280,386
Internet/Intranet Products	472,921
Firewall	370,610
Handheld/PDAs	327,882
Human Resources	92,148
Identity Management	214,315
Intrusion Detection/Prevention	252,290
Java	118,730
Knowledge Management	158,152
LAN/WAN	267,861
Laptops/Notebooks	479,183
Life Sciences	0
Mainframes	216,263
Managed Services	52,803
Marketing/Sales Automation	118,730
Network Security	194,273
Network/Systems Management	354,520
Networking Products	480,213
Optical Networks/Switches	187,203
Printers/Scanners	406,303
Projection Devices	102,371
Telecommunications	156,484
Remote Access	171,646
Security	359,799
Servers	514,729
Service Oriented Architecture	67,653
Services	291,374
Smart Cards	93,043
Storage	506,418
Supply Chain	119,668
UPS	184,765
Video Conferencing	167,198
Voice Over IP	184,561
VPN	294,941
Web Development/Tools/Services	383,033
Workstations	353,772
Virtualization	107,851



Wireless Email Database

Universe/Base Rate

Count: 137,358

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

U.S. wireless services, one of the fastest growing sectors of the IT market, are expected to grow at a compound annual growth rate of 12.4%* from 2005 to 2010 and reach approximately \$56.7 billion* by 2010. With companies depending on wireless products to communicate with their customers and to compete in today's business world, it is essential to be able to reach the key players in this important market. The IDG Wireless Email Database delivers these players: the buyers of wireless technology.

The IDG Wireless Email Database is an unduplicated file built from the wireless products selection on CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld.com, InfoWorld Newsletters, LinuxWorld Conference and Expo, Macworld, Network World, Network World Newsletters, NGDC Conference and Expo, PC World and PCWorld.com. These high level IT decision-makers have the power to specify, recommend and purchase wireless communication products and services for their companies. And all have given permission to receive third-party emailed product and information offers.

The IDG Wireless Email Database delivers IT professionals in high tech, business and health services, government, education, manufacturing, retail/wholesale, finance/insurance and transportation/communications. This database gives you unmatched access to this strong market - complete with selectability.

* Source: IDC's U.S. and Worldwide Wireless Infrastructure and Application Services 2006-2010 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

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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Power Decision Maker - \$25/M

Director Level and above	82,001
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Job Function - \$25/M

Corporate Management	77,722
IT Management	60,519
Network Management	47,662
Marketing/Sales	3,913
Financial Management	5,750
Technical/Engineering/Research & Development	34,966
Programmer/Systems Analyst/Software Developer	16,403
Internet/Intranet/Webmaster	22,722
Consulting	21,144
CIO/CTO	36,506
IT Staff	29,178

Industry - \$25/M

Computer Manufacturer	12,616
Non-Computer Manufacturer	15,168
Business Services	6,652
Retail/Wholesale/Distributor	11,245
Agriculture/Mining/Construction/Petroleum/Refining	1,910
Insurance/Real Estate/Legal	6,156
Public Utility/Transportation	6,398
Government: Federal	8,632
Health Services	9,859
VAR/VAD/System Integrators	6,410
Education	13,256
ISP/ASP/Technical Service Provider	5,862
Aerospace	2,705
Government: State/Local	8,192
Telecomm	6,422
Consulting	18,803
Finance/Banking/Accounting	9,502
Advertising/Marketing/Public Relations/Media	4,391
Other	5,874

Employee Size - \$25/M

Under 50	22,305
50 to 99	10,258
100 to 499	21,914
Under 500	307
500 to 999	11,637
1,000 to 4,999	18,895
5,000 to 9,999	11,893
10,000 and over	28,438

Operating System - \$30/M

MVS/VM	15,077
Novell Netware	24,746
OS 400	17,606
Palm OS	29,637
VMS	9,272
Unix	46,305
Windows XP	98,402
Windows 98, 2000	79,742
Vista	2,856
Linux	68,152
Macintosh	31,967
Windows 2003	49,324
Windows CE	16,031
Windows NT	66,053
Solaris	44,066

Products and Services Purchased - \$40/M

Access Control	27,486
Accounting/Finance	34,670
Anti-Virus/Anti-Spam	75,180
Application Development	58,114
ASP/ISP	33,668
Authentication/Authorization/Biometrics	37,270
Backup/Business Continuity/Disaster Recovery	66,312
Business Intelligence/Data Management/Data Warehousing	65,804
Call Center Tools	17,340
Compliance	27,503
Consulting/Outsourcing	73,868
Customer Relationship Management	33,260
Database Management	48,287
Desktop Security	19,731
Desktops/PCs	65,931
Displays/Monitors	57,566
Document Management/Imaging	20,546
E-Commerce	85,320
Education/Training Services	13,698
Email/Groupware	60,694
Encryption	39,815
Enterprise Application Integration	20,770
Enterprise Content Management	37,068
Enterprise Resource Planning	58,347
Internet/Intranet Products	109,305
Firewall	72,222
Handheld/PDAs	65,365
Human Resources	18,496
Identity Management	42,429
Intrusion Detection/Prevention	49,284
Java	24,517
Knowledge Management	33,344
LAN/WAN	58,589
Laptops/Notebooks	93,547
Life Sciences	0
Mainframes	48,256
Managed Services	10,835
Marketing/Sales Automation	23,705
Network Security	48,500
Network/Systems Management	74,781
Networking Products	106,480
Optical Networks/Switches	39,848
Printers/Scanners	80,628
Projection Devices	21,997
Telecommunications	39,822
Remote Access	29,404
Security	87,655
Servers	103,979
Service Oriented Architecture	20,324
Services	62,381
Smart Cards	19,361
Storage	110,849
Supply Chain	24,796
UPS	38,834
Video Conferencing	32,924
Voice Over IP	41,967
VPN	56,964
Web Development/Tools/Services	89,804
Workstations	77,442
Virtualization	30,835