



## Consumer Database

**Universe/Base Rate**

**Count:** 924,194

**Price:** \$125/M

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

**Updated:** Quarterly

**List Type:** Postal

**Minimum Order:** 7,500 Names

**Last Update:** 06/05/08

### List 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.

### Selection Charges

Geographic	\$15/M
Gender	\$25/M

### Multi-Channel Price

Postal and Email Offers	\$280/M
-------------------------	---------

### Formats

Key Coding	N/C
Cartridge	\$25/F
CD-ROM	\$25/F
Email	\$50/F

### Terms and Conditions

Sample mail piece required. List must be sent to third-party mailhouse, service bureau or telemarketing company. Allow 3-5 working days to process order. A List Rental Agreement must be signed and returned before order is sent. Prepayment is required on all first orders. 20% commission paid to recognized brokers on base rate. Orders of 50,000 or more, 85% net name arrangement applies with \$10/M run charges. Payment is due 30 days from mail date. Cancelled orders are subject to charges. List is rented for one-time use only; violators are subject to payment and future use penalties.

For inquiries or questions, contact Mary Ann Doolin.  
Direct line (508) 370-0827; Email [mdoolin@idglist.com](mailto: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  
Fax (508) 370-0422  
[www.idglist.com](http://www.idglist.com)