



## Consumer Email Database

Universe/Base Rate

Count: 103,054

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: 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 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.

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 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.

### Selection Charges

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

### Multi-Channel Price

Email and Postal Offers	\$280/M
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### Transmission Fees

HTML	\$100/M
Text	\$100/M

### Additional Charges

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)

### Terms and Conditions

Sample text/HTML required. Allow 3-5 working days to process order. List Rental and Compliance Agreements must be signed and returned before order is transmitted. Prepayment is required on all first orders. 20% commission paid to recognized brokers on base rate. Payment is due 30 days from transmission date. Cancelled orders are subject to charges. All email orders will be transmitted by our service provider, Commerce Register. Reproducing or retaining footer information is 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)

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



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