



Enhanced Masterfile

Universe/Base Rate	U.S. Count: 302,012	Canada Count: 2,647	International Count: 13,342	Price: \$150/M
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Source: Enhanced Active Subscribers and Expires

List Type: Postal

Updated: Semi-Annually

Last Update: 07/18/08

Minimum Order: 5,000 Names

List 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.

Selection Charges

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	

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 or service bureau. 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 Rich Green.
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Income - \$25/M

\$20,000 and under	9,356
\$21,000 to \$30,000	8,836
\$31,000 to \$40,000	11,175
\$41,000 to \$50,000	12,824
\$51,000 to \$70,000	26,942
\$71,000 to \$100,000	37,052
\$101,000 to \$120,000	20,567
\$121,000 and more	64,164

Age of Adult - \$25/M

18 to 24	1,801
25 to 34	9,043
35 to 44	27,870
45 to 54	37,391
55 to 64	28,207
65 to 74	15,041
75 and over	12,990

Dwelling Type - \$25/M

Multi-Family Dwelling	27,024
Single Family Dwelling	163,892

Ethnicity - \$25/M

Asian (Oriental)	7,304
French	2,261
German	8,950
Hispanic	6,477
Italian	6,948
Scottish/Irish	13,342
Swedish	9,410

Home Value - \$25/M

\$124,999 and under	25,064
\$125,000 to \$199,999	37,383
\$200,000 to \$299,999	37,726
\$300,000 to \$499,999	31,260
\$500,000 to \$799,999	24,093
\$800,000 and more	8,275

Marital Status - \$25/M

Married	135,748
Single	54,906

Bank Card Owner - \$25/M

Finance Card	8,133
Premium Bank Card	24,786
Oil Company Card	10,024
Retail Store Card	50,420
Specialty Store Card	18,092

Religion - \$25/M

Catholic	19,749
Jewish	13,218
Protestant	18,170

Other Consumer Data Available - Please Inquire