



Email Subscriber List

Universe/Base Rate
Telemarketing Offers

Count: 6,269

Price: \$300/M
Price: \$350/M

Source: Controlled Circulation

Updated: Daily

Minimum Order: 2,000 Names for Email. 5,000 Names for Telemarketing.

List Type: Email and Telemarketing

Last Update: 01/10

Profile

CIO Canada's mission is to focus on the broad spectrum of issues related to the acquisition, strategic use and management of information technology within the enterprise. It delivers the subscribers who are the biggest buyers with the biggest budgets. All have given permission to receive third-party emails.

- 64% of readers work for corporations whose gross annual revenue is over \$25 million. *
- One in five readers is responsible for a \$50 million budget. *
- Nearly half are key decision-makers in over 80% of their company's IT budget. *

Source: *CIO Canada Circulation Survey Report, August 2007

Its readers are the strategic decision makers for information technology-enabled business initiatives that are essential to running today's leading corporations and all have given permission to receive third-party email. These executives are responsible and directly involved in major purchases and volume buys of products that range from PCs, midrange and mainframe computers, communications, the internet, and networking equipment. Whether it is hardware, software or services, it is these professionals that spend with the biggest budgets available.

Multi-Channel Base Rate CPM

Email and Postal Offers	\$555/M
Email and Telemarketing Offers	\$630/M

Demographic Selects CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M
Annual Revenue	\$20/M
IT Budget	\$20/M
LAN Operating Systems Installed	\$20/M
Workstations Installed	\$20/M
Value of Networking Equipment	\$20/M
Operating Systems Installed	\$20/M
Mainframes Installed	\$35/M
Special Interest	\$35/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)

For inquiries or questions, contact Steve Tozeski.
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Postal names are available for the CIO Canada Subscriber List for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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CIO Canada Email Subscriber List

Demographic Selects and Counts as of 01/10

Job Function - \$20/M	
Corporate Management	1,444
Financial Management	314
Sales and Marketing Management	599
Other Corporate Management	347
Computer/Systems/Networking Management	3,190
Engineering/Manufacturing Management	98
Consultants	399
Other Qualified Personnel	60

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	153
Computer and Data Processing Services	1,676
Other Manufacturing and Processing	727
Government	725
Educational	254
Finance: Banking, Insurance and Real Estate	675
Trade: Wholesale/Retail	379
Computer Trade: Wholesale and Retail	154
Medical and Legal Services	234
Transportation Services	160
Utilities	367
Construction, Mining and Agriculture	136
Business and Personal Services	813

Employee Size at Entire Organization - \$20/M	
1 to 9	816
10 to 49	596
50 to 99	337
100 to 499	1,009
500 to 999	524
1,000 to 2,499	664
2,500 to 4,999	458
5,000 or more	1,687

LAN Operating Systems Installed - \$20/M	
AppleTalk/AppleShare	144
Novell (Netware, 3x, 4x, 5x)	444
IBM	282
Novell Open Enterprise Server	79
Open VMS	86
Cisco IOS	350
Windows NT Advanced Server	1,980
Novell NetWare 6x	245
Other	497

Mainframes Installed - \$35/M	
IBM or compatible	805
Fujitsu	12
Unisys	40
NEC	22
Other	199

Workstations Installed - \$20/M	
Intel-based Desktops	2,803
Intel-based Notebooks	2,123
Mac Desktops	486
Mac Notebooks	299
AMD Desktops	377
AMD Notebooks	270
Risc/Unix Desktops	431
Other	160

Annual Revenue - \$20/M	
Over \$1 Billion	1,411
\$501 Million to \$1 Billion	440
\$101 Million to \$500 Million	762
\$25 Million to \$100 Million	660
\$10 Million to \$24.9 Million	339
\$5 Million to \$9.9 Million	214
\$2 Million to \$4.9 Million	298
\$1 Million to \$1.9 Million	207
Under \$1 Million	898

Value of Networking Equipment - \$20/M	
\$100 Million or more	31
\$50 Million to \$99.9 Million	22
\$25 Million to \$49.9 Million	15
\$10 Million to \$24.9 Million	55
\$1 Million to \$9.9 Million	192
\$100,000 to \$999,999	388
\$50,000 to \$99,999	155
Under \$50,000	206

Operating Systems Installed - \$20/M	
Unix	1,276
Windows NT/2000	2,127
Windows 98	474
Windows Vista	552
Linux	1,071
Windows ME	191
Windows XP	2,415
Windows 2003	1,144
Other	524

Special Interest - \$35/M	
Enterprise Infrastructure	1,748
Communications Infrastructure	1,800
Information Architecture	1,676
Integrating IT	1,920
Departmental/End-User Computing	951
Enterprise Business Applications	2,111
Security	1,468
Voice Data and IP	1,305
IT Workplace	1,625
Leadership	1,823

IT Budget - \$20M	
Over \$100 Million	681
\$50 Million to \$99.9 Million	287
\$10 Million to \$49.9 Million	667
\$5 Million to \$9.9 Million	335
\$3 Million to \$4.9 Million	308
\$1 Million to \$2.9 Million	580
\$500,000 to \$999,999	338
\$250,000 to \$499,999	385
Under \$250,000	1,109

Geographic - \$15/M	
Newfoundland	48
Prince Edward Island	19
Nova Scotia	144
New Brunswick	95
Quebec	957
Ontario	3,836
Manitoba	192
Saskatchewan	104
Alberta and Northwest Territories	538
British Columbia and Yukon Territories	520