



Email Subscriber List

Universe/Base Rate

Count: 2,597

Price: \$300/M

Telemarketing Offers

Price: \$350/M

Source: Registered Users and Newsletter Subscribers

List Type: Email and Telemarketing

Updated: Daily - Ceased Publication September, 2008

Last Update: 01/10

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

Profile

CIO Government Review is the definitive dedicated print publication helping executives and senior managers within the Canadian public sector stay informed about important technology issues to better service all stakeholders – government to government, government to business, government to citizen.

CIO Government Review is targeted to the municipal, provincial and federal technology and program executive levels. Its readers encompass CIOs, Senior IT Managers, Business Managers, Senior Policy Advisors and Executive Program Managers including Ministers and Assistant Deputy Ministers.

These government executives are entrusted with the highest of computer and systems purchasing power.

CIO Government Review covers such essential topics as storage, ERP/CRM, wireless mobility, security and web services for the qualified government buyers.

Multi-Channel Base Rate CPM

Email and Postal Offers	\$530/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
IT Budget	\$20/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.
Direct line (508) 766-5633 Email stozeski@idglist.com

Postal names are available for the CIO Government Review Subscriber List for postal/email/telemarketing matching.
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492 Old Connecticut Path • Framingham • MA 01701
Fax (508) 766-5640
www.idglist.com

Job Function - \$20/M	
Public Sector	
Executive	278
Legislative	43
Policy, Program and Procurement, Senior Management	1,244
Policy, Program and Procurement, Management	690
Information Technology: Senior Management	298
Information Technology: Management	480
Private Sector	
Company Management	104
Operations	27
Information Technology	40
Consultant	31
Other Qualified Personnel	2

Business/Industry - \$20/M	
Federal Government	
Executive/Legislative/Regulatory	31
Justice/Attorney and Solicitor General	101
Finance/Revenue/Tax/Auditor General	70
Foreign Affairs/Citizenship/Immigration	56
Human Resources/Health/Education/Labor	170
Environment/Natural Resources/Agriculture/Fisheries	181
Economic Programs/Regional Dev/Industry/Trade	119
Infrastructure/Public Wks/Government Services	109
Military/National Defense	67
Other Federal Ministries/Departments	120
Provincial Government	
Executive/Legislative/Regulatory	269
Justice/Attorney and Solicitor General	169
Finance/Revenue/Tax/Auditor General	138
Health/Education/Labor/Family Services	496
Intergovernmental/Municipal/Native Affairs	72
Environment/Natural Resources/Agriculture/Fisheries	198
Transport/Highways/Utilities	137
Economic Development/Tourism	107
Other Provincial Ministries/Departments	42
Broader Public Sector	
Municipal Government	303
Crown Corporation	85
Agency	39
VAR/VAD/System Integrator/Manufacturer Computers/ Data Processing Services	58
Banking/Finance	8
Education	25
Medical Services	17
Utilities (Gas, Electrical and Sanitary Services)	18
Consultant	31
Other	2

Employee Size at Entire Organization - \$20/M	
1 to 9	46
10 to 49	98
50 to 99	85
100 to 499	312
500 to 999	244
1,000 to 2,499	274
2,500 to 4,999	249
5,000 and over	633

Special Interest - \$35/M	
Enterprise Infrastructure	179
Communications Infrastructure	195
Information Architecture	190
Integrating IT	187
Departmental/End-User Computing	113
Enterprise Business Applications	223
Security	172
Voice Data and IP	115
IT Workplace	187
Leadership	211

IT Budget - \$20/M	
Over \$100 Million	166
\$50 Million to \$99.9 Million	114
\$10 Million to \$49.9 Million	228
\$5 Million to \$9.9 Million	110
\$3 Million to \$4.9 Million	89
\$1 Million to \$2.9 Million	146
\$500,000 to \$999,999	75
\$250,000 to \$499,999	59
Under \$250,000	117

Geographic - \$15/M	
Newfoundland	51
Prince Edward Island	48
Nova Scotia	91
New Brunswick	100
Quebec	266
Ontario	1,650
Manitoba	150
Saskatchewan	79
Alberta and Northwest Territories	412
British Columbia and Yukon Territories	391