



## Magazine Email Database

Universe/Base Rate

Count: 47,625

Price: \$300/M

Source: Print, Online and Newsletter Community

List Type: Email

Updated: Quarterly and Cleaned Continuously

Last Update: 12/09

Minimum Order: 4,000 Names

### Profile

CIO Magazine – the core of business technology leadership.

CIO Magazine Email Database delivers the most powerful audience with the largest IT budgets of any publication. They are the IT leaders within their organizations – Chief Information Officers and other IT executives, with final purchase authority within their company.

CIO Magazine Audience:

- 100% personally involved in IT purchases for their organizations
- \$361 million average IT budget
- \$7.3 billion average company revenues
- 26,742 average number of employees
- CIO Magazine reaches more CIOs than any other publication

Sources: Intelliquest CIMS Fall Business Influencer Study, November 2007; CIO BPA, June 2007; IDG AdGauge Study, CIO December 1, 2007 Issue; CIO Open Editorial Survey, Research Results, February 2007.

CIOs are challenged by the dynamic context of today's IT business environment from regulators, security threats and continued economic constraints. They rely on CIO Magazine's trusted analysis, case studies, research and peer-to-peer advice to help them anticipate these challenges and make the right decisions.

Invest with the leader – CIO Magazine – deliver your message to the most influential CIOs and IT executives with the power and budget to buy.

### Multi-Channel Base Rate CPM

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

### Demographic Selects CPM

Geographic	\$15/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Organization's Industry or Function	\$25/M
Number of Employees at Organization	\$25/M
Total Annual Revenue of Organization	\$25/M
Involved in Company's IT Budget or Strategy	\$25/M
Newsletter	\$25/M
Amount of Technology Products Purchases	\$30/M
Operating Systems Used and/or Planned	\$30/M
Products and Services Helps Acquire	\$40/M
Products Planned to Purchase	\$40/M

### Transmission CPM

HTML	\$120/M
Text	\$115/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 from the CIO Magazine for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	1,293
Aerospace/Defense Contractor	454
Agriculture/Forestry/Fisheries	113
Business Services/Consultant	2,436
Construction/Architecture/Engineering	932
Education	3,768
Finance/Banking/Accounting	4,280
Government - Federal (Including Military)	2,553
Government - State/Local	2,321
Healthcare/Medical/Pharmaceutical/Bio-Tech	3,313
Insurance/Real Estate/Legal	2,268
Manufacturing & Process Industries	4,340
Mining/Oil/Gas	409
Retailer/Wholesaler/Distributor (Non-Computer)	2,206
Transportation/Utilities (Energy, Water, etc.)	2,102
Travel/Hospitality/Entertainment/Recreation	149
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	2,468
Computer/Network Consultant	4,306
E-Commerce/Internet	870
Retailer/Wholesaler/Distributor (Computer Related)	1,039
Manufacturing - Hardware/Software	3,707
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	1,828
VAR/VAD/OEM	1,466
Other	3,599

Primary Job Title - \$25/M	
CIO/CTO/CSO	6,435
Executive Vice President, Senior Vice President	12,080
Vice President	341
Director	8,427
Manager	2,359
Supervisor	185
Systems Integrator	320
Technical Consultant	1,845
CEO/COO/Chairman/President	6,612
CFO/Controller/Treasurer	845
Executive Vice President, Senior Vice President, Vice President, General Manager	460
Director, Manager	1,091
Other Corporate, Business Manager	4,560
Consultant (Non-Technical)	756
Other: IT Staff	2,121
Other: Non-Manager	4,669

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	4,053
IT Management (Director/Manager)	3,386
Network/Systems Management	1,398
R&D Management	172
Web-Based Business	635
Applications Development	647
Systems Engineering	746
Programming/Systems Analyst/Architect	238
Telecommunications	479
Consultant/Integrator	771
Other IT Management	6,142
Corporate Management (CEO/COO/President/GM/VP)	3,083
Finance Management (CFO/Controller/Treasurer)	756
Sales/Marketing	1,732
Human Resources/Training/Education	186
Legal/Compliance	91
Other Management	1,063
Other: IT Staff/Technical Support	550
Other: Non-Technical Consultant/Integrator	283
Other: None of the Above	670

Number of Employees at Entire Organization - \$25/M	
20,000 or more	10,416

10,000 to 19,999	3,214
5,000 to 9,999	4,155
1,000 to 4,999	8,096
500 to 999	4,596
100 to 499	6,991
50 to 99	1,136
Less than 50	13,248

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	1,919
\$500 to \$999.9 Million	891
\$100 to \$499.9 Million	2,010
\$50 to \$99.9 Million	1,783
\$10 to \$49.9 Million	3,160
\$1 to \$9.9 Million	4,218
\$500,000 to \$999,999	5,651
\$250,000 to \$499,999	775
\$100,000 to \$249,999	692
Under \$100,000	962

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	12,257
Windows XP	13,209
VM/MVS	5,839
Linux	7,664
Unix	8,147
Netware	2,559
Mac OS	3,297
Other	1,175

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	2,983
\$30 Billion to \$40 Billion	893
\$15 Billion to \$29.9 Billion	1,381
\$10 Billion to \$14.9 Billion	1,278
\$5 Billion to \$9.9 Billion	11,142
\$1 Billion to \$4.9 Billion	3,932
\$501 Million to \$999 Million	2,014
\$101 Million to \$500 Million	3,826
\$50 Million to \$100 Million	3,318
Under \$50 Million	14,104

Total Annual Amount of Technology Products and Services Currently Involved in Purchasing for All Locations Of Organization - \$30/M	
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Technology Products and Services	
E-Commerce	
Telecommunications	
Computer Systems	
Wireless	
Software	
Services	
Storage	
Security	
Peripherals	
Dollar Value	
\$250 million or more	
\$150 to \$249.9 million	
\$100 to \$149.9 million	
\$50 to \$99.9 million	
\$10 to \$49.9 million	
\$1 to \$9.9 million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$50,000 to \$99,999	
\$25,000 to \$49,999	
Under \$25,000	
Please call your Account Representative for counts.	

Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M	
Application Development Software	14,962
Backup/Disaster Recovery Hardware	14,720
Backup/Disaster Recovery Software	11,672
Bridges/Routers/Gateways/Hubs	15,485
Business Intelligence/Data Mining	10,484
Consulting Services/Outsourcing: Domestic	14,348
Consulting Services/Outsourcing: Off-Shore	8,718
CRM Software	10,213
Database Management Software	18,785
Data Storage Products	15,381
Desktop Security Hardware	14,417
Desktop Security Software	12,028
Desktop Systems	21,378
E-Business Consulting Services	8,726
EDI	6,774
Electronic Commerce Tools	7,421
Email/Groupware	12,406
Encryption Software/Firewalls	11,054
Enterprise Application Integration	9,404
Enterprise Portals	75
ERP Software	13,547
Handheld PCs/PDAs	15,117
Imaging/Document Management	81
Java	99
Knowledge Management	13,971
LAN/WAN Hardware	17,425
Laptop/Notebooks	21,066
Mainframe/Midrange Application Software	10,985
Mainframes	8,997
Marketing/Sales Automation	6,925
Midrange Computers	12,228
Modems/Multiplexers	13,350
Network Management Systems	10,880
Network Operations Systems	12,251
Network Security Hardware	14,993
Network Security Software	12,041
Network Servers (File, Web, Database)	20,485
Operating Systems	10,001
PC/Workstation Software	19,096
Personal Productivity	8,108
Printers	17,485
Search Tools/Engines	9,623
Security Software/VPNs	2
Software Storage	9,220
Supply Chain Management	6,092
Video Conferencing/Webcasting	8,234
Web Authoring Tools	13,253
Web Services	11,567
Wireless LAN/WAN	11,619
Master Data Management	5,213
Ajax	2,202
Virtualization	4,058
Universal Communication	2,127
Identity/Access Management Software	6,728
SOA Software	4,977

Products Planned to Purchase - \$40/M	
Computer Hardware	6,806
Networking Equipment	4,590
Telecom Equipment	3,288
Storage Systems	4,104
Outsourced IT Services	3,594
Application Software	4,699
Security Software	3,780
Wireless/Mobility Solutions	3,000

Newsletter - \$25/M	
Advice & Opinion	4,003
Blogs	1,405
Careers	4,184
Consumer IT	1,797
Development Architecture	6,019
Enterprise	6,130
Enterprise Applications	12,277
Executive Programs	2,299
Executive Council	5,250
Hot Conversations	948
How To	2,971
Information Security	2,902
Insider	6,170
Leader	5,142
Magazine Digest	5,149
Mobile	2747
News Watch	3482
Open Source	1375
Outsourcing Staffing	2,425
Research & Analysis	1,378
Research From CIO	11,722
Strategy & Innovation	1,896
Tech Poll	8,137
Virtualization	1,537
Webcast Roundup	6,805
Whitepapers	3,255