



## Magazine Email Database

Universe/Base Rate

Count: 4,689

Price: \$300/M

**Source:** Print Subscribers and Applicants

**List Type:** Email

**Updated:** Cleaned Continuously – Ceased Publication January, 2006

**Last Update:** 02/07/07 (NCOA)

**Minimum Order:** 4,000 Names

### Profile

The Chief Marketing Officer or CMO leads the way in crafting the strategy that leverages marketing resources, programs and budgets for a company's bottom-line benefit. And it is the CMO Magazine Email Database that delivers these top marketing executives across all industries who are in control of spending in this \$168 billion market.

Built from the print subscribers and applicants, all have given permission to receive third-party emailed product and information offers.

Profile of the CMO Reader:

- \$4.8 billion average company revenues.
- \$16 million average marketing budgets.
- 100% of readers specify, approve or buy marketing-related products and services.

\*Source: Publisher's Own Data, 2004.

CMO provides new ideas and actionable information to marketing executives within a high-level content environment that covers their interests of marketing efficiencies and extended brand reach. Their interests are in CRM systems, creating customer websites, productivity tools, data analysis, modeling tools, document/publishing management systems, business intelligence systems and knowledge management software.

When it comes to reaching these highly specialized top marketing decision-makers, there is no better email database on the market than from CMO Magazine.

### Multi-Channel Base Rate

### CPM

Email and Postal Offers	\$545/M
Email and Telemarketing Offers	\$620/M

### Demographic Selects

### CPM

Geographic	\$15/M
Primary Job Title	\$15/M
Organization's Industry	\$15/M
Number of Employees Entire Organization	\$15/M
Annual Company Revenue of Organization	\$15/M
Organization's Total Marketing Budget	\$15/M
Products and Services Recommend	\$35/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)	

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Postal names are available from the CMO Magazine for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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Primary Job Title - \$15/M	
<b>Senior Marketing Manager</b>	
CMO	268
Chief Strategy Officer	70
Chief Business Development Officer	107
Chief Creative Officer/Chief Branding Officer	37
<b>Executive Vice President/Senior Vice President/ Vice President of any of the Following:</b>	
Global Marketing	44
Marketing and Sales	552
Marketing/Corporate Marketing	252
Marketing Communications/Integrated Marketing	116
Online Marketing	29
Advertising/Corporate Branding	30
Product Marketing	71
Market/Competitive Research	28
Public Relations/Public Affairs	46
<b>Director of any of the Following:</b>	
Marketing and Sales	723
Marketing/Corporate Marketing	390
Marketing Communications/Integrated Marketing	224
Online Marketing	69
Advertising/Corporate Branding	80
Product Marketing	182
Market/Competitive Research	49
Public Relations/Public Affairs	83
<b>Corporate/Other Management</b>	
CEO/President/Owner	651
CFO/Vice President Finance	61
President/Owner/Partner - Advertising Agency	89
President/Owner/Partner - Public Relations Agency	39

Number of Employees in Entire Organization - \$15/M	
Over 40,000	319
30,001 to 40,000	105
20,001 to 30,000	116
10,001 to 20,000	198
5,001 to 10,000	300
1,001 to 5,000	696
501 to 1,000	528
Less than 500	2,009

Total Annual Revenue of Entire Organization - \$15/M	
Over \$40 Billion	179
\$30 Billion to \$40 Billion	49
\$15 Billion to \$29.9 Billion	110
\$10 Billion to \$14.9 Billion	98
\$5 Billion to \$9.9 Billion	167
\$1 Billion to \$4.9 Billion	531
\$501 Million to \$999 Million	310
\$101 Million to \$500 Million	825
\$50 Million to \$100 Million	274
Under \$50 Million	1,747

Organization's Total Marketing Budget Excluding Staff Salaries and Bonuses - \$15/M	
Over \$100 Million	234
\$50 Million to \$99.9 Million	124
\$20 Million to \$49.9 Million	202
\$5 Million to \$19.9 Million	341
\$2.5 Million to \$4.9 Million	440
\$500,000 to \$2,499,999 Million	982
Less than \$500,000	1,689

Organization's Industry - \$15/M	
Manufacturing (Consumer)	410
Manufacturing (Non-Consumer)	384
Financial Services/Insurance/Real Estate	458
Wholesale/Retail Trade	354
Government (Federal/State/Local) and Military	55
Health Care/Pharmaceuticals/Medical Services	270
Utilities	89
Publishing/Agency/Media/Public Relations	640
Business and Consumer Services	782
Travel/Tourism/Entertainment	161
Education	98
Transportation	50
Other	539

Products and Services Recommend, Specify, Approve or Buy - \$35/M	
Technology Products and Services	2,470
Creative Services	2,831
Media Advertising (Print/Online/Outdoor/Radio)	1,446
Media Advertising (Broadcast/Cable)	961
Research	2,355
Direct Marketing Services	2,676
Consulting Services	2,361
Interactive Marketing	2,243
Public Relations	2,238
Meeting and Events	2,228
Premiums and Incentives	1,829
E-Commerce/Internet/Intranet Marketing	1,460
Media Advertising	1,358