



## Magazine Email Database

Universe/Base Rate

Count: 11,125

Price: \$300/M

Source: Print, Online and Newsletter Community

List Type: Email

Updated: Quarterly

Last Update: 12/09

Minimum Order: 4,000 Names

### Profile

CSO - the single resource that connects security buyers and sellers.

With CSO you gain access to executives with the authority and budget to purchase your product and service. Almost all security purchases are driven by the CSO and require their buy-in. CSO Magazine provides access to this group of decision makers in this essential role.

CSO Magazine is the resource for security executives who are active knowledge seekers on such topics as IT security, leadership, physical security, laws and compliance, business continuity, risk analysis and privacy.

Profile of the CSO Magazine Reader:

- \$25 million average security budget
- Average company revenues are \$10.1 billion
- 97% set security goals, direction, budgets and standards
- 100% are personally involved in security purchases for their organizations

Sources: CSO Subscriber File, CSO, 09/07; CSO Open Editorial Study, Research Results, 02/06; IDG Research AdGauge Study; CSO, 12/07; CSO Reader Profile Study, Research Results, 09/04.

Interact with the CSO audience - who has the interest and authority to purchase your security products and services.

### Multi-Channel Base Rate CPM

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

### Demographic Selections CPM

Geographic	\$15/M
Job Title	\$25/M
Organization's Business/Industry	\$25/M
Number of Employees	\$25/M
Annual Company Revenue	\$25/M
Involvement in Security Purchasing	\$25/M
Annual Budget for Security Products	\$25/M
Security Products/Services Recommend	\$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)	

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Postal and telemarketing names are available from the CSO Magazine for postal/email/telemarketing matching.  
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Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	161
Aerospace/Defense Contractor	94
Agriculture/Forestry/Fisheries	7
Business Services/Consultant	257
Construction/Architecture/Engineering	171
Education	597
Finance/Banking/Accounting	553
Government - Federal (Including Military)	695
Government - State/Local	516
Healthcare/Medical/Pharmaceutical/Bio-Tech	388
Insurance/Real Estate/Legal	374
Manufacturing & Process Industries	393
Mining/Oil/Gas	47
Retailer/Wholesaler/Distributor (Non-Computer)	460
Transportation/Utilities (Energy, Water, etc.)	526
Travel/Hospitality/Entertainment/Recreation	7
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	389
Computer/Network Consultant	423
E-Commerce/Internet	52
Retailer/Wholesaler/Distributor (Computer Related)	158
Manufacturing - Hardware/Software	356
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	160
VAR/VAD/OEM	234
Other	45

Primary Job Title - \$25/M	
CIO/CTO/CSO	1,042
Executive Vice President, Senior Vice President	1,049
Vice President	14
Director	1,854
Manager	59
Supervisor	4
Systems Integrator	10
Technical Consultant	584
CEO/COO/Chairman/President	842
CFO/Controller/Treasurer	61
Executive Vice President, Senior Vice President, Vice President, General Manager	130
Director, Manager	272
Other Corporate, Business Manager	204
Consultant (Non-Technical)	9
Other: IT Staff	379
Other: Non-Manager	891

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	1,037
IT Management (Director/Manager)	1,012
Network/Systems Management	375
R&D Management	14
Web-Based Business	79
Applications Development	78
Systems Engineering	107
Programming/Systems Analyst/Architect	11
Telecommunications	169
Consultant/Integrator	34
Other IT Management	606
Corporate Management (CEO/COO/President/GM/VP)	493
Finance Management (CFO/Controller/Treasurer)	50
Sales/Marketing	100
Human Resources/Training/Education	25
Legal/Compliance	17
Other Management	83
Other: IT Staff/Technical Support	92
Other: Non-Technical Consultant/Integrator	14
Other: None of the Above	67

Number of Employees at Entire Organization - \$25/M	
20,000 or more	1,587

10,000 to 19,999	550
5,000 to 9,999	647
1,000 to 4,999	1,291
500 to 999	795
100 to 499	330
50 to 99	15
Less than 50	2,190

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	325
\$500 to \$999.9 Million	150
\$100 to \$499.9 Million	320
\$50 to \$99.9 Million	324
\$10 to \$49.9 Million	530
\$1 to \$9.9 Million	769
\$500,000 to \$999,999	722
\$250,000 to \$499,999	146
\$100,000 to \$249,999	198
Under \$100,000	244

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	1,135
Windows XP	1,150
VM/MVS	544
Linux	777
Unix	773
Netware	296
Mac OS	381
Other	109

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	161
\$30 Billion to \$40 Billion	51
\$15 Billion to \$29.9 Billion	89
\$10 Billion to \$14.9 Billion	61
\$5 Billion to \$9.9 Billion	116
\$1 Billion to \$4.9 Billion	211
\$501 Million to \$999 Million	140
\$101 Million to \$500 Million	208
\$50 Million to \$100 Million	183
Under \$50 Million	484

Total Annual Amount of Technology Products and Services Currently Involved In Purchasing for All Locations Of Organization - \$30/M	
<b>Technology Products and Services</b>	
E-Commerce	
Telecommunications	
Computer Systems	
Wireless	
Software	
Services	
Storage	
Security	
Peripherals	
<b>Dollar Value</b>	
\$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	1,074
Backup/Disaster Recovery Hardware	1,317
Backup/Disaster Recovery Software	1,162
Bridges/Routers/Gateways/Hubs	1,264
Business Intelligence/Data Mining	837
Consulting Services/Outsourcing: Domestic	1,027
Consulting Services/Outsourcing: Off-Shore	557
CRM Software	793
Database Management Software	1,355
Data Storage Products	1,155
Desktop Security Hardware	1,300
Desktop Security Software	1,215
Desktop Systems	1,649
E-Business Consulting Services	592
EDI	600
Electronic Commerce Tools	664
Email/Groupware	1,092
Encryption Software/Firewalls	1,167
Enterprise Application Integration	783
Enterprise Portals	16
ERP Software	948
Handheld PCs/PDAs	1,180
Imaging/Document Management	20
Java	20
Knowledge Management	1,012
LAN/WAN Hardware	1,432
Laptop/Notebooks	1,622
Mainframe/Midrange Application Software	730
Mainframes	632
Marketing/Sales Automation	544
Midrange Computers	891
Modems/Multiplexers	1,072
Network Management Systems	1,040
Network Operations Systems	1,162
Network Security Hardware	1,348
Network Security Software	1,215
Network Servers (File, Web, Database)	1,559
Operating Systems	892
PC/Workstation Software	1,430
Personal Productivity	683
Printers	1,319
Search Tools/Engines	844
Software Storage	861
Supply Chain Management	487
Video Conferencing/Webcasting	758
Web Authoring Tools	980
Web Services	966
Wireless LAN/WAN	1,056
Master Data Management	399
Ajax	196
Virtualization	404
Universal Communication	195
Identity/Access Management Software	741
SOA Software	408

Security Products, Systems and/or Services Recommend, Specify or Buy - \$40/M	
Access Control/Components/Equipment	3,028
Alarms/Burglar Electronics Systems	1,824
Antivirus Software	2,509
Audit Software	1,715
Biometrics	1,875
CCTV Systems & Surveillance	1,852
Certificate Authorities	1,718
Consulting Services/Outsourcing Domestic	2,178
Crypto Accelerators	949
Digital Forensics	1,005
Disaster Recovery/Business Continuity	2,074
Email Scanning	2175
Encryption Software/Firewalls	2,377
Enterprise Security Management	1,847
Executive Recruitment	619
Facilities Systems	1,644
Fire Protection/Detection/Controls	1,587
Firewall/VPN Appliances	3,070
Firewall Software	2,553
Host/Legacy Single Sign-On	1,082
Host Vulnerability Assessment	1,575
IDS Appliances	1,797
Integrated Systems/Monitoring Equipment	1,782
Intrusion Detection Systems	3,024
Managed Security Services	1,629
Managed VPNs	1,100
Network Vulnerability Assessment	1,817
Outside Audit Services	945
Penetration Testing	1,586
Perimeter Security	1,681
Provisioning	951
Secure Email	2,208
Security Hardware VPNs	2,440
Security Software VPNs	2,195
Smart Cards	2,299
Tokens	1,459
Training/Education	2,024
Web Filtering	1,852
Web Single Sign-On	1,538
Wireless/Mobile Security	2,243

Products Planned to Purchase - \$40/M	
Computer Hardware	935
Networking Equipment	742
Telecom Equipment	565
Storage Systems	641
Outsourced IT Services	446
Application Software	577
Security Software	708
Wireless/Mobility Solutions	487