



## Canada Email Subscriber List

**Universe/Base Rate**  
**Telemarketing Offers**

**Count:** 37,559

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

**Source:** Controlled Circulation  
**Updated:** Daily

**List Type:** Email and Telemarketing  
**Last Update:** 01/10

**Minimum Order:** 4,000 Names for Email. 5,000 Names for Telemarketing.

### Profile

More than any other IT or business publication, ComputerWorld Canada remains the most focused on the agenda of enterprise IT professionals. With its mission to be the "Voice of the IT Community", it targets the IT executives and decision makers who are at the forefront of adopting new technologies that fuel their companies' growth.

If you're looking for Canadian IT executives with purchasing influence in the enterprise at medium and large companies, ComputerWorld Canada is the first choice\*:

- 88% of readers are involved in the IT purchasing process.
- Average personal IT budget responsibility - \$10,631,320
- Average number of employees in entire organization - 11,027
- Average number of employees at work location - 540

\*Source: ComputerWorld Canada Reader Study - December 2004

Whether covering data management, wireless technology, security or application development, ComputerWorld Canada delivers the essential editorial needed to keep system and information technology professionals at the forefront of an ever changing IT environment.

### 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
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
Special Interest	\$35/M
Mainframes Installed	\$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)

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Postal names are available for the ComputerWorld Canada Subscriber List for postal/email/telemarketing matching.  
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Job Function - \$20/M	
Corporate Management	7,182
Financial Management	582
Sales and Marketing Management	1,301
Other Corporate Management	1,551
Computer/Systems/Networking Management	8,507
Computer/Systems/Networking Supervisor	6,265
Computer/Systems/Networking Staff	7,643
Engineering/Manufacturing Management	810
Engineering Staff	2,659
Consultants	2,849
Educators	950
Other Titled Personnel	162

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	1,083
Computer and Data Processing Services	11,627
Other Manufacturing and Processing	3,983
Government	4,857
Educational	3,181
Finance: Banking, Insurance and Real Estate	3,122
Trade: Wholesale and Retail	2,181
Computer Trade: Wholesale and Retail	1,378
Medical and Legal Services	980
Transportation Services	791
Utilities	2,156
Construction, Mining and Agriculture	913
Business and Personal Services	4,209

Employee Size at Entire Organization - \$20/M	
1 to 9	8,876
10 to 49	3,918
50 to 99	2,138
100 to 499	4,961
500 to 999	2,558
1,000 to 2,499	4,752
2,500 to 4,999	2,300
5,000 or more	7,506

LAN Operating Systems Installed - \$20/M	
AppleTalk/AppleShare	1,410
Novell (Netware, 3x, 4x, 5x)	4,512
IBM	2,826
Novell Open Enterprise Server	650
Open VMS	661
Cisco IOS	2,954
Windows NT Advanced Server	16,923
Novell NetWare 6x	2,305
Other	5,008

Mainframes Installed - \$35/M	
IBM or compatible	8,466
Fujitsu	102
Unisys	475
NEC	240
Other	2,235

Workstations Installed - \$20/M	
Intel-based Desktops	26,334
Intel-based Notebooks	17,715
Mac Desktops	4,110
Mac Notebooks	2,567
AMD Desktops	4,798
AMD Notebooks	2,883
Risc/Unix Desktops	4,077
Other	1,755

**Demographic Selects and Counts as of 01/10**

Annual Revenue - \$20/M	
Over \$1 Billion	2,631
\$501 Million to \$1 Billion	937
\$101 Million to \$500 Million	1,544
\$25 Million to \$100 Million	1,548
\$25 Million to \$100 Million	954
\$10 Million to \$24.9 Million	699
\$5 Million to \$9.9 Million	933
\$2 Million to \$4.9 Million	492
Under \$1 Million	3,907

Value of Networking Equipment - \$20/M	
\$100 Million or more	128
\$50 Million to \$99.9 Million	56
\$25 Million to \$49.9 Million	71
\$10 Million to \$24.9 Million	147
\$1 Million to \$9.9 Million	668
\$100,000 to \$999,999	1,584
\$50,000 to \$99,999	964
Under \$50,000	1,547

Operating Systems Installed - \$20/M	
Unix	11,069
Windows NT/2000	19,751
Windows 98	5,774
Windows Vista	4,938
Linux	10,228
Windows ME	2,113
Windows XP	22,363
Windows 2003	9,279
Other	5,223

Special Interest - \$35/M	
Enterprise Infrastructure	7,056
Communications Infrastructure	8,220
Information Architecture	6,683
Integrating IT	7,334
Departmental/End-User Computing	3,684
Enterprise Business Applications	8,355
Security	5,753
Voice Data and IP	5,010
IT Workplace	6,197
Leadership	4,358

IT Budget - \$20/M	
Over \$100 Million	422
\$50 Million to \$99.9 Million	218
\$10 Million to \$49.9 Million	490
\$5 Million to \$9.9 Million	255
\$3 Million to \$4.9 Million	219
\$1 Million to \$2.9 Million	463
\$500,000 to \$999,999	294
\$250,000 to \$499,999	314
Under \$250,000	970

Geographic - \$15/M	
Newfoundland	407
Prince Edward Island	146
Nova Scotia	935
New Brunswick	720
Quebec	5,562
Ontario	22,975
Manitoba	1,200
Saskatchewan	761
Alberta and Northwest Territories	3,485
British Columbia and Yukon Territories	4,270