

COMPUTERWORLD Email Database

Universe/Base Rate

Count: 91,163

Price: \$300/M

Source: Print, Online and Newsletter Community

Updated: Quarterly and Cleaned Continuously

Minimum Order: 4,000 Names

List Type: Email

Last Update: 09/10

Profile

Computerworld – reaches the key influencers in large organizations.

While Computerworld reaches IT influencers of all types across its online and print audience bases, at the core are IT executives in larger organizations. For forty years, Computerworld has been the leading source of technology news and information for these decision makers worldwide.

Computerworld Audience:

Print -

- 67% at large organizations (1,000 + employees)
- 69% IT Management

Online -

- 47% at large organizations (1,000 + employees)
- 44% IT Management

Source: Online – Research Results Site Profile Study November 2007;
Print – July 2007 BPA statement.

Computerworld connects you to IT leaders responsible for large budgets to purchase computer hardware and software and all related business products. Look no further to reach the business strategists that are driving IT for their companies.

Multi-Channel Base Rate

CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$605/M

Demographic Selects

CPM

Geographic	\$15/M
Organization Industry or Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Number of Employees	\$25/M
Annual Budget for Information Services	\$25/M
IT Functions or Services to Outsource	\$25/M
Newsletter/Topic of Interest	\$25/M
Operating Systems/Network Environments	\$30/M
Products and Services Purchase Involvement	\$40/M
Enterprise Software/Services Purchasing	\$40/M
Hardware Products Purchase Involvement	\$40/M
Products or Tech Purchase Involvement	\$40/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 Database for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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Organization Industry or Function at Location - \$25/M	
Advertising/Marketing/Public Relations/Media	2,417
Aerospace/Defense Contractor	1,468
Agriculture/Forestry/Fisheries	375
Business Services/Consultant (Non-Computer Related)	3,200
Construction/Architecture/Engineering	2,225
Education	8,813
Finance/Banking/Accounting	6,697
Government - Federal (including Military)	5,969
Government - State/Local	5,276
Healthcare/Medical/Pharmaceutical/Bio-Tech	7,031
Insurance/Real Estate/Legal	3,839
Manufacturing & Process Industries	11,837
Mining/Oil/Gas	576
Retailer/Wholesaler/Distributor (Non-Computer)	4,252
Transportation/Utilities (Energy, Water, etc.)	2,993
Travel/Hospitality/Recreation/Entertainment	1,882
Other	1,723
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	3,411
Computer/Network Consultant	9,841
E-Commerce/Internet	4,256
Retailer/Wholesaler/Distributor	2,061
Manufacturing - Hardware/Software	9,326
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	4,327
VAR/VAD/OEM	2,131
Other	1,388

Primary Job Title - \$25/M	
CIO, CTO, CSO	6,743
Executive Vice President, Sr. Vice President	2,558
Vice President	2,686
Director	11,046
Manager	22,654
Supervisor	3,387
Systems Integrator	3,492
Technical Consultant	8,622
CEO, COO, Chairman, President	8,337
CFO, Controller, Treasurer	1,060
Executive Vice President, Sr. Vice President, Vice President	
General Manager	3,126
Director, Manager	6,382
Other Corporate/Business Manager	2,869
Consultant (Non-Technical)	1,764
Other IT Staff	18,859
Other	7,722

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	8,067
IT Management (Director/Manager)	12,007
Network/Systems Management	6,446
R&D Management	1,043
Web-Based Business	1,512
Applications Development	2,950
Systems Engineering	2,249
Programming/Systems Analyst/Architect	1,168
Telecommunications	665
Consultant/Integrator	1,644
Other IT Management	16,376
Corporate Management (CEO/COO/President/GM/VP)	1,862
Finance Management (CFO/Controller/Treasurer)	554
Sales/Marketing	1,182
Human Resources/Training/Education	422
Legal/Compliance	111
Other Management	2,547
Other: IT Staff/Technical Support	2,721
Other: Non-Technical Consultant/Integrator	276
Other: None of the Above	937

Number of Employees at Entire Organization - \$25/M	
20,000 or more	20,640

10,000 to 19,999	7,860
5,000 to 9,999	12,754
1,000 to 4,999	18,065
500 to 999	10,653
100 to 499	19,377
50 to 99	6,916
Less than 50	14,954

Annual Budget for Information Services - \$25/M	
\$1 Billion or more	8,576
\$500 to \$999.9 Million	4,606
\$100 to \$499.9 Million	6,758
\$50 to \$99.9 Million	6,627
\$10 to \$49.9 Million	12,641
\$1 to \$9.9 Million	18,570
\$500,000 to \$999,999	8,714
\$250,000 to \$499,999	7,359
\$100,000 to \$249,999	8,028
Under \$100,000	12,571

Products and Services Involved in Purchasing - \$40/M	
Can Choose From:	
A) For This Location B) For all Other Locations	
A) Electronic Commerce/Internet Business	
B) Internet/Intranet/Extranet	
C) Telecommunication Equipment/Services	
D) PCs (Desktop/Notebook)	
E) Servers/Workstations	
F) Networking Products/Services	
G) Large Distributed Systems (Mainframes/Midrange/Mini)	
H) Peripherals	
I) Software	
J) Mobile/Wireless/Handhelds	
K) Storage Management	
J) Systems Integrators/Consultants	
\$250 Million or more	
\$150 Million to \$249.9 Million	
\$100 Million to \$149.9 Million	
\$50 Million to \$99.9 Million	
\$10 Million to \$49.9 Million	
\$1 Million to \$9.9 Million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$75,000 to \$99,999	
\$50,000 to \$74,999	
\$25,000 to \$49,999	
Under \$25,000	
Please contact your Account Representative for counts.	

Operating Systems/Network Environments Used or Planned - \$30/M	
Windows Server 2003	34,761
Windows XP	47,560
Windows 2000	35,250
Windows NT	20,091
Windows 95/98	14,515
Windows CE	10,024
Palm OS	12,453
OS/400	10,115
VM/MVS	8,469
Linux	24,278
Unix	23,517
Solaris	9,907
Netware	9,012
Mac OS	10,322
Windows Vista	2,594
Other	2,332

**Enterprise Software/Services That Help Acquire and/or
Plan to Acquire Through Approval, Planning,
Recommendation or Specification - \$40/M**

C) Current	P) Planned	C	P
Enterprise Software/Services		11,308	8,323
Application Service Providers (ASPs)		12,701	8,988
Enterprise Resource Planning (ERP)/Customer Relationship Management (CRM)		13,063	10,242
Knowledge Management (KM)		11,521	10,005
Groupware/Messaging-Email		15,559	9,962
Systems Management		16,194	10,465
Accounting/Financial		15,023	8,511
Data Mining/Data Warehousing/Statistical Analysis		12,185	9,740
Business Intelligence/Data Management		11,329	9,039
Relational Database (RDBMS)		15,178	9,102
Middleware		11,098	8,149
Application Development Software		14,354	9,312
Sales Automation/Marketing		8,058	6,637
Document Management/Imaging		10,639	8,186
Transaction Processing		9,905	6,609
Human Resources (HR)		11,149	7,318
Identity Management/Directory Services		10,008	6,287
PC Applications/Suites		18,188	11,331
Regulatory Compliance Products/Services		7,618	5,998
Application Development		10,434	7,373
Java		16,401	10,388
.NET		15,135	10,974
Application Development Management Tools		12,786	8,752
Other Application Development Software		11,240	7,992
Web Services		12,371	8,275

**Hardware Products That Help Acquire and/or Plan
To Acquire Through Approval, Planning,
Recommendation or Specification - \$40/M**

C) Current	P) Planned	C	P
Hardware		12,669	8,575
Mainframes		11,840	6,742
Unix Servers		15,888	9,651
Windows Servers		24,512	15,107
Linux Servers		15,005	11,110
Blade Servers		11,622	9,628
PCs/Workstations		26,516	17,259
Laptops/Notebooks		24,835	16,389
Handheld PCs, PDAs, Pocket PCs, Wireless Devices		18,060	12,627
Peripherals		12,491	8,200
Printers/Copiers/Multifunction		25,080	14,981
Removable High-Capacity Storage		16,232	11,034
Tape Backup Systems		18,437	10,887
Monitors		23,845	14,556
Scanners		20,397	12,161
UPS		18,601	11,067
LCD Projection Devices		14,272	9,325

**Products or Technologies That Help Acquire and/or
Plan to Acquire Through Approval, Planning,
Recommendation or Specification - \$40/M**

C) Current	P) Planned	C	P
Networking Products and Technologies		11,727	7,710
Wired LANs		21,505	11,286
Wireless LANs, Wi-Fi		19,837	14,224
Switches, Routers, Hubs		21,824	12,712
Security/Firewalls		21,362	12,435
Network Systems Management Software		16,336	10,091
Network Security Software		16,613	10,560
Load Balancing		11,100	8,163
VoIP		9,415	9,729
Storage		10,846	7,297
SAN (Storage Area Network)		13,812	10,122
NAS (Network Attached Storage)		13,084	9,886
Storage Management		13,953	9,406
Disk Arrays (Fiber, SCSI)		13,484	8,929
Disaster Recovery/Business Continuity		14,063	10,280

Desktop Storage	14,762	8,880
Other Storage	6,748	4,450
Security	11,705	7,425
Firewalls	22,745	12,406
Intrusion Detection/Prevention	13,515	9,009
VPN Services	17,323	10,686
Anti-Virus	22,417	12,283
Smart Cards	10,542	8,626
Biometrics	7,565	8,050
Security Management Services/Software	10,547	7,925
Internet Infrastructure	9,663	6,359
Web Applications/Authoring Tools	17,794	10,950
Content Management	14,401	9,988
Web Site Management/Performance Monitoring	14,484	10,262
Supply Chain	7,927	5,745

IT Functions or Services Currently or Plan to Outsource Within the Next 12 Months - \$25/M		
Application Development	10,110	
Application Support/Maintenance	8,280	
Help Desk/Call Center	7,188	
Network Operations	6,149	
Business Processes	4,888	
Security Services	4,245	
All of the Above	8,852	

Newsletter/Topic of Interest - \$25/M		
Blogs	13,357	
Career Mail	9,742	
CRM	3,649	
Daily Shark	11,713	
Daily News	69,619	
Data Management	9,880	
Disaster Recovery	9,448	
eBusiness	9,792	
Emerging Technologies	10,333	
Enterprise Software	9,245	
EXS	219	
Finance	2,996	
Hardware	11,465	
IT Management	7,004	
Linux	9,047	
Macintosh	6,568	
Microsoft	12,397	
Mobile Wireless	12,188	
Networking	19,806	
Networking Hardware	10,501	
Networking Security	9,706	
Networking Wireless Technology	10,109	
Open Source	3,531	
Operating Systems	13,373	
Outsourcing	3,807	
Quick Studies	7,710	
Resource Review	10,463	
ROI	3,589	
Security	18,665	
Security Infrastructure	7,424	
Security Issues	8,078	
Servers Datacenter	6,530	
Sharkbait	6,988	
Small Enterprise	2,853	
SNW Online	6,976	
Storage	10,548	
Storage Hardware	7,287	
Storage Legal	1,487	
Storage NAS	1,455	
Storage SAN	1,669	
Storage Software	1,996	
Supply Chain	3,480	
Virus Roundup	11,639	
VoIP	7,499	
Web Application Development	10,267	

Web Site Management	8,851
Webcasts	6,337
Web Services SOA	5,941
Weekly Top 10	19,515
White Papers	8,009
This Week	39,077
Management Outsourcing	10,519
TechGear	6,076
IT Blogwatch	4,264