



## Email Subscriber List

Universe/Base Rate

Count: 9,713

Price: \$375/M

Source: Controlled Circulation

Updated: Daily

Minimum Order: 4,000 Names

List Type: Email

Last Update: 01/10

### Profile

Direction Informatique is the only French language publication for information news and analysis, that is timely, concise, relevant and unbiased on the events that really matter to its readers – the people responsible for establishing information technology strategies for their organizations.

This list is comprised of subscribers to Canada's French language newspaper serving Quebec-based management and professionals in the information systems/data processing and telecommunications departments of corporations, governments and educational institutions. And all have given permission to receive third-party email.

### Multi-Channel Base Rate CPM

Email and Postal Offers \$605/M

### Demographic Selects CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M

### Transmission CPM

HTML	\$115/M
Text	\$100/M

Please note: Text/HTML must be bilingual – English and French.

### 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 Direction Informatique Subscriber List for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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Job Function - \$20/M	
Corporate Management	2,549
Financial Management	257
Marketing/Sales Management	513
Other Corporate Management	332
Computer/Systems Operations Management	1,872
Computer/Systems Operations Supervisory	943
Computer/Systems Operations Staff	2,545
Engineering/Manufacturing Management	205
Engineering Staff	439
Consultants	1,258
Educators	339
Other Qualified Personnel	134

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	
Equipment	250
Computer and Data Processing Services:	
Independent Resellers, OEM, Systems House	608
Value Added Dealers/Resellers	253
Other Computer and Electronic Data Processing Services	2,450
Other Manufacturing and Processing	741
Government (Federal, Provincial, Municipal)	1,981
Education	1,096
Finance	680
Computer/Communications Trade:	
Computer Hardware/Software Retailer	140
Other Retailers	147
Computer/Peripheral Equipment and Software Distributor	125
Other Wholesale/Distribution	25
Medical and Legal Services	267
Transportation Services	168
Utilities: Communications, Electric, Gas and Sanitary	910
Construction, Mining and Agriculture	235
Other Qualified Business Services	1,076

Employee Size at Entire Organization - \$20/M	
1 to 9	2,050
10 to 49	1,035
50 to 99	431
100 to 499	1,359
500 to 999	579
1,000 to 2,499	928
2,500 to 4,999	550
5,000 or more	1,623

Geographic - \$15/M	
Newfoundland	2
Prince Edward Island	2
Nova Scotia	10
New Brunswick	30
Quebec	10,964
Ontario	313
Manitoba	10
Saskatchewan	2
Alberta and Northwest Territories	23
British Columbia and Yukon Territories	30