

## EDGE Email Subscriber List

Universe/Base Rate

Count: 6,704

Price: \$300/M

Source: Controlled Circulation - Ceased Publication 03/07

List Type: Email

Updated: Daily

Last Update: 01/10

Minimum Order: 4,000 Names

### Profile

EDGE (Executives in a Digital Global Economy) was a business and technology magazine aimed at senior executives, including CEO's, CFO's, CIO's and Vice Presidents who wanted to know how information technology could be used to transform their business.

While EDGE's main focus was on corporate Canada, it looked at the emerging global executive who needed to understand the role of information technology in business strategy. Through a blend of case studies, feature stories and executive profiles, it not only helped to demystify it, it showed how organizations could achieve a competitive advantage. This subscriber list is comprised of executives who have given permission to receive third-party email.

### Multi-Channel Base Rate CPM

Email and Postal Offers \$530/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

### 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)

For inquiries or questions, contact Steve Tozeski.  
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Postal names are available for the EDGE Subscriber List for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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**Job Function - \$20/M**

Corporate Management	3,303
Financial Management	264
Sales and Marketing Management	564
Other Corporate Management	252
Computer/Systems/Networking Management	1,539
Computer/Systems/Networking Supervisory	256
Computer/Systems/Networking Staff	820
Engineering/Manufacturing Management	205
Engineering Staff	78
Consultants	773
Educators	74
Other Titled Personnel	55

**Business/Industry - \$20/M**

Manufacturing: Computers, Data Processing and Peripheral Equipment	185
Computer and Data Processing Services	2,979
Other Manufacturing and Processing	296
Government	730
Education	397
Finance: Banking, Insurance and Real Estate	597
Trade: Wholesale and Retail	561
Computer Trade: Wholesale and Retail	396
Medical and Legal Services	213
Transportation Services	285
Utilities	198
Construction, Mining and Agriculture	236
Business and Personal Services	1,110

**Employee Size at Entire Organization - \$20/M**

1 to 9	2,650
10 to 49	1,316
50 to 99	543
100 to 499	943
500 to 999	413
1,000 to 2,499	1,194
2,500 to 4,999	190
5,000 or more	750

**Geographic - \$15/M**

Newfoundland	56
Prince Edward Island	36
Nova Scotia	159
New Brunswick	136
Quebec	1,136
Ontario	4,630
Manitoba	252
Saskatchewan	146
Alberta and Northwest Territories	634
British Columbia and Yukon Territories	1,000