



C Level Technology Email Database

Universe/Base Rate

Count: 63,516

Price: \$300/M

Source: Print, Online, Newsletter Community, and Exposition Attendees

List Type: Email

Updated: Quarterly

Last Update: 12/09

Minimum Order: 4,000 Names

Profile

The IDG C Level Technology Email Database consists of C level executives (CEO's, Presidents, CIOs, CTOs etc.) who control their companies' technology purchases. These key decision-makers, with deep pockets, are responsible for purchasing computer products and services for their companies.

Built from the individual title and job function selects on CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld Events, InfoWorld Newsletters, InfoWorld.com, LinuxWorld Conference and Expo, Macworld, Network World, Network World Events, Network World Newsletters, NetworkWorld.com, NGDC Conference and Expo, PC World and PCWorld.com, the IDG C Level Technology Email Database is an unduplicated file that harnesses the collective power of IDG, the world's leading technology media, research and event company.

The IDG C Level Technology Email Database delivers IT professionals with purchasing power in high tech, business and health services, government, education, manufacturing, retail/wholesale, finance/insurance and transportation/ communications.

Multi-Channel Base Rate

CPM

Email and Postal Offers \$545/M

Demographic Selects

CPM

Geographic	\$15/M
Industry	\$25/M
Employee Size	\$25/M
Operating System	\$30/M
Products and Services Purchased	\$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)

For inquiries or questions, contact Steve Tozeski.
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Postal names are available for the IDG C Level Technology Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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Industry - \$25/M

Computer Manufacturer	2,534
Non-Computer Manufacturer	2,152
Business Services	2,463
Retail/Wholesale/Distributor	2,960
Agriculture/Mining/Construction/Petroleum/Refining	386
Insurance/Real Estate/Legal	1,312
Public Utility/Transportation	1,047
Government: Federal	1,025
Health Services	1,646
VAR/VAD/System Integrators	2,017
Education	1,500
ISP/ASP/Technical Service Provider	1,773
Aerospace	384
Government: State/Local	781
Telecomm	1,255
Consulting	6,427
Finance/Banking/Accounting	2,281
Advertising/Marketing/Public Relations/Media	1,280
Other	1,785

Employee Size - \$25/M

Under 50	9,084
50 to 99	3,413
100 to 499	4,836
Under 500	172
500 to 999	2,057
1,000 to 4,999	2,672
5,000 to 9,999	1,451
10,000 and over	3,561

Operating System - \$30/M

MVS/VM	2,788
Novell Netware	3,919
OS 400	2,295
Palm OS	4,746
VMS	2,223
Unix	7,245
Windows XP	18,965
Windows 98, 2000	14,097
Vista	421
Linux	11,727
Macintosh	5,783
Windows 2003	9,161
Windows C	2,460
Windows NT	11,703
Solaris	7,710

Products and Services Purchased - \$40/M

Access Control	5,180
Accounting/Finance	6,782
Anti-Virus/Anti-Spam	12,109
Application Development	10,667
ASP/ISP	5,542
Authentication/Authorization/Biometrics	6,486
Backup/Business Continuity/Disaster Recovery	11,437
Business Intelligence/Data Management/Data Warehousing	11,372
Call Center Tools	2,854
Compliance	5,017
Consulting/Outsourcing	13,480
Customer Relationship Management	8,322
Database Management	8,314
Desktop Security	5,632
Desktop/PCs	10,339
Displays/Monitors	9,758
Document Management/Imaging	3,272
E-Commerce	14,842
Education/Training Services	2,327
Email/Groupware	11,988
Encryption	8,461
Enterprise Application Integration	5,263
Enterprise Content Management	6,538
Enterprise Resource Planning	10,613
Internet/Intranet Products	19,181
Firewall	13,612
Handheld/PDAs	13,073
Human Resources	2,847
Identity Management	8,297
Intrusion Detection/Prevention	8,195
Java	3,612
Knowledge Management	6,913
LAN/WAN	11,028
Laptops/Notebooks	17,894
Life Sciences	0
Mainframes	8,296
Managed Services	1,976
Marketing/Sales Automation	5,463
Network Security	8,913
Network/Systems Management	13,429
Networking Products	17,946
Optical Networks/Switches	6,041
Printers/Scanners	15,496
Projection Devices	3,340
Telecommunications	5,917
Remote Access	5,343
Security	14,855
Servers	18,435
Service Oriented Architecture	4,663
Services	11,546
Smart Cards	2,945
Storage	18,450
Supply Chain	4,534
UPS	6,081
Video Conferencing	7,325
Voice Over IP	6,654
VPN	9,160
Web Development/Tools/Services	15,177
Wireless	18,977
Workstations	14,165
Virtualization	5,705
Wireless LAN/WAN	12,076