



Channel Email Database

Universe/Base Rate

Count: 47,538

Price: \$300/M

Source: Print, Online, Newsletter Community and Exposition Attendees

Updated: Quarterly

Minimum Order: 4,000 Names

List Type: Email

Last Update: 12/09

Profile

For over 40 years, IDG has been at the forefront of trends and changes in the marketplace that make it one of the most dynamic media companies worldwide.

With the IDG Channel Email Database, you gain access to the influential drivers and decision makers reaching channel technology buyers in the marketplace today. These professionals are interested in receiving product and service offers that help them develop, design and execute complex innovations and solutions for their customers.

This channel community has expertise in numerous areas including: security, application development, laptops/ notebooks, network/systems management, remote access and storage. If you're selling through the channel, The IDG Channel Email Database is the perfect audience.

Multi-Channel Base Rate

CPM

Email and Postal Offers	\$545/M
Email and Telemarketing Offers	\$620/M

Demographic Selects

CPM

Geographic	\$15/M
Job Function	\$25/M
Employee Size	\$25/M
Gender	\$25/M
Operating System	\$30/M
Products and Services Purchased	\$40/M

Transmission Fees

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 Channel Database for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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Job Function - \$25/M

Corporate Management	20,106
IT Management	12,709
Network Management	9,625
Marketing/Sales	1,624
Financial Management	1,113
Technical/Engineering/Research & Development	11,772
Programmer/Systems Analyst/Software Developer	2,320
Internet/Intranet/Webmaster	3,853
Consulting	9,268
CIO/CTO	9,460
IT Staff	6,608

Employee Size - \$25/M

Under 50	11,181
50 to 99	3,635
100 to 499	5,170
Under 500	142
500 to 999	2,286
1,000 to 4,999	3,204
5,000 to 9,999	1,911
10,000 and over	5,904

Operating System - \$30/M

MVS/VM	2,703
Novell Netware	4,713
OS 400	2,904
Palm OS	5,940
VMS	1,462
Unix	8,503
Windows XP	19,969
Windows 98, 2000	15,982
Vista	604
Linux	14,317
Macintosh	6,123
Windows 2003	9,105
Windows CE	3,162
Windows NT	13,103
Solaris	9,687

Products and Services Purchased - \$40/M

Access Control	6,163
Accounting/Finance	6,540
Anti-Virus/Anti-Spam	14,404
Application Development	10,896
ASP/ISP	6,662
Authentication/Authorization/Biometrics	7,748
Backup/Business Continuity/Disaster Recovery	11,980
Business Intelligence/Data Management/Data Warehousing	11,645
Call Center Tools	3,519
Compliance	5,557
Consulting/Outsourcing	14,223
Customer Relationship Management	7,058
Database Management	8,618
Desktop Security	3,608
Desktops/PCs	12,384
Displays/Monitors	10,954
Document Management/Imaging	3,776
E-Commerce	15,746
Education/Training Services	2,883
Email/Groupware	11,913
Encryption	8,089
Enterprise Application Integration	4,521
Enterprise Content Management	7,204
Enterprise Resource Planning	10,745
Internet/Intranet Products	19,863
Firewall	14,341
Handheld/PDAs	12,297
Human Resources	3,081
Identity Management	8,473
Intrusion Detection/Prevention	10,006
Java	4,529
Knowledge Management	6,291
LAN/WAN	10,978
Laptops/Notebooks	17,823
Life Sciences	0
Mainframes	8,710
Managed Services	2,447
Marketing/Sales Automation	4,525
Network Security	8,543
Network/Systems Management	14,314
Networking Products	19,642
Optical Networks/Switches	7,712
Printers/Scanners	14,981
Projection Devices	3,791
Telecommunications	6,256
Remote Access	6,381
Security	16,129
Servers	19,795
Service Oriented Architecture	4,139
Services	11,761
Smart Cards	3,502
Storage	19,798
Supply Chain	4,502
UPS	7,458
Video Conferencing	6,459
Voice Over IP	8,206
VPN	11,854
Web Development/Tools/Services	16,220
Wireless	20,669
Workstations	14,175
Virtualization	6,002
Wireless LAN/WAN	12,978