

# Connect IDG Email Database

Universe/Base Rate

Count: 28,972

Price: \$300/M

Source: Online Registrants and Users

List Type: Email

Updated: Quarterly

List Update: 12/09

Minimum Order: 4,000 Names

## Profile

The IDG Connect Email Database connects you to a powerful audience of highly qualified and actively engaged buyers and influencers.

These CIOs, CTOs, CSOs and Networking/IT professionals are key technology decision makers – who download technical whitepapers, view webcasts and research library content.

### Target your prospects:

- 53% - IT Management: CIO, CTO, CSO and Systems Integrator
- 20% - Line of Business Management: CEO, COO, Chairman, President, Executive Vice President and General Manager

Get access to a powerful audience with the IDG Connect Email Database. It enables you to reach highly qualified, engaged buyers and influencers, resulting in more qualified leads and increased sales.

## Multi-Channel Base Rate

CPM

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

## Demographic Selects

CPM

Geographic	\$15/M
Industry	\$25/M
Job Title	\$25/M
Job Function	\$25/M
Employee Size	\$25/M

## Transmission

CPM

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

## Additional Charges

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 and telemarketing names are available from the IDG Connect Database for email/postal/telemarketing matching.  
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Industry - \$25/M	
<b>Non Technical</b>	
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)	534
Aerospace/Defense Contractor	318
Agriculture/Forestry/Fisheries	92
Business Services/Consultant	956
Construction/Architecture/Engineering	685
Education	886
Finance/Banking/Accounting	933
Government - Federal (Including Military)	1,068
Government - State/Local	811
Healthcare/Medical/Pharmaceutical/Bio-Tech	627
Insurance/Real Estate/Legal	424
Manufacturing & Process Industries	843
Mining/Oil/Gas	265
Retailer/Wholesaler/Distributor (Non-Computer)	430
Transportation/Utilities (Energy/Water, etc.)	734
Travel/Hospitality/Entertainment/Recreation	607
Other	710
<b>Technical</b>	
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	879
Computer/Network Consultant	1,738
E-Commerce/Internet	382
Retailer/Distributor/Wholesaler (Computer Related)	233
Manufacturing - Hardware/Software	1,154
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	504
VAR/VAD/OEM	319
Other	715
Venture Capital/Private Equity/M&A	8
Job Title - \$25/M	
<b>IT Management</b>	
CIO, CTO, CSO	2,044
Executive VP, Senior VP	1,117
VP	346
Director	2,715
Manager	2,549
Supervisor	382
Systems Integrator	640
Technical Consultant	2,622
<b>Business Management</b>	
CEO, COO, Chairman, President	1,256
CFO, Controller, Treasurer	105
Executive VP, Senior VP, VP, GM	237
Director, Manager	883
Other Corporate, Business Manager	983
Consultant (Non-Technical)	362
<b>Other</b>	
IT Staff	2,235
Non-Manager	1,979

Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	945
IT Management (Director/Manager)	1,899
Network/Systems Management	1,065
R&D Management	175
Web-Based Business	142
Applications Development	301
Systems Engineering	810
Programming/System Analyst/Architect	293
Telecommunications	227
Consultant/Integrator	801
Other IT Management	883
Corporate Management (CEO/COO/President/GM/VP)	498
Finance Management (CFO/Controller/Treasurer)	318
Sales/Marketing	816
Human Resources/Training/Education	112
Legal/Compliance	77
Other Management	554
Other: IT Staff/Technical Support	1,257
Other: Non-Technical Consultant/Integrator	250
Other: None of the Above	733

Employee Size - \$25/M	
20,000 or More	3,455
10,000 to 19,999	1,310
5,000 to 9,999	1,433
1,000 to 4,999	3,216
500 to 999	1,867
100 to 499	3,017
50 to 99	1,569
Less than 50	4,451