



Consumer Email Database

Universe/Base Rate

Count: 7

Price: \$175/M

Source: Controlled Circulation, Newsletter or Online Subscribers and Exposition Attendees

Updated: Quarterly

List Type: Email

Minimum Order: 7,500 Names

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 Consumer Email Database, you have the opportunity to target highly educated, affluent, upscale and forward-thinking consumers – with the income to buy and the power to invest.

This database is the best way to reach professionals who are not only tech savvy experts but also well educated buyers of home products. The IDG Consumer Database is perfect for every type of consumer offer from publishing, to personal and home electronics, travel and high ticket catalogs.

Test the IDG Consumer Email Database and utilize its collective power and reach. The database is built from the home addresses of the publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions. They are: CIO, CMO, Computerworld, CSO, InfoWorld, Macworld, Network World, NGDC Conference and Expo and PC World.

Multi-Channel Base Rate CPM

Email and Postal Offers \$280/M

Demographic Selects CPM

Geographic \$15/M

Gender \$25/M

Transmission CPM

HTML \$100/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.

Direct line (508) 766-5633; Email stozeski@idglist.com

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



492 Old Connecticut Path • Framingham • MA 01701

Fax (508) 766-5640

www.idglist.com