



Corporate Email Database

Universe/Base Rate

Count: 636,592

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

IDG is the most trusted name in technology information and is the world's leading technology, research and event company. For over 40 years, it has been at the forefront of trends and changes in the marketplace that make it one of the most dynamic media companies worldwide.

The total of IDG's collective reach of the most influential and powerful IT buyers is available in one unduplicated database. And all have given permission to receive third-party emailed product and information offers.

This Email Database is built from the publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions. They are: CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld.com, InfoWorld Events, InfoWorld Newsletters, LinuxWorld Conference and Expo, Macworld, Network World, Network World Newsletters, NGDC Conference and Expo, PC World, PC World Newsletters and PCWorld.com.

Multi-Channel Base Rate

CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$620/M

Demographic Selects

CPM

Geographic	\$15/M
Power Decision Maker	\$25/M
Job Function	\$25/M
Industry	\$25/M
Employee Size	\$25/M
Hotline	\$25/M
Gender	\$25/M
Operating System	\$30/M
Number of Sources	\$40/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 Corporate Database for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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IDG Corporate Email Database

Demographic Selects and Counts as of 12/09

Power Decision Maker - \$25/M

Director Level and above	194,122
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Job Function - \$25/M

Corporate Management	151,367
IT Management	121,724
Network Management	90,484
Marketing/Sales	12,996
Financial Management	11,950
Technical/Engineering/Research & Development	68,209
Programmer/Systems Analyst/Software Developer	25,376
Internet/Intranet/Webmaster	26,610
Consulting	43,367
CIO/CTO	64,503
IT Staff	63,502

Industry - \$25/M

Computer Manufacturer	24,774
Non-Computer Manufacturer	28,423
Business Services	12,945
Retail/Wholesale/Distributor	19,399
Agriculture/Mining/Construction/Petroleum/Refining	3,465
Insurance/Real Estate/Legal	11,716
Public Utility/Transportation	11,400
Government: Federal	16,496
Health Services	18,437
VAR/VAD/System Integrators	9,442
Education	24,093
ISP/ASP/Technical Service Provider	11,561
Aerospace	4,729
Government: State/Local	13,830
Telecomm	12,593
Consulting	32,717
Finance/Banking/Accounting	19,957
Advertising/Marketing/Public Relations/Media	8,154
Other	11,754

Employee Size - \$25/M

Under 50	76,939
50 to 99	25,522
100 to 499	93,633
Under 500	546
500 to 999	28,903
1,000 to 4,999	47,923
5,000 to 9,999	30,138
10,000 and over	74,093

Operating System - \$30/M

MVS/VM	18,473
Novell Netware	29,853
OS 400	20,167
Palm OS	32,706
VMS	14,670
Unix	60,346
Windows XP	127,756
Windows 98, 2000	97,723
Vista	3,146
Linux	91,244
Macintosh	54,267
Windows 2003	65,348
Windows CE	17,927
Windows NT	78,814
Solaris	55,687

Number of Sources - \$40/M

1 to 2	573,183
3 to 4	16,937
5 or more	2,432

Products and Services Purchased - \$40/M

Access Control	29,211
Accounting/Finance	37,490
Anti-Virus/Anti Spam	82,281
Application Development	73,996
ASP/ISP	35,269
Authentication/Authorization/Biometrics	39,059
Backup/Business Continuity/Disaster Recovery	75,932
Business Intelligence/Data Management/Data Warehousing	79,933
Call Center Tools	18,144
Compliance	28,962
Consulting/Outsourcing	91,644
Customer Relationship Management	41,211
Database Management	55,672
Desktop Security	27,134
Desktop/PCs	213,121
Displays/Monitors	59,945
Document Management/Imaging	21,725
E-Commerce	99,268
Education/Training Services	14,484
Email/Groupware	68,189
Encryption	45,208
Enterprise Application Integration	26,564
Enterprise Content Management	39,550
Enterprise Resource Planning	71,181
Internet/Intranet Products	135,685
Firewall	79,542
Handheld/PDAs	73,488
Human Resources	19,289
Identity Management	46,250
Intrusion Detection/Prevention	51,843
Java	26,353
Knowledge Management	41,845
LAN/WAN	66,528
Laptops/Notebooks	106,564
Life Sciences	0
Mainframes	55,245
Managed Services	11,432
Marketing/Sales Automation	27,371
Network Security	60,441
Networking/Systems Management	85,795
Networking Products	132,753
Optical Networks/Switches	41,185
Printers/Scanners	91,415
Projection Devices	22,705
Telecommunications	42,288
Remote Access	30,922
Security	112,376
Servers	127,061
Service Oriented Architecture	26,413
Services	72,367
Smart Cards	20,229
Storage	135,942
Supply Chain	27,498
UPS	40,004
Video Conferencing	36,911
Voice Over IP	45,526
VPN	59,864
Web Development/Tools/Services	109,914
Wireless	137,689
Workstations	93,543
Virtualization	38,700
Wireless LAN/WAN	72,100