



## Developer Email Database

Universe/Base Rate

Count: 185,172

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

With the IDG Developer Email Database you can reach professional software/Internet developers with significant buying power.

The IDG Developer Email Database is an unduplicated database built exclusively from the job function selects from the publication, newsletter or online subscribers as well as attendees to the following: CIO, CMO, Computerworld, Computerworld Newsletters, CMO, 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.

Professional developers play an important role in charting the direction of application development and deployment spending on technology. And everyone on the IDG Developer Email Database has given permission to receive third-party emailed product and information offers.

This Database is the perfect opportunity to get unprecedented reach to this powerful buying community of professionals.

### Multi-Channel Base Rate

CPM

Email and Postal Offers \$545/M

### Demographic Selects

CPM

Geographic	\$15/M
Job Function	\$25/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.  
Direct line (508) 766-5633; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)

Postal names are available for the IDG Developer 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](http://www.idglist.com)

**Job Function - \$25/M**

Corporate Management	60,368
IT Management	49,017
Network Management	33,653
Marketing/Sales	2,458
Financial Management	4,591
Technical/Engineering/Research & Development	26,691
Programmer/Systems Analyst/Software Developer	18,071
Internet/Intranet/Webmaster	20,442
Consulting	15,111
CIO/CTO	28,581
IT Staff	22,681

**Industry - \$25/M**

Computer Manufacturer	10,727
Non-Computer Manufacturer	12,237
Business Services	5,117
Retail/Wholesale/Distributor	8,171
Agriculture/Mining/Construction/Petroleum/Refining	1,563
Insurance/Real Estate/Legal	5,047
Public Utility/Transportation	5,097
Government: Federal	6,683
Health Services	7,815
VAR/VAD/System Integrators	4,614
Education	9,568
ISP/ASP/Technical Service Provider	4,902
Aerospace	2,175
Government: State/Local	6,182
Telecomm	4,799
Consulting	13,854
Finance/Banking/Accounting	8,071
Advertising/Marketing/Public Relations/Media	3,236
Other	4,260

**Employee Size - \$25/M**

Under 50	15,377
50 to 99	7,508
100 to 499	16,311
Under 500	201
500 to 999	9,027
1,000 to 4,999	14,913
5,000 to 9,999	9,867
10,000 and over	23,737

**Operating System - \$30/M**

MVS/VM	13,061
Novell Netware	19,893
OS 400	14,708
Palm OS	23,084
VMS	9,387
Unix	39,628
Windows XP	71,726
Windows 98, 2000	59,512
Vista	2,436
Linux	55,422
Macintosh	24,602
Windows 2003	42,450
Windows CE	13,181
Windows NT	49,766
Solaris	34,686

**Products and Services Purchased - \$40/M**

Access Control	18,702
Accounting/Finance	29,273
Anti-Virus/Anti-Spam	55,089
Application Development	68,422
ASP/ISP	29,732
Authentication/Authorization/Biometrics	30,060
Backup/Business Continuity/Disaster Recovery	54,657
Business Intelligence/Data Management/Data Warehousing	61,426
Call Center Tools	15,439
Compliance	23,881
Consulting/Outsourcing	60,170
Customer Relationship Management	29,505
Database Management	47,134
Desktop Security	18,509
Desktops/PCs	48,329
Displays/Monitors	43,538
Document Management/Imaging	19,231
E-Commerce	64,682
Education/Training Services	11,451
Email/Groupware	49,488
Encryption	31,981
Enterprise Application Integration	20,958
Enterprise Content Management	31,208
Enterprise Resource Planning	54,099
Internet/Intranet Products	84,095
Firewall	55,187
Handheld/PDAs	49,773
Human Resources	17,605
Identity Management	35,739
Intrusion Detection/Prevention	37,131
Java	25,684
Knowledge Management	35,236
LAN/WAN	48,915
Laptops/Notebooks	66,925
Life Sciences	0
Mainframes	39,412
Managed Services	9,026
Marketing/Sales Automation	23,567
Network Security	43,510
Network/Systems Management	60,524
Networking Products	80,703
Optical Networks/Switches	33,500
Printers/Scanners	60,373
Projection Devices	19,158
Telecommunications	29,382
Remote Access	21,159
Security	70,978
Servers	76,930
Service Oriented Architecture	19,238
Services	55,655
Smart Cards	17,388
Storage	80,648
Supply Chain	24,124
UPS	32,649
Video Conferencing	25,749
Voice Over IP	33,662
VPN	41,954
Web Development/Tools/Services	81,533
Wireless	82,919
Workstations	61,150
Virtualization	26,642
Wireless LAN/WAN	51,054