



E-Commerce Email Database

Universe/Base Rate

Count: 174,467

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 E-Commerce Email Database you can reach users of e-commerce products and services. Clearly one of the hottest markets in the computer industry today, this database offers the largest single source of qualified e-commerce email leads.

The IDG E-Commerce Email Database is an unduplicated file built from electronic commerce on the CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld.com, InfoWorld Events, InfoWorld Newsletters, LinuxWorld Conference and Expo, Macworld, Network World, Network World Events, Network World Newsletters, NGDC Conference and Expo, PC World, PC World Newsletters and PCWorld.com lists. The combination of these highly responsive email lists gives you unmatched access to this rapidly growing market – complete with selectability. And all have given permission to receive third-party emailed product and information offers.

This database is an excellent marketing tool for any mailer of hardware, software, seminars, trade shows or services related to the e-commerce market.

Multi-Channel Base Rate

CPM

Email and Postal Offers \$545/M

Demographic Selects

CPM

Geographic	\$15/M
Power Decision Maker	\$25/M
Job Function	\$25/M
Industry	\$25/M
Employee Size	\$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 E-Commerce Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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Power Decision Maker - \$25/M

Director Level and above	62,253
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Job Function - \$25/M

Corporate Management	58,476
IT Management	49,856
Network Management	37,981
Marketing/Sales	2,755
Financial Management	4,916
Technical/Engineering/Research & Development	28,450
Programmer/Systems Analyst/Software Developer	14,087
Internet/Intranet/Webmaster	24,795
Consulting	19,077
CIO/CTO	30,056
IT Staff	19,918

Industry - \$25/M

Computer Manufacturer	9,754
Non-Computer Manufacturer	12,185
Business Services	5,569
Retail/Wholesale/Distributor	8,771
Agriculture/Mining/Construction/Petroleum/Refining	1,536
Insurance/Real Estate/Legal	4,788
Public Utility/Transportation	5,016
Government: Federal	6,322
Health Services	7,428
VAR/VAD/System Integrators	5,370
Education	9,457
ISP/ASP/Technical Service Provider	4,533
Aerospace	2,078
Government: State/Local	6,276
Telecomm	4,853
Consulting	13,896
Finance/Banking/Accounting	7,532
Advertising/Marketing/Public Relations/Media	3,506
Other	3,730

Employee Size - \$25/M

Under 50	15,860
50 to 99	7,057
100 to 499	16,914
Under 500	87
500 to 999	8,660
1,000 to 4,999	14,203
5,000 to 9,999	8,979
10,000 and over	21,819

Operating System - \$30/M

MVS/VM	14,014
Novell Netware	21,371
OS 400	15,590
Palm OS	25,759
VMS	7,894
Unix	39,234
Windows XP	74,300
Windows 98, 2000	66,352
Vista	2,493
Linux	48,215
Macintosh	25,700
Windows 2003	40,150
Windows CE	13,510
Windows NT	57,598
Solaris	33,008

Products and Services Purchased - \$40/M

Access Control	19,253
Accounting/Finance	27,223
Anti-Virus/Anti-Spam	59,513
Application Development	41,358
ASP/ISP	30,293
Authentication/Authorization/Biometrics	29,833
Backup/Business Continuity/Disaster Recovery	52,074
Business Intelligence/Data Management/Data Warehousing	50,781
Call Center Tools	15,588
Compliance	23,021
Consulting/Outsourcing	63,988
Customer Relationship Management	26,833
Database Management	42,593
Desktop Security	16,215
Desktop/PCs	57,201
Displays/Monitors	42,357
Document Management/Imaging	17,903
Education/Training Services	12,652
Email/Groupware	50,103
Encryption	31,333
Enterprise Application Integration	18,025
Enterprise Content Management	29,560
Enterprise Resource Planning	49,359
Internet/Intranet Products	92,298
Firewall	53,990
Handheld/PDAs	46,734
Human Resources	16,017
Identity Management	34,152
Intrusion Detection/Prevention	40,724
Java	21,259
Knowledge Management	28,860
LAN/WAN	46,111
Laptops/Notebooks	67,865
Life Sciences	0
Mainframes	44,790
Managed Services	10,026
Marketing/Sales Automation	21,317
Network Security	39,691
Network/Systems Management	52,405
Networking Products	76,251
Optical Networks/Switches	33,593
Printers/Scanners	59,661
Projection Devices	18,251
Telecommunications	37,273
Remote Access	21,275
Security	61,993
Servers	80,340
Service Oriented Architecture	12,708
Services	53,461
Smart Cards	16,237
Storage	87,040
Supply Chain	22,814
UPS	33,144
Video Conferencing	25,915
Voice Over IP	33,414
VPN	45,592
Web Development/Tools/Services	66,299
Wireless	84,210
Workstations	60,897
Virtualization	16,721
Wireless LAN/WAN	54,709