



## Enterprise IT Executive Email Database

Universe/Base Rate

Count: 732,517

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 Enterprise IT Executive Email Database you can reach users of network and IT products and services. These individuals are corporate professionals who have substantial purchasing influence for every type of networking equipment or service.

The IDG Enterprise IT Executive Email Database is an unduplicated file built from the network and IT selections on the following subscriber and attendee lists: 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, NetworkWorld.com, NGDC Conference and Expo, PC World and PCWorld.com. The combination of these highly responsive lists gives you unmatched access to this strong market – complete with selectability. And all have given permission to receive third-party e-mailed product and information offers.

Clearly one of the most well established markets in the computer industry today, this database offers the largest single source of qualified networking leads.

### Multi-Channel Base Rate CPM

Email and Postal Offers	\$545/M
Email and Telemarketing Offers	\$620/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)	

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



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

Corporate Management	144,023
IT Management	117,517
Network Management	89,008
Marketing/Sales	12,076
Financial Management	11,544
Technical/Engineering/Research & Development	65,478
Programmer/Systems Analyst/Software Developer	24,449
Internet/Intranet/Webmaster	26,184
Consulting	40,801
CIO/CTO	62,494
IT Staff	60,679

**Industry - \$25/M**

Computer Manufacturer	23,653
Non-Computer Manufacturer	27,509
Business Services	12,064
Retail/Wholesale/Distributor	18,690
Agriculture/Mining/Construction/Petroleum/Refining	3,245
Insurance/Real Estate/Legal	11,340
Public Utility/Transportation	10,897
Government: Federal	15,743
Health Services	17,853
VAR/VAD/System Integrators	9,002
Education	23,094
ISP/ASP/Technical Service Provider	11,003
Aerospace	4,553
Government: State/Local	13,314
Telecomm	11,813
Consulting	31,231
Finance/Banking/Accounting	19,134
Advertising/Marketing/Public Relations/Media	7,733
Other	10,956

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

Under 50	73,135
50 to 99	24,253
100 to 499	91,243
Under 500	536
500 to 999	27,662
1,000 to 4,999	45,700
5,000 to 9,999	28,927
10,000 and over	70,647

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

MVS/VM	18,159
Novell Netware	29,292
OS 400	19,770
Palm OS	31,997
VMS	14,408
Unix	59,246
Windows XP	125,559
Windows 98, 2000	95,960
Vista	3,078
Linux	86,922
Macintosh	37,261
Windows 2003	64,061
Windows CE	17,513
Windows NT	77,455
Solaris	54,700

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

Access Control	28,622
Accounting/Finance	36,734
Anti-Virus/Anti-Spam	80,855
Application Development	72,812
ASP/ISP	34,585
Authentication/Authorization/Biometrics	38,325
Backup/Business Continuity/Disaster Recovery	74,669
Business Intelligence/Data Management/Data Warehousing	78,759
Call Center Tools	17,814
Compliance	28,416
Consulting/Outsourcing	90,116
Customer Relationship Management	40,568
Database Management	54,699
Desktop Security	26,694
Desktop/PCs	73,613
Displays/Monitors	58,630
Document Management/Imaging	21,237
E-Commerce	97,630
Education/Training Services	14,247
Email/Groupware	66,864
Encryption	44,396
Enterprise Application Integration	26,119
Enterprise Content Management	38,742
Enterprise Resource Planning	70,078
Internet/Intranet Products	133,458
Firewall	78,049
Handheld/PDAs	72,131
Human Resources	18,894
Identity Management	45,386
Intrusion Detection/Prevention	50,922
Java	25,823
Knowledge Management	41,113
LAN/WAN	65,317
Laptops/Notebooks	104,663
Life Sciences	0
Mainframes	54,240
Managed Services	11,224
Marketing/Sales Automation	26,871
Network Security	59,472
Network/Systems Management	84,269
Networking Products	130,457
Optical Networks/Switches	40,307
Printers/Scanners	89,633
Projection Devices	22,174
Telecommunications	41,421
Remote Access	30,294
Security	110,561
Servers	124,681
Service Oriented Architecture	26,045
Services	71,027
Smart Cards	19,792
Storage	133,642
Supply Chain	27,005
UPS	39,161
Video Conferencing	36,255
Voice Over IP	44,747
VPN	58,796
Web Development/Tools/Services	108,099
Wireless	135,413
Workstations	91,747
Virtualization	38,155
Wireless LAN/WAN	70,791