



Magazine Email Database

Universe/Base Rate

Count: 47,625

Price: \$300/M

Source: Print, Online and Newsletter Community

List Type: Email

Updated: Quarterly and Cleaned Continuously

Last Update: 12/09

Minimum Order: 4,000 Names

Profile

CIO Magazine – the core of business technology leadership.

CIO Magazine Email Database delivers the most powerful audience with the largest IT budgets of any publication. They are the IT leaders within their organizations – Chief Information Officers and other IT executives, with final purchase authority within their company.

CIO Magazine Audience:

- 100% personally involved in IT purchases for their organizations
- \$361 million average IT budget
- \$7.3 billion average company revenues
- 26,742 average number of employees
- CIO Magazine reaches more CIOs than any other publication

Sources: Intelliquest CIMS Fall Business Influencer Study, November 2007; CIO BPA, June 2007; IDG AdGauge Study, CIO December 1, 2007 Issue; CIO Open Editorial Survey, Research Results, February 2007.

CIOs are challenged by the dynamic context of today's IT business environment from regulators, security threats and continued economic constraints. They rely on CIO Magazine's trusted analysis, case studies, research and peer-to-peer advice to help them anticipate these challenges and make the right decisions.

Invest with the leader – CIO Magazine – deliver your message to the most influential CIOs and IT executives with the power and budget to buy.

Multi-Channel Base Rate CPM

Email and Postal Offers	\$555/M
Email and Telemarketing Offers	\$630/M

Demographic Selects CPM

Geographic	\$15/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Organization's Industry or Function	\$25/M
Number of Employees at Organization	\$25/M
Total Annual Revenue of Organization	\$25/M
Involved in Company's IT Budget or Strategy	\$25/M
Newsletter	\$25/M
Amount of Technology Products Purchases	\$30/M
Operating Systems Used and/or Planned	\$30/M
Products and Services Helps Acquire	\$40/M
Products Planned to Purchase	\$40/M

Transmission CPM

HTML	\$120/M
Text	\$115/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 from the CIO Magazine for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



492 Old Connecticut Path • Framingham • MA 01701
Fax (508) 766-5640
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Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	1,293
Aerospace/Defense Contractor	454
Agriculture/Forestry/Fisheries	113
Business Services/Consultant	2,436
Construction/Architecture/Engineering	932
Education	3,768
Finance/Banking/Accounting	4,280
Government - Federal (Including Military)	2,553
Government - State/Local	2,321
Healthcare/Medical/Pharmaceutical/Bio-Tech	3,313
Insurance/Real Estate/Legal	2,268
Manufacturing & Process Industries	4,340
Mining/Oil/Gas	409
Retailer/Wholesaler/Distributor (Non-Computer)	2,206
Transportation/Utilities (Energy, Water, etc.)	2,102
Travel/Hospitality/Entertainment/Recreation	149
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	2,468
Computer/Network Consultant	4,306
E-Commerce/Internet	870
Retailer/Wholesaler/Distributor (Computer Related)	1,039
Manufacturing - Hardware/Software	3,707
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	1,828
VAR/VAD/OEM	1,466
Other	3,599

Primary Job Title - \$25/M	
CIO/CTO/CSO	6,435
Executive Vice President, Senior Vice President	12,080
Vice President	341
Director	8,427
Manager	2,359
Supervisor	185
Systems Integrator	320
Technical Consultant	1,845
CEO/COO/Chairman/President	6,612
CFO/Controller/Treasurer	845
Executive Vice President, Senior Vice President, Vice President, General Manager	460
Director, Manager	1,091
Other Corporate, Business Manager	4,560
Consultant (Non-Technical)	756
Other: IT Staff	2,121
Other: Non-Manager	4,669

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	4,053
IT Management (Director/Manager)	3,386
Network/Systems Management	1,398
R&D Management	172
Web-Based Business	635
Applications Development	647
Systems Engineering	746
Programming/Systems Analyst/Architect	238
Telecommunications	479
Consultant/Integrator	771
Other IT Management	6,142
Corporate Management (CEO/COO/President/GM/VP)	3,083
Finance Management (CFO/Controller/Treasurer)	756
Sales/Marketing	1,732
Human Resources/Training/Education	186
Legal/Compliance	91
Other Management	1,063
Other: IT Staff/Technical Support	550
Other: Non-Technical Consultant/Integrator	283
Other: None of the Above	670

Number of Employees at Entire Organization - \$25/M	
20,000 or more	10,416

10,000 to 19,999	3,214
5,000 to 9,999	4,155
1,000 to 4,999	8,096
500 to 999	4,596
100 to 499	6,991
50 to 99	1,136
Less than 50	13,248

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	1,919
\$500 to \$999.9 Million	891
\$100 to \$499.9 Million	2,010
\$50 to \$99.9 Million	1,783
\$10 to \$49.9 Million	3,160
\$1 to \$9.9 Million	4,218
\$500,000 to \$999,999	5,651
\$250,000 to \$499,999	775
\$100,000 to \$249,999	692
Under \$100,000	962

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	12,257
Windows XP	13,209
VM/MVS	5,839
Linux	7,664
Unix	8,147
Netware	2,559
Mac OS	3,297
Other	1,175

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	2,983
\$30 Billion to \$40 Billion	893
\$15 Billion to \$29.9 Billion	1,381
\$10 Billion to \$14.9 Billion	1,278
\$5 Billion to \$9.9 Billion	11,142
\$1 Billion to \$4.9 Billion	3,932
\$501 Million to \$999 Million	2,014
\$101 Million to \$500 Million	3,826
\$50 Million to \$100 Million	3,318
Under \$50 Million	14,104

Total Annual Amount of Technology Products and Services Currently Involved in Purchasing for All Locations Of Organization - \$30/M	
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Technology Products and Services	
E-Commerce	
Telecommunications	
Computer Systems	
Wireless	
Software	
Services	
Storage	
Security	
Peripherals	
Dollar Value	
\$250 million or more	
\$150 to \$249.9 million	
\$100 to \$149.9 million	
\$50 to \$99.9 million	
\$10 to \$49.9 million	
\$1 to \$9.9 million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$50,000 to \$99,999	
\$25,000 to \$49,999	
Under \$25,000	
Please call your Account Representative for counts.	

Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M	
Application Development Software	14,962
Backup/Disaster Recovery Hardware	14,720
Backup/Disaster Recovery Software	11,672
Bridges/Routers/Gateways/Hubs	15,485
Business Intelligence/Data Mining	10,484
Consulting Services/Outsourcing: Domestic	14,348
Consulting Services/Outsourcing: Off-Shore	8,718
CRM Software	10,213
Database Management Software	18,785
Data Storage Products	15,381
Desktop Security Hardware	14,417
Desktop Security Software	12,028
Desktop Systems	21,378
E-Business Consulting Services	8,726
EDI	6,774
Electronic Commerce Tools	7,421
Email/Groupware	12,406
Encryption Software/Firewalls	11,054
Enterprise Application Integration	9,404
Enterprise Portals	75
ERP Software	13,547
Handheld PCs/PDAs	15,117
Imaging/Document Management	81
Java	99
Knowledge Management	13,971
LAN/WAN Hardware	17,425
Laptop/Notebooks	21,066
Mainframe/Midrange Application Software	10,985
Mainframes	8,997
Marketing/Sales Automation	6,925
Midrange Computers	12,228
Modems/Multiplexers	13,350
Network Management Systems	10,880
Network Operations Systems	12,251
Network Security Hardware	14,993
Network Security Software	12,041
Network Servers (File, Web, Database)	20,485
Operating Systems	10,001
PC/Workstation Software	19,096
Personal Productivity	8,108
Printers	17,485
Search Tools/Engines	9,623
Security Software/VPNs	2
Software Storage	9,220
Supply Chain Management	6,092
Video Conferencing/Webcasting	8,234
Web Authoring Tools	13,253
Web Services	11,567
Wireless LAN/WAN	11,619
Master Data Management	5,213
Ajax	2,202
Virtualization	4,058
Universal Communication	2,127
Identity/Access Management Software	6,728
SOA Software	4,977

Products Planned to Purchase - \$40/M	
Computer Hardware	6,806
Networking Equipment	4,590
Telecom Equipment	3,288
Storage Systems	4,104
Outsourced IT Services	3,594
Application Software	4,699
Security Software	3,780
Wireless/Mobility Solutions	3,000

Newsletter - \$25/M	
Advice & Opinion	4,003
Blogs	1,405
Careers	4,184
Consumer IT	1,797
Development Architecture	6,019
Enterprise	6,130
Enterprise Applications	12,277
Executive Programs	2,299
Executive Council	5,250
Hot Conversations	948
How To	2,971
Information Security	2,902
Insider	6,170
Leader	5,142
Magazine Digest	5,149
Mobile	2747
News Watch	3482
Open Source	1375
Outsourcing Staffing	2,425
Research & Analysis	1,378
Research From CIO	11,722
Strategy & Innovation	1,896
Tech Poll	8,137
Virtualization	1,537
Webcast Roundup	6,805
Whitepapers	3,255

COMPUTERWORLD Email Database

Universe/Base Rate

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Price: \$300/M

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Profile

Computerworld – reaches the key influencers in large organizations.

While Computerworld reaches IT influencers of all types across its online and print audience bases, at the core are IT executives in larger organizations. For forty years, Computerworld has been the leading source of technology news and information for these decision makers worldwide.

Computerworld Audience:

Print -

- 67% at large organizations (1,000 + employees)
- 69% IT Management

Online -

- 47% at large organizations (1,000 + employees)
- 44% IT Management

Source: Online – Research Results Site Profile Study November 2007;
Print – July 2007 BPA statement.

Computerworld connects you to IT leaders responsible for large budgets to purchase computer hardware and software and all related business products. Look no further to reach the business strategists that are driving IT for their companies.

Multi-Channel Base Rate

CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$605/M

Demographic Selects

CPM

Geographic	\$15/M
Organization Industry or Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Number of Employees	\$25/M
Annual Budget for Information Services	\$25/M
IT Functions or Services to Outsource	\$25/M
Newsletter/Topic of Interest	\$25/M
Fortune 1000	\$25/M
Operating Systems/Network Environments	\$30/M
Products and Services Purchase Involvement	\$40/M
Enterprise Software/Services Purchasing	\$40/M
Hardware Products Purchase Involvement	\$40/M
Products or Tech Purchase Involvement	\$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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Organization Industry or Function at Location - \$25/M	
Advertising/Marketing/Public Relations/Media	2,417
Aerospace/Defense Contractor	1,468
Agriculture/Forestry/Fisheries	375
Business Services/Consultant (Non-Computer Related)	3,200
Construction/Architecture/Engineering	2,225
Education	8,813
Finance/Banking/Accounting	6,697
Government - Federal (including Military)	5,969
Government - State/Local	5,276
Healthcare/Medical/Pharmaceutical/Bio-Tech	7,031
Insurance/Real Estate/Legal	3,839
Manufacturing & Process Industries	11,837
Mining/Oil/Gas	576
Retailer/Wholesaler/Distributor (Non-Computer)	4,252
Transportation/Utilities (Energy, Water, etc.)	2,993
Travel/Hospitality/Recreation/Entertainment	1,882
Other	1,723
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	3,411
Computer/Network Consultant	9,841
E-Commerce/Internet	4,256
Retailer/Wholesaler/Distributor	2,061
Manufacturing - Hardware/Software	9,326
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	4,327
VAR/VAD/OEM	2,131
Other	1,388

Primary Job Title - \$25/M	
CIO, CTO, CSO	6,743
Executive Vice President, Sr. Vice President	2,558
Vice President	2,686
Director	11,046
Manager	22,654
Supervisor	3,387
Systems Integrator	3,492
Technical Consultant	8,622
CEO, COO, Chairman, President	8,337
CFO, Controller, Treasurer	1,060
Executive Vice President, Sr. Vice President, Vice President	
General Manager	3,126
Director, Manager	6,382
Other Corporate/Business Manager	2,869
Consultant (Non-Technical)	1,764
Other IT Staff	18,859
Other	7,722

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	8,067
IT Management (Director/Manager)	12,007
Network/Systems Management	6,446
R&D Management	1,043
Web-Based Business	1,512
Applications Development	2,950
Systems Engineering	2,249
Programming/Systems Analyst/Architect	1,168
Telecommunications	665
Consultant/Integrator	1,644
Other IT Management	16,376
Corporate Management (CEO/COO/President/GM/VP)	1,862
Finance Management (CFO/Controller/Treasurer)	554
Sales/Marketing	1,182
Human Resources/Training/Education	422
Legal/Compliance	111
Other Management	2,547
Other: IT Staff/Technical Support	2,721
Other: Non-Technical Consultant/Integrator	276
Other: None of the Above	937

Number of Employees at Entire Organization - \$25/M	
20,000 or more	20,640

10,000 to 19,999	7,860
5,000 to 9,999	12,754
1,000 to 4,999	18,065
500 to 999	10,653
100 to 499	19,377
50 to 99	6,916
Less than 50	14,954

Annual Budget for Information Services - \$25/M	
\$1 Billion or more	8,576
\$500 to \$999.9 Million	4,606
\$100 to \$499.9 Million	6,758
\$50 to \$99.9 Million	6,627
\$10 to \$49.9 Million	12,641
\$1 to \$9.9 Million	18,570
\$500,000 to \$999,999	8,714
\$250,000 to \$499,999	7,359
\$100,000 to \$249,999	8,028
Under \$100,000	12,571

Products and Services Involved in Purchasing - \$40/M	
Can Choose From:	
A) For This Location B) For all Other Locations	
A) Electronic Commerce/Internet Business	
B) Internet/Intranet/Extranet	
C) Telecommunication Equipment/Services	
D) PCs (Desktop/Notebook)	
E) Servers/Workstations	
F) Networking Products/Services	
G) Large Distributed Systems (Mainframes/Midrange/Mini)	
H) Peripherals	
I) Software	
J) Mobile/Wireless/Handhelds	
K) Storage Management	
J) Systems Integrators/Consultants	
\$250 Million or more	
\$150 Million to \$249.9 Million	
\$100 Million to \$149.9 Million	
\$50 Million to \$99.9 Million	
\$10 Million to \$49.9 Million	
\$1 Million to \$9.9 Million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$75,000 to \$99,999	
\$50,000 to \$74,999	
\$25,000 to \$49,999	
Under \$25,000	
Please contact your Account Representative for counts.	

Operating Systems/Network Environments Used or Planned - \$30/M	
Windows Server 2003	34,761
Windows XP	47,560
Windows 2000	35,250
Windows NT	20,091
Windows 95/98	14,515
Windows CE	10,024
Palm OS	12,453
OS/400	10,115
VM/MVS	8,469
Linux	24,278
Unix	23,517
Solaris	9,907
Netware	9,012
Mac OS	10,322
Windows Vista	2,594
Other	2,332

**Enterprise Software/Services That Help Acquire and/or
Plan to Acquire Through Approval, Planning,
Recommendation or Specification - \$40/M**

C) Current	P) Planned	C	P
Enterprise Software/Services		11,308	8,323
Application Service Providers (ASPs)		12,701	8,988
Enterprise Resource Planning (ERP)/Customer Relationship Management (CRM)		13,063	10,242
Knowledge Management (KM)		11,521	10,005
Groupware/Messaging-Email		15,559	9,962
Systems Management		16,194	10,465
Accounting/Financial		15,023	8,511
Data Mining/Data Warehousing/Statistical Analysis		12,185	9,740
Business Intelligence/Data Management		11,329	9,039
Relational Database (RDBMS)		15,178	9,102
Middleware		11,098	8,149
Application Development Software		14,354	9,312
Sales Automation/Marketing		8,058	6,637
Document Management/Imaging		10,639	8,186
Transaction Processing		9,905	6,609
Human Resources (HR)		11,149	7,318
Identity Management/Directory Services		10,008	6,287
PC Applications/Suites		18,188	11,331
Regulatory Compliance Products/Services		7,618	5,998
Application Development		10,434	7,373
Java		16,401	10,388
.NET		15,135	10,974
Application Development Management Tools		12,786	8,752
Other Application Development Software		11,240	7,992
Web Services		12,371	8,275

**Hardware Products That Help Acquire and/or Plan
To Acquire Through Approval, Planning,
Recommendation or Specification - \$40/M**

C) Current	P) Planned	C	P
Hardware		12,669	8,575
Mainframes		11,840	6,742
Unix Servers		15,888	9,651
Windows Servers		24,512	15,107
Linux Servers		15,005	11,110
Blade Servers		11,622	9,628
PCs/Workstations		26,516	17,259
Laptops/Notebooks		24,835	16,389
Handheld PCs, PDAs, Pocket PCs, Wireless Devices		18,060	12,627
Peripherals		12,491	8,200
Printers/Copiers/Multifunction		25,080	14,981
Removable High-Capacity Storage		16,232	11,034
Tape Backup Systems		18,437	10,887
Monitors		23,845	14,556
Scanners		20,397	12,161
UPS		18,601	11,067
LCD Projection Devices		14,272	9,325

**Products or Technologies That Help Acquire and/or
Plan to Acquire Through Approval, Planning,
Recommendation or Specification - \$40/M**

C) Current	P) Planned	C	P
Networking Products and Technologies		11,727	7,710
Wired LANs		21,505	11,286
Wireless LANs, Wi-Fi		19,837	14,224
Switches, Routers, Hubs		21,824	12,712
Security/Firewalls		21,362	12,435
Network Systems Management Software		16,336	10,091
Network Security Software		16,613	10,560
Load Balancing		11,100	8,163
VoIP		9,415	9,729
Storage		10,846	7,297
SAN (Storage Area Network)		13,812	10,122
NAS (Network Attached Storage)		13,084	9,886
Storage Management		13,953	9,406
Disk Arrays (Fiber, SCSI)		13,484	8,929
Disaster Recovery/Business Continuity		14,063	10,280

Desktop Storage	14,762	8,880
Other Storage	6,748	4,450
Security	11,705	7,425
Firewalls	22,745	12,406
Intrusion Detection/Prevention	13,515	9,009
VPN Services	17,323	10,686
Anti-Virus	22,417	12,283
Smart Cards	10,542	8,626
Biometrics	7,565	8,050
Security Management Services/Software	10,547	7,925
Internet Infrastructure	9,663	6,359
Web Applications/Authoring Tools	17,794	10,950
Content Management	14,401	9,988
Web Site Management/Performance Monitoring	14,484	10,262
Supply Chain	7,927	5,745

IT Functions or Services Currently or Plan to Outsource Within the Next 12 Months - \$25/M		
Application Development	10,110	
Application Support/Maintenance	8,280	
Help Desk/Call Center	7,188	
Network Operations	6,149	
Business Processes	4,888	
Security Services	4,245	
All of the Above	8,852	

Newsletter/Topic of Interest - \$25/M		
Blogs	13,357	
Career Mail	9,742	
CRM	3,649	
Daily Shark	11,713	
Daily News	69,619	
Data Management	9,880	
Disaster Recovery	9,448	
eBusiness	9,792	
Emerging Technologies	10,333	
Enterprise Software	9,245	
EXS	219	
Finance	2,996	
Hardware	11,465	
IT Management	7,004	
Linux	9,047	
Macintosh	6,568	
Microsoft	12,397	
Mobile Wireless	12,188	
Networking	19,806	
Networking Hardware	10,501	
Networking Security	9,706	
Networking Wireless Technology	10,109	
Open Source	3,531	
Operating Systems	13,373	
Outsourcing	3,807	
Quick Studies	7,710	
Resource Review	10,463	
ROI	3,589	
Security	18,665	
Security Infrastructure	7,424	
Security Issues	8,078	
Servers Datacenter	6,530	
Sharkbait	6,988	
Small Enterprise	2,853	
SNW Online	6,976	
Storage	10,548	
Storage Hardware	7,287	
Storage Legal	1,487	
Storage NAS	1,455	
Storage SAN	1,669	
Storage Software	1,996	
Supply Chain	3,480	
Virus Roundup	11,639	
VoIP	7,499	
Web Application Development	10,267	

Web Site Management	8,851
Webcasts	6,337
Web Services SOA	5,941
Weekly Top 10	19,515
White Papers	8,009
This Week	39,077
Management Outsourcing	10,519
TechGear	6,076
IT Blogwatch	4,264



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Profile

CSO - the single resource that connects security buyers and sellers.

With CSO you gain access to executives with the authority and budget to purchase your product and service. Almost all security purchases are driven by the CSO and require their buy-in. CSO Magazine provides access to this group of decision makers in this essential role.

CSO Magazine is the resource for security executives who are active knowledge seekers on such topics as IT security, leadership, physical security, laws and compliance, business continuity, risk analysis and privacy.

Profile of the CSO Magazine Reader:

- \$25 million average security budget
- Average company revenues are \$10.1 billion
- 97% set security goals, direction, budgets and standards
- 100% are personally involved in security purchases for their organizations

Sources: CSO Subscriber File, CSO, 09/07; CSO Open Editorial Study, Research Results, 02/06; IDG Research AdGauge Study; CSO, 12/07; CSO Reader Profile Study, Research Results, 09/04.

Interact with the CSO audience - who has the interest and authority to purchase your security products and services.

Multi-Channel Base Rate CPM

Email and Postal Offers	\$555/M
Email and Telemarketing Offers	\$630/M

Demographic Selections CPM

Geographic	\$15/M
Job Title	\$25/M
Organization's Business/Industry	\$25/M
Number of Employees	\$25/M
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Security Products/Services Recommend	\$40/M

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Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	161
Aerospace/Defense Contractor	94
Agriculture/Forestry/Fisheries	7
Business Services/Consultant	257
Construction/Architecture/Engineering	171
Education	597
Finance/Banking/Accounting	553
Government - Federal (Including Military)	695
Government - State/Local	516
Healthcare/Medical/Pharmaceutical/Bio-Tech	388
Insurance/Real Estate/Legal	374
Manufacturing & Process Industries	393
Mining/Oil/Gas	47
Retailer/Wholesaler/Distributor (Non-Computer)	460
Transportation/Utilities (Energy, Water, etc.)	526
Travel/Hospitality/Entertainment/Recreation	7
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	389
Computer/Network Consultant	423
E-Commerce/Internet	52
Retailer/Wholesaler/Distributor (Computer Related)	158
Manufacturing - Hardware/Software	356
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	160
VAR/VAD/OEM	234
Other	45

Primary Job Title - \$25/M	
CIO/CTO/CSO	1,042
Executive Vice President, Senior Vice President	1,049
Vice President	14
Director	1,854
Manager	59
Supervisor	4
Systems Integrator	10
Technical Consultant	584
CEO/COO/Chairman/President	842
CFO/Controller/Treasurer	61
Executive Vice President, Senior Vice President, Vice President, General Manager	130
Director, Manager	272
Other Corporate, Business Manager	204
Consultant (Non-Technical)	9
Other: IT Staff	379
Other: Non-Manager	891

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	1,037
IT Management (Director/Manager)	1,012
Network/Systems Management	375
R&D Management	14
Web-Based Business	79
Applications Development	78
Systems Engineering	107
Programming/Systems Analyst/Architect	11
Telecommunications	169
Consultant/Integrator	34
Other IT Management	606
Corporate Management (CEO/COO/President/GM/VP)	493
Finance Management (CFO/Controller/Treasurer)	50
Sales/Marketing	100
Human Resources/Training/Education	25
Legal/Compliance	17
Other Management	83
Other: IT Staff/Technical Support	92
Other: Non-Technical Consultant/Integrator	14
Other: None of the Above	67

Number of Employees at Entire Organization - \$25/M	
20,000 or more	1,587

10,000 to 19,999	550
5,000 to 9,999	647
1,000 to 4,999	1,291
500 to 999	795
100 to 499	330
50 to 99	15
Less than 50	2,190

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	325
\$500 to \$999.9 Million	150
\$100 to \$499.9 Million	320
\$50 to \$99.9 Million	324
\$10 to \$49.9 Million	530
\$1 to \$9.9 Million	769
\$500,000 to \$999,999	722
\$250,000 to \$499,999	146
\$100,000 to \$249,999	198
Under \$100,000	244

Operating Systems Used and/or Planned - \$30/M	
Windows Server 2003	1,135
Windows XP	1,150
VM/MVS	544
Linux	777
Unix	773
Netware	296
Mac OS	381
Other	109

Total Annual Revenues of Entire Organization - \$25/M	
Over \$40 Billion	161
\$30 Billion to \$40 Billion	51
\$15 Billion to \$29.9 Billion	89
\$10 Billion to \$14.9 Billion	61
\$5 Billion to \$9.9 Billion	116
\$1 Billion to \$4.9 Billion	211
\$501 Million to \$999 Million	140
\$101 Million to \$500 Million	208
\$50 Million to \$100 Million	183
Under \$50 Million	484

Total Annual Amount of Technology Products and Services Currently Involved In Purchasing for All Locations Of Organization - \$30/M	
Technology Products and Services	
E-Commerce	
Telecommunications	
Computer Systems	
Wireless	
Software	
Services	
Storage	
Security	
Peripherals	
Dollar Value	
\$250 million or more	
\$150 to \$249.9 million	
\$100 to \$149.9 million	
\$50 to \$99.9 million	
\$10 to \$49.9 million	
\$1 to \$9.9 million	
\$500,000 to \$999,999	
\$250,000 to \$499,999	
\$100,000 to \$249,999	
\$50,000 to \$99,999	
\$25,000 to \$49,999	
Under \$25,000	
Please call your Account Representative for counts.	

Products and Services Helps Acquire Through Approval, Planning, Recommendation or Specification - \$40/M	
Application Development Software	1,074
Backup/Disaster Recovery Hardware	1,317
Backup/Disaster Recovery Software	1,162
Bridges/Routers/Gateways/Hubs	1,264
Business Intelligence/Data Mining	837
Consulting Services/Outsourcing: Domestic	1,027
Consulting Services/Outsourcing: Off-Shore	557
CRM Software	793
Database Management Software	1,355
Data Storage Products	1,155
Desktop Security Hardware	1,300
Desktop Security Software	1,215
Desktop Systems	1,649
E-Business Consulting Services	592
EDI	600
Electronic Commerce Tools	664
Email/Groupware	1,092
Encryption Software/Firewalls	1,167
Enterprise Application Integration	783
Enterprise Portals	16
ERP Software	948
Handheld PCs/PDAs	1,180
Imaging/Document Management	20
Java	20
Knowledge Management	1,012
LAN/WAN Hardware	1,432
Laptop/Notebooks	1,622
Mainframe/Midrange Application Software	730
Mainframes	632
Marketing/Sales Automation	544
Midrange Computers	891
Modems/Multiplexers	1,072
Network Management Systems	1,040
Network Operations Systems	1,162
Network Security Hardware	1,348
Network Security Software	1,215
Network Servers (File, Web, Database)	1,559
Operating Systems	892
PC/Workstation Software	1,430
Personal Productivity	683
Printers	1,319
Search Tools/Engines	844
Software Storage	861
Supply Chain Management	487
Video Conferencing/Webcasting	758
Web Authoring Tools	980
Web Services	966
Wireless LAN/WAN	1,056
Master Data Management	399
Ajax	196
Virtualization	404
Universal Communication	195
Identity/Access Management Software	741
SOA Software	408

Security Products, Systems and/or Services Recommend, Specify or Buy - \$40/M	
Access Control/Components/Equipment	3,028
Alarms/Burglar Electronics Systems	1,824
Antivirus Software	2,509
Audit Software	1,715
Biometrics	1,875
CCTV Systems & Surveillance	1,852
Certificate Authorities	1,718
Consulting Services/Outsourcing Domestic	2,178
Crypto Accelerators	949
Digital Forensics	1,005
Disaster Recovery/Business Continuity	2,074
Email Scanning	2175
Encryption Software/Firewalls	2,377
Enterprise Security Management	1,847
Executive Recruitment	619
Facilities Systems	1,644
Fire Protection/Detection/Controls	1,587
Firewall/VPN Appliances	3,070
Firewall Software	2,553
Host/Legacy Single Sign-On	1,082
Host Vulnerability Assessment	1,575
IDS Appliances	1,797
Integrated Systems/Monitoring Equipment	1,782
Intrusion Detection Systems	3,024
Managed Security Services	1,629
Managed VPNs	1,100
Network Vulnerability Assessment	1,817
Outside Audit Services	945
Penetration Testing	1,586
Perimeter Security	1,681
Provisioning	951
Secure Email	2,208
Security Hardware VPNs	2,440
Security Software VPNs	2,195
Smart Cards	2,299
Tokens	1,459
Training/Education	2,024
Web Filtering	1,852
Web Single Sign-On	1,538
Wireless/Mobile Security	2,243

Products Planned to Purchase - \$40/M	
Computer Hardware	935
Networking Equipment	742
Telecom Equipment	565
Storage Systems	641
Outsourced IT Services	446
Application Software	577
Security Software	708
Wireless/Mobility Solutions	487

InfoWorld Email Database

Universe/Base Rate

Count: 86,336

Price: \$300/M

Source: Online and Newsletter Community

List Type: Email

Updated: Quarterly and Cleaned Continuously

Last Update: 12/09

Minimum Order: 4,000 Names

Profile

InfoWorld – How Technology Drives Business.

InfoWorld is the leading source of information on emerging technologies and is the only brand that explains to senior technology decision makers how these technologies work and how they can use them to drive their business.

InfoWorld Audience:

- 37% - IT Management
- 37% - Business Management
- 26% - IT Professional (Staff/Developer/Integrator)

- 90% - Rely on InfoWorld for purchase decisions
- 6 out of 10 - Visitors consider themselves innovators or early adopters

- 67% - Visitors identify products or technology requirements for their company
- 60% - Evaluate products, brands and services for their enterprise

Source: InfoWorld Profile Study, October 2007.

The InfoWorld Email Database contains IT decision-makers who architect and implement new technology platforms - virtualization, enterprise data protection, SOA - in real world environments. They trust InfoWorld because for over 30 years it has been reporting on the cutting edge of business technology.

Demographic Selects

CPM

Geographic	\$15/M
Industry	\$25/M
Job Title	\$25/M
Job Function	\$25/M
Number of Employees	\$25/M
Involvement with Strategic Technology	\$25/M
Newsletter	\$25/M
Amount of Computer Products Buys	\$30/M
Operating Systems Used or Planned	\$30/M
Involvement in IT Products/Services	\$40/M
Involvement in Software/Services	\$40/M
Involvement in Hardware/Peripherals	\$40/M
Involvement in Products/Technologies	\$40/M

Multi-Channel Base Rate

CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$605/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 from InfoWorld for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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InfoWorld Email Database

Demographic Selects and Counts as of 12/09

Total Amount of Products and Services Subscriber Buys, Specifies, Recommends or Approves The Purchase of in a Year - \$30/M	
Can choose from:	
A) For this Location	
B) For other Locations	
Product Category	
Large Systems	
Client Computers	
Networking/Telecom (including Servers)	
Wireless	
Storage	
Peripheral Equipment	
Software	
Service/Support/Outsourcing	
\$100 million or more	
\$50,000,000 to \$99,999,999	
\$30,000,000 to \$49,999,999	
\$20,000,000 to \$29,999,999	
\$10,000,000 to \$19,999,999	
\$5,000,000 to \$9,999,999	
\$2,500,000 to \$4,999,999	
\$1,000,000 to \$2,499,999	
\$600,000 to \$999,999	
\$400,000 to \$599,999	
\$100,000 to \$399,999	
\$50,000 to \$99,999	
Less than \$49,999	
Please call your Account Representative for counts.	

Job Title - \$25/M	
CIO, CTO, CSO	5,673
Executive Vice President, Senior Vice President	2,260
Vice President	433
Director	7,180
Manager	9,486
Supervisor	346
Systems Integrator	360
Technical Consultant	5,990
CEO, COO, Chairman, President	9,340
CFO, Controller, Treasurer	623
Executive VP, Senior VP, VP, GM	604
Director, Manager	3,580
Other Corporate, Business Manager	4,608
Consultant (Non-Technical)	374
IT Staff	17,468
Non-Manager	5,511

Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	8,128
IT Management (Director/Manager)	13,035
Network/Systems Management	11,256
R&D Management	2,185
Web-Based Business	1,713
Applications Development	6,215
Systems Engineering	3,874
Programming/Systems Analyst/Architect	163
Telecommunications	766
Consultant/Integrator	610
Other IT Management	4,678
Corporate Management (CEO/COO/President/GM/VP)	6,474
Finance Management (CFO/Controller/Treasurer)	948
Sales/Marketing	1,879
Human Resources/Training/Education	435
Legal/Compliance	26

Other Management	3,626
IT Staff/Technical Support	2,330
Non-Technical Consultant/Integrator	129

Operating Systems Used or Planned at Location - \$30/M	
Windows XP	35,299
Other Windows	31,050
Mac	8,842
Linux/Unix/Solaris	23,775
Windows 2000	11,508
Windows 2003	4,202
Windows NT	7,433
Windows 95/98	10,521
Windows CE	2,582
Mac OS	2,795
Solaris	3,320
Unix	8,005
Linux	8,136
MVS, VMS, ESA	1,827
VM	1,022
OS 400	1,651
Netware	3,808
Palm OS	3,860
Other	14,926

Involved in Buying, Specifying, Recommending, Or Approving the Following IT Products/Services - \$40/M	
Service Oriented Architecture	4,555
Virtualization Oriented Architecture	3,452
Open Source Technologies	4,740
Risk Management	3,892
Customer Relationship Management	11,883
Enterprise Resource Planning	11,056
Business Process Management/Outsourcing	13,788
Business Intelligence/Data Mining	10,265
Financials/Payroll/Billing	9,465
Performance/Application Management	9,064
Other Software	27,336
Networking	25,407
Web Services	14,954
Content Management	6,513
Network and Systems Management	14,991
VoIP (Voice Over IP)	9,495
Telecommunications	12,809
Wireless	18,324
Remote Access	14,394
Web/Video Conferencing	8,856
Storage	22,943
Storage Virtualization	3,057
Disaster Recovery	11,460
Security	17,862
Anti-Virus/Content Filtering	15,210
Firewall	16,996
VPN	11,862
Identity Management	6,472
Authentication/Authorization	8,488
Intrusion Detection & Prevention	8,232
Encryption	8,503
Other IT Products/Technologies	19,015
Server Virtualization	4,087
Servers	23,866
Multi-Core Processors	5,464
Notebooks/Laptops	20,736
Mobile Data Center Devices	3,707
PDAs/Handhelds/Pocket PC/Wireless	15,680

Flat Panel Displays	15,787
Printers	17,885
Other Hardware/Peripherals	22,612

Involved with Company's Strategic Technology Initiatives - \$25/M	
Integrate Technology with Company Goals	17,710
Define Architecture	12,000
Choose Technology Platforms	14,771
Develop Technology Integration Strategy	12,795
Test, Pilot, Implement Emerging Technologies	13,267
Scalability Planning	8,299
Build, Run Web Services	9,119
Internet/Network Infrastructure	12,093
Customer Relationship Management	10,372
External Partnership Management	5,964
Budgeting	9,480
Recruitment & Retention	6,334
Other	1,941

Industry - \$25/M	
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)	2,135
Aerospace/Defense Contractor	1,255
Agriculture/Forestry/Fisheries	143
Business Services/Consultant	1,634
Construction/Architecture/Engineering	2,052
Education	6,625
Finance/Banking/Accounting	4,795
Government - Federal (Including Military)	3,836
Government - State/Local	3,085
Healthcare/Medical/Pharmaceutical/Bio-Tech	3,992
Insurance/Real Estate/Legal	2,699
Manufacturing & Process Industries	6,104
Mining/Oil/Gas	178
Retailer/Wholesaler/Distributor (Non-Computer)	3,397
Transportation/Utilities (Energy, Water, etc.)	2,273
Travel/Hospitality/Entertainment/Recreation	532
Other	1,745
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	2,903
Computer/Network Consultant	10,505
E-Commerce/Internet	718
Retailer/Distributor/Wholesaler (Computer-Related)	1,435
Manufacturing - Hardware/Software	5,431
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	3,618
VAR/VAD/OEM	726
Other	5,946

Number of Employees at Organization - \$25/M	
20,000 or More	8,838
10,000 to 19,999	4,058
5,000 to 9,999	7,195
1,000 to 4,999	8,208
500 to 999	6,689
100 to 499	9,734
50 to 99	7,755
Less than 49	10,674

Involved in Buying, Specifying, Recommending, or Approving the Following Software and/or Services - \$40/M	
Enterprise/E-Business Applications	10,043
Supply Chain/Procurement	4,042
Knowledge Management	5,306
Collaborative Applications/Groupware	3,155
Project Management	8,733
Database Management Systems	9,619
Manufacturing	3,245

Asset Management/Software Distribution	3,949
Other Enterprise/E-Business Applications	5,485
Integration Software	6,096
Business Process Management	3,327
Legacy Application Integration Tools	2,685
Other Integration Software	4,029
Application Development Products	6,751
Application Servers	4,829
Java/J2EE	4,467
.XML	4,714
Testing Tools	5,474
Other Application Development Software	3,577
Other Software	6,155

Involved in Buying, Specifying, Recommending, or Approving The Following Hardware and/or Peripherals - \$40/M	
Hardware	14,002
Mainframes	2,593
PCs/Workstations	13,457
Network Printers	9,809
Other Monitors	7,924
UPS (Uninterruptible Power Supply)	7,815
Network Copiers	5,112
Other Hardware/Peripherals	11,000

Involved in Buying, Specifying, Recommending, or Approving the Following Products or Technologies - \$40/M	
LAN/WAN	11,154
Switches/Routers/Hubs	8,075
Caching/Load Balancing	3,116
Grid Computing	1,472
On Demand Utility Computing	1,302
Email	8,210
Traffic Monitoring and Analysis	3,578
Traffic Management/QoS	2,487
Other Networking	7,431
High-End/Enterprise Class Storage	2,209
Network Attached Storage	5,107
Storage Area Networks	4,934
Storage Management Software	5,166
IP Storage	2,750
Direct Attached Storage	3,404
Storage Backup	8,771
Removable/Portable Storage	4,190
Other Storage	4,585
Other Security	2,623
Internet/Intranet/Extranet	6,646
Web Servers	5,992
Web Application Development	8,894
Web Performance Management/Monitoring	3,521
Content/Document Management	5,414
Other Internet/Intranet/Extranet	7,990

Newsletter - \$25/M	
Advice Line: Bob Lewis	10,396
Application Development Report	15,217
Application Report	6,176
Business Intelligence Report	10,734
CTO Source	10,496
EDP Channel Report	1,735
Enterprise Insight	8,893
Enterprise Strategy: Ahead of the Curve	9,895
Enterprise Windows: Oliver Rist	12,442
Government Channel Report	6,520
Green Tech	4,427
Gripe Line: Ed Foster	7,978

Hardware Report	12,174
InfoWorld Careers	6,927
InfoWorld Daily	33,043
InfoWorld TechWatch	8,088
InfoWorld's Week in Videos	139
International News	5,038
Letter From the Editor	19,165
Linux and Open Source Report	11,739
Mobile Hardware Report	15,651
Networking Report	10,456
Off the Record	11,025
Open Enterprise	11,182
Platforms Report	16,568
ProdBlog	1,757
Reality Check: Ephraim Schwartz	8,090
Robert X. Cringely	11,275
SaaS Report	5,374
Security Advisor: Bob Francis	12,188
Security Report	9,337
SMB Channel Report	8,625
SOA Report	10,774
Storage Insider: Mario Apicella	7,596
Strategic Developer: Jon Udell	11,413
Test Center Report	11,460
The Storage Report	8,427
Virtualization Report	14,236
Web Services Report	13,542
Webcast Alert	5,719
White Paper Alert	6,737
Wireless Report	13,639
Enterprise Desktop	49
Enterprise MAC	23
Express	375
InfoWorld Today's Headlines Wrapup	20,155

NETWORKWORLD Email Database

Universe/Base Rate

Count: 21,612

Price: \$300/M

Source: Qualified Print and Online

List Type: Email

Updated: Quarterly and Cleaned Continuously

Last Update: 12/09

Minimum Order: 4,000 Names

Profile

Network World delivers the technology buyer's sweet spot - Network/IT Management.

Network World Audience:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Buys/Specifies IT Solutions:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Reach this targeted audience that maximizes your return on IT. They are 100% buy/specify audited and have the broadest purchase responsibility in the Network/IT market*:

- 84% Applications/Software
- 65% Business Services
- 87% LANs/Internetworking
- 95% Security
- 95% Servers

*Source: IntelliQuest 2007.

Multi-Channel Base Rate

CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$605/M

Demographic Selects

CPM

Geographic	\$15/M
Organization's Industry/Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Responsibility/Involvement in Purchase	\$25/M
Number of Employees	\$25/M
Total Budget	\$25/M
Purchase Involvement	\$30/M
Value of Technology Products and Services	\$30/M
Number of Sites Purchase Influence Over	\$30/M
Number of Nodes Including Servers/Clients	\$30/M
Platforms Installed/Planned	\$30/M
Hardware Platforms Installed/Planned	\$30/M
Web/Security/LAN Purchase Involvement	\$40/M
Servers/Systems/Peripherals Purchase	\$40/M
Products/Services Purchasing Involvement	\$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 and telemarketing names are available from Network World for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



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Network World Email Subscriber List

Organization's Industry or Function - \$25/M	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	735
Aerospace/Defense Contractor	418
Agriculture/Forestry/Fisheries	14
Business Services/Consultant	1,365
Construction/Architecture/Engineering	132
Education	2,110
Finance/Banking/Accounting	1,457
Government - Federal (Including Military)	1,288
Government - State/Local	1,272
Healthcare/Medical/Pharmaceutical/Bio-Tech	1,615
Insurance/Real Estate/Legal	813
Manufacturing & Process Industries	2,143
Mining/Oil/Gas	36
Retailer/Wholesaler/Distributor (Non-Computer)	1,573
Transportation/Utilities (Energy, Water, etc.)	913
Travel/Hospitality/Entertainment/Recreation	403
Other (Non-Technical)	6
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	1,063
Computer/Network Consultant	2,724
E-Commerce/Internet	8
Retailer/Wholesaler/Distributor (Computer Related)	121
Manufacturing - Hardware/Software	1,766
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	659
VAR/VAD/OEM	1,131
Other (Technical)	112

Primary Job Title - \$25/M	
CIO/CTO/CSO	1,560
Executive Vice Presiden, Senior Vice President	690
Vice President	573
Director	1,989
Manager	4,209
Supervisor	979
Systems Integrator	851
Technical Consultant	4,722
CEO/COO/Chairman/President	2,697
CFO/Controller/Treasurer	209
Executive Vice President, Senior Vice President, Vice President	
General Manager	488
Director, Manager	2,167
Other Corporate, Business Manager	2,077
Consultant (Non-Technical)	331
IT Staff	34
Non-Manager	46

Primary Job Function - \$25/M	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	2,534
IT Management (Director/Manager)	1,631
Network/Systems Management	4,422
R&D Management	7
Web-Based Business	448
Applications Development	1,219
Systems Engineering	434
Programming/Systems Analyst/Architect	1,672
Telecommunications	258
Consultant/Integrator	1,757
Other IT Management	4,173
Corporate Management (CEO/COO/President/GM/VP)	941
Finance Management (CFO/Controller/Treasurer)	125
Sales/Marketing	5
Human Resources/Training/Education	3
Other Management	2,765
IT/Staff/Technical Support	9
Security Compliance	604
Data Center Management	871

Demographic Selects as of 12/09

Estimated Value of Technology Products and Services That Subscriber Helps Influence the Purchase of Annually For this Location and for all Other Locations - \$30/M	
A) Estimated Value for this Location	
B) Estimated Value for all Other Locations	
\$100 Million or more	\$1 to \$9.9 Million
\$50 to \$99.9 Million	\$100,000 to \$999,999
\$25 to \$49.9 Million	\$50,000 to \$99,999
\$10 to \$24.9 Million	Under \$50,000
C) Product Category	
Large Systems (Mainframes/Minis)	
Desktops (Micros/Laptops/Workstations)	
Mobile/Wireless/Remote Access	
Servers	
WAN Equipment	
WAN/Carrier Services	
Internet/Web/E-Commerce/Intranet/Extranet	
LANs/Internetworking (including Routers, Switches)	
Storage	
Peripherals (including Printers)	
Applications/Other Software (including OS, DB, etc.)	
Services/Support Services	
Security	
Please call your Account Representative for counts.	

Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M	
100 or more	3,017
50 to 99	1,424
20 to 49	2,266
10 to 19	3,084
2 to 9	8,205
1	5,882
None	3

Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M	
100,000 or more	1,111
50,000 to 99,999	920
10,000 to 49,999	1,838
1,000 to 9,999	3,868
100 to 999	4,685
50 to 99	1,612
10 to 49	2,053
1 to 9	2,165

Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M	
A) Scope - Corporate/Enterprise	
Entire Enterprise/Multiple Enterprises	9,829
Multinational Enterprise	1,311
Division/Multiple Divisions	3,845
Department/Multiple Departments	6,206
None	1,751
B) Involvement	
Determine the Business Needs	11,435
Create the Network/IT Strategy or Determine the Technology Solution	10,564
Create the Short List of Products/Vendors to Review	10,120
Recommend/Specify Brands/Vendors for Purchase	12,779
Authorize/Approve Purchase of the Solution	6,801
None	865

Number of Employees at Entire Organization - \$25/M	
20,000 or more	3,973
10,000 to 19,999	1,562
5,000 to 9,999	1,979
1,000 to 4,999	3,618
500 to 999	2,113
100 to 499	3,803

50 to 99	1,729
Less than 50	4,832

Total Budget of Entire Organization - \$25/M	
\$1 Billion or more	216
\$500 to \$999.9 Million	120
\$100 to \$499.9 Million	698
\$50 to \$99.9 Million	472
\$10 to \$49.9 Million	1,279
\$1 to \$9.9 Million	2,286
\$500,000 to \$999,999	459
\$250,000 to \$499,999	150
\$100,000 to \$249,999	2,715
Under \$100,000	3,586

Web/Security/LAN/Internetworking/Wireless/Mobile/WAN Equipment/Carrier Services Currently Involved in Purchasing or Plan To Purchase - \$40/M			
Network Infrastructure			
Firewalls/Application Firewalls	12,593		
Anti-Virus/Spam/Spyware Tools	12,175		
Identity Management/Authentication/Authorization Tools	7,944		
Intrusion Detection/Prevention	9,004		
VPN	9,820		
Network Access Control	8,817		
High Speed Ethernet/Ethernet Switches	10,941		
Wireless LAN (includes 802.11, Wi-Fi)	10,364		
Routers	11,595		
Cell Phones/PDAs	9,072		
IP PBX/PBX (VoIP)	7,006		
Video Conferencing	6,635		
Route Optimization/WAN Compression	5,423		
Remote Access/Radius Servers	6,199		
Frame/T1-3/OC3-12/ISP/Data Net Services	8,088		
Managed Services (VPN/VoIP/Security Services)	5,929		
Other Network Infrastructure	9,090		
Computing Infrastructure			
Laptops/Desktops	14,908		
Servers	13,041		
Visualization Tools	7,639		
Network Attached Storage (NAS)	8,394		
Storage Area Networks (SANS)	8,514		
Compliance Tools	6,534		
Printers/Network Printers/Copier (Hybrids)	10,050		
Web/E-Commerce Tools	6,508		
Other Computing Infrastructure	7,392		
Software/Applications			
CRM/SCM/Sales Automation	7,022		
Enterprise Resource Planning (ERP)	5,454		
Business Intelligence	5,869		
SOA Tools	4,898		
Email/Groupware	8,511		
Database Management Systems (DBMS)	8,091		
Network/Systems Management	10,133		
Other Software/Applications	9,245		
1 (Currently Involved)	2 (Plan to Purchase)	3 (Both)	
Web Servers/Software	1,978	734	2,551
Web Traffic Management/Acceleration/Caching/Load Balancing	1,493	822	1,605
Electronic Commerce Tools	1,337	743	1,393
Web Development Tools/Content Management	1,532	777	1,762
Web Hosting Services	1,508	659	1,602
Web Security	1,688	808	2,096
Other Web	943	550	859
Encryption/Biometrics	1,355	761	1,585
Disaster Recovery/Business Continuity	1,670	757	2,160
Patch Management	1,516	704	1,636
Security Audit Tools/Services	1,424	765	1,756
Other Security	1,026	521	1,012
Storage Backup (Optical, Disk, Tape, RAID)	1,794	688	2,337
Storage Resource Management/Storage Virtualization	1,318	684	1,460
Other LAN/Internetworking	1,050	498	1,162
Wireless/Cell Phones	1,465	636	2,188

PDAs/Integrated PDA Phone/3G Handsets	1,287	644	1,923
Other Remote/Wireless	823	484	1,013
Bandwidth Managers/Shaping/QOS Tools	1,321	680	1,455
Optical Networks/Switches	1,167	637	1,423
Modems/Cable Modems	1,459	522	1,673
Diagnostic/Test Equipment	1,289	582	1,410
Call Center Tools	1,090	623	1,223
Other WAN Equipment/Services	827	433	841
Internet Access Service/ISP	1,836	515	2,018
Private Lines	1,396	533	1,512
Frame Relay Services	1,307	519	1,221
DSL/Broadband/Cable	1,442	466	1,722
T-1/T-3 Services	1,727	574	2,060
Wi-Fi/Wireless Data	1,325	600	1,616
Metro Ethernet/LAN Extension Services	882	453	888
OC-3/OC-12/Wavelength Services	945	495	900
VPN Services	1,371	566	1,546
Other Carrier Services	670	359	668

Servers/Systems/Peripherals/Software/Applications/ Business Services Currently Involved/Plan to Purchase - \$40/M			
1 (Currently Involved)	2 (Plan to Purchase)	3 (Both)	
	1	2	3
Servers/Systems/Peripherals			
Intel-Based Servers	1,503	519	3,081
Risc-Based Servers	954	380	1,189
High-End Servers/Mainframes	1,203	455	1,339
Blade Servers	1,148	704	1,894
Printers/Network Printers/Copiers (Hybrids)	1,505	598	2,741
Enclosures/Racks/Furniture	1,141	454	1,841
KVM Switches	1,417	467	2,160
Monitors/Flat Panel Displays	1,463	613	2,979
Other Computer/Peripherals	1,057	451	1,759
Software/Applications			
Supply Chain Management/RFID	768	394	771
Application Servers/Middleware	1,330	533	1,730
Email/Unified Messaging	1,470	584	1,961
Groupware/Collaboration	1,124	549	1,436
Enterprise Content Management (ECM) Document Management/ Imaging	895	461	963
Directory Services	1,282	495	1,496
Applications Development Tools/Java/.Net	1,176	531	1,553
Application/Performance Management	1,163	518	1,420
Network/Systems Management	1,402	558	2,187
Other Software/Applications	814	463	1,136
Business Services			
ASP/MSP/SSP Services	880	447	1,314
Systems Integration/Consulting	991	520	2,009
Education/Training Services	1,151	612	2,227
Grid/Utility/On-Demand Computing	710	446	1,021
Outsourcing/Other Services	848	476	1,445

Platforms (OS/Environments/Protocols) Currently Installed/Planned - \$30/M	
Windows Server OS (NT, XP, 2000, 98, 95, ME)	15,721
Windows Desktop OS (NT, XP, 2000, 98, 95, ME)	15,374
Novell (NetWare 6.X, 5.X, 4.X, 3.X, 2.X)	3,794
Linux	9,281
Unix	6,962
Solaris	4,846
IBM MVS/VM/VSE/ESA	3,345
OS/400	2,696
Macintosh	4,576
Palm OS/Windows CE/Symbian	4,948
TCP/IP	11,112
10/100/1000 Ethernet	10,848
Other Operating Systems	3,123

Hardware Platforms Installed/Plan to Install - \$30/M	
Servers/Workstations/Desktops/Laptops	
IBM	4,550
HP/Compaq	5,267
Unisys	1,069
Sun Microsystems	2,624
Dell	6,053
Gateway	2,074
Fujitsu	924
Toshiba	1,732
Sony	1,398
Apple	1,884
Samsung	729
Other	1,318

Purchase Involvement - \$30/M	
Authorize/Approve Purchase	9,494
Evaluate/Recommend Products, Brands	9,760
Specify Features/Technical Requirements	249
Determine Need to Purchase	1,939
Create IT Strategy	891

Products/Services Purchasing Involvement - \$40/M	
High-End Server/Mainframes	1,736
Servers/Blade Servers	14,139
Desktops/Laptops/Tablets	16,596
Cell Phones/PDAs/Smart Phones	10,121
Virtualization Solutions	8,650
Network/Systems Management	11,435
Printers/Network Printer/Copiers	11,159
Network Attached Storage/SANS	11,230
Storage Virtualization	1,617
Storage Backup (Optical, Disk, Tape)	2,432
Virtual Tape	771
ERP/CRM/SCM/Sales Automation	8,716
Business Intelligence	6,754
Email/Unified Messaging	2,475
Software Appliances	2,239
Application Servers/Middleware	2,172
Application Development Tools/Java	1,911
Application Performance Management	1,489
Database Management	9,019
Mobile Applications/Mobility Management	1,317
Web/E-Commerce Tools	6,856
Other Software Applications	8,790
Bandwidth Managers/QOS Tools	1,894
IP PBX/PBX (VoIP)	7,825
Wireless LAN (802.11/WiFi)	11,650
Remote Access/RADIUS Servers	7,226
Web Services/SOA	5,640
Web Traffic Management/Acceleration	1,510
Disaster Recovery/Business Continuity	2,246
Switches	2,953
Other Network Equipment	1,663
Firewalls/Application Firewalls	14,355

Anti-Virus/Spam/Spyware Tools	13,504
Identity Management/Authentication	8,919
Intrusion Detection/Prevention	9,889
Encryption/Biometrics	1,881
VPN	10,674
Network Access Control	9,390
Managed Services (VPN/VoIP/Security)	6,913
Web Hosting Services	1,911
Metro Ethernet/LAN Extension Services	1,225
Software as a Service	1,384
WiFi/Wireless Data	2,033
Carrier Services	1,282
Outsourcing/Other Services	1,280