



SMB Email Database

Universe/Base Rate

Count: 336,475

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

IT spending is estimated to be \$81 billion* for US small and medium-size businesses (SMB). This market represents a huge growth opportunity for b-to-b and high tech marketers – specifically in segments including security, storage, wireless LANs, Linux applications and business intelligence software.

* IDC SMB Research

The IDG SMB Email Database is an unduplicated file built from the employee size selection on CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld Newsletters, InfoWorld.com, LinuxWorld Conference and Expo, Macworld, Network World, Network World Newsletters, NGDC Conference and Expo, PC World and PCWorld.com.

These high level decision-makers have the power to specify, recommend and purchase IT products and services for their companies. And all have given permission to receive third-party emailed product and information offers.

The IDG SMB Email Database delivers the key decision-makers and IT professionals working in companies with less than 1000 employees. This database gives you unmatched access to this creative entrepreneurial market – complete with selectability.

Multi-Channel Price

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
Operating System	\$30/M
Products and Services Purchased	\$40/M

Transmission Base Rate

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 SMB Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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Job Function - \$25/M

Corporate Management	76,459
IT Management	59,920
Network Management	44,689
Marketing/Sales	7,211
Financial Management	6,406
Technical/Engineering/Research & Development	32,736
Programmer/Systems Analyst/Software Developer	8,151
Internet/Intranet/Webmaster	11,913
Consulting	23,932
CIO/CTO	36,953
IT Staff	30,484

Industry - \$25/M

Computer Manufacturer	10,736
Non-Computer Manufacturer	11,026
Business Services	7,694
Retail/Wholesale/Distributor	10,256
Agriculture/Mining/Construction/Petroleum/Refining	1,528
Insurance/Real Estate/Legal	5,199
Public Utility/Transportation	4,710
Government: Federal	5,251
Health Services	7,105
VAR/VAD/System Integrators	6,220
Education	11,672
ISP/ASP/Technical Service Provider	5,914
Aerospace	1,309
Government: State/Local	6,240
Telecomm	5,283
Consulting	20,132
Finance/Banking/Accounting	7,898
Advertising/Marketing/Public Relations/Media	4,596
Other	6,147

Operating System - \$30/M

MVS/VM	6,158
Novell Netware	12,232
OS 400	7,604
Palm OS	15,338
VMS	4,208
Unix	21,790
Windows XP	61,592
Windows 98, 2000	46,702
Vista	1,284
Linux	39,214
Macintosh	17,767
Windows 2003	29,092
Windows CE	8,091
Windows NT	37,457
Solaris	22,399

Products and Services Purchased - \$40/M

Access Control	15,059
Accounting/Finance	19,154
Anti-Virus/Anti-Spam	41,010
Application Development	33,176
ASP/ISP	17,481
Authentication/Authorization/Biometrics	19,152
Backup/Business Continuity/Disaster Recovery	36,698
Business Intelligence/Data Management/Data Warehousing	34,802
Call Center Tools	8,367
Compliance	14,150
Consulting/Outsourcing	41,588
Customer Relationship Management	20,565
Database Management	25,075
Desktop Security	14,817
Desktops/PCs	37,987
Displays/Monitors	31,561
Document Management/Imaging	10,752
E-Commerce	48,578
Education/Training Services	6,981
Email/Groupware	35,937
Encryption	23,037
Enterprise Application Integration	12,410
Enterprise Content Management	19,168
Enterprise Resource Planning	31,998
Internet/Intranet Products	64,754
Firewall	41,859
Handheld/PDAs	38,179
Human Resources	9,236
Identity Management	23,943
Intrusion Detection/Prevention	26,003
Java	11,880
Knowledge Management	19,792
LAN/WAN	35,293
Laptops/Notebooks	56,125
Life Sciences	0
Mainframes	25,599
Managed Services	5,371
Marketing/Sales Automation	14,410
Network Security	28,995
Network/Systems Management	42,038
Networking Products	61,953
Optical Networks/Switches	20,957
Printers/Scanners	49,131
Projection Devices	11,676
Telecommunications	19,732
Remote Access	15,825
Security	52,042
Servers	61,523
Service Oriented Architecture	11,751
Services	35,967
Smart Cards	9,246
Storage	64,833
Supply Chain	12,388
UPS	20,824
Video Conferencing	19,169
Voice Over IP	21,509
VPN	30,459
Web Development/Tools/Services	50,422
Wireless	65,616
Workstations	46,808
Virtualization	17,408
Wireless LAN/WAN	38,463