



Security Email Database

Universe/Base Rate

Count: 184,511

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 Security Email Database you can reach information technology professionals who have the responsibility of protecting and securing the informational assets of their company.

The IDG Security Email Database is an unduplicated database built from the security job function and/or security product purchasing selects from the publication, newsletter or online subscribers as well as attendees to the following: CIO, Computerworld, Computerworld Newsletters, CMO, 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.

Don't miss an opportunity to reach IT security professionals in one of the fastest growing markets in the computer industry.

According to IDC, the global market for providers of information security services is projected to exceed \$32.5 billion by 2010.

And everyone on the IDG Security Email Database has given permission to receive third party emailed product and information offers.

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

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



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Job Function - \$25/M

Corporate Management	63,997
IT Management	48,081
Network Management	39,161
Marketing/Sales	2,749
Financial Management	5,199
Technical/Engineering/Research & Development	23,579
Programmer/Systems Analyst/Software Developer	13,599
Internet/Intranet/Webmaster	17,526
Consulting	12,944
CIO/CTO	29,791
IT Staff	21,052

Industry - \$25/M

Computer Manufacturer	9,433
Non-Computer Manufacturer	11,954
Business Services	5,234
Retail/Wholesale/Distributor	8,676
Agriculture/Mining/Construction/Petroleum/Refining	1,563
Insurance/Real Estate/Legal	5,041
Public Utility/Transportation	5,078
Government: Federal	6,869
Health Services	7,947
VAR/VAD/System Integrators	4,833
Education	9,970
ISP/ASP/Technical Service Provider	4,826
Aerospace	2,030
Government: State/Local	6,385
Telecomm	4,770
Consulting	14,918
Finance/Banking/Accounting	7,927
Advertising/Marketing/Public Relations/Media	3,325
Other	4,357

Operating System - \$30/M

MVS/VM	11,673
Novell Netware	19,160
OS 400	13,686
Palm OS	22,318
VMS	8,929
Unix	35,764
Windows XP	70,017
Windows 98, 2000	55,137
Vista	2,428
Linux	51,855
Macintosh	24,670
Windows 2003	43,587
Windows CE	13,360
Windows NT	45,507
Solaris	33,618

Employee Size - \$25/M

Under 50	17,628
50 to 99	8,264
100 to 499	16,991
Less than 500	87
500 to 999	9,072
1,000 to 4,999	14,484
5,000 to 9,999	9,455
Over 10,000	21,630