



## Wireless Email Database

Universe/Base Rate

Count: 251,744

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

U.S. wireless services, one of the fastest growing sectors of the IT market, are expected to grow at a compound annual growth rate of 12.4%\* from 2005 to 2010 and reach approximately \$56.7 billion\* by 2010. With companies depending on wireless products to communicate with their customers and to compete in today's business world, it is essential to be able to reach the key players in this important market. The IDG Wireless Email Database delivers these players: the buyers of wireless technology.

The IDG Wireless Email Database is an unduplicated file built from the wireless products selection on CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld.com, InfoWorld Newsletters, LinuxWorld Conference and Expo, Macworld, Network World, Network World Newsletters, NGDC Conference and Expo, PC World and PCWorld.com. These high level IT decision-makers have the power to specify, recommend and purchase wireless communication products and services for their companies. And all have given permission to receive third-party emailed product and information offers.

The IDG Wireless Email Database delivers IT professionals in high tech, business and health services, government, education, manufacturing, retail/wholesale, finance/insurance and transportation/communications. This database gives you unmatched access to this strong market - complete with selectability.

\* Source: IDC's U.S. and Worldwide Wireless Infrastructure and Application Services 2006-2010 Forecast

### 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

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 Wireless 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	82,001
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**Job Function - \$25/M**

Corporate Management	77,722
IT Management	60,519
Network Management	47,662
Marketing/Sales	3,913
Financial Management	5,750
Technical/Engineering/Research & Development	34,966
Programmer/Systems Analyst/Software Developer	16,403
Internet/Intranet/Webmaster	22,722
Consulting	21,144
CIO/CTO	36,506
IT Staff	29,178

**Industry - \$25/M**

Computer Manufacturer	12,616
Non-Computer Manufacturer	15,168
Business Services	6,652
Retail/Wholesale/Distributor	11,245
Agriculture/Mining/Construction/Petroleum/Refining	1,910
Insurance/Real Estate/Legal	6,156
Public Utility/Transportation	6,398
Government: Federal	8,632
Health Services	9,859
VAR/VAD/System Integrators	6,410
Education	13,256
ISP/ASP/Technical Service Provider	5,862
Aerospace	2,705
Government: State/Local	8,192
Telecomm	6,422
Consulting	18,803
Finance/Banking/Accounting	9,502
Advertising/Marketing/Public Relations/Media	4,391
Other	5,874

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

Under 50	22,305
50 to 99	10,258
100 to 499	21,914
Under 500	307
500 to 999	11,637
1,000 to 4,999	18,895
5,000 to 9,999	11,893
10,000 and over	28,438

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

MVS/VM	15,077
Novell Netware	24,746
OS 400	17,606
Palm OS	29,637
VMS	9,272
Unix	46,305
Windows XP	98,402
Windows 98, 2000	79,742
Vista	2,856
Linux	68,152
Macintosh	31,967
Windows 2003	49,324
Windows CE	16,031
Windows NT	66,053
Solaris	44,066

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

Access Control	27,486
Accounting/Finance	34,670
Anti-Virus/Anti-Spam	75,180
Application Development	58,114
ASP/ISP	33,668
Authentication/Authorization/Biometrics	37,270
Backup/Business Continuity/Disaster Recovery	66,312
Business Intelligence/Data Management/Data Warehousing	65,804
Call Center Tools	17,340
Compliance	27,503
Consulting/Outsourcing	73,868
Customer Relationship Management	33,260
Database Management	48,287
Desktop Security	19,731
Desktops/PCs	65,931
Displays/Monitors	57,566
Document Management/Imaging	20,546
E-Commerce	85,320
Education/Training Services	13,698
Email/Groupware	60,694
Encryption	39,815
Enterprise Application Integration	20,770
Enterprise Content Management	37,068
Enterprise Resource Planning	58,347
Internet/Intranet Products	109,305
Firewall	72,222
Handheld/PDAs	65,365
Human Resources	18,496
Identity Management	42,429
Intrusion Detection/Prevention	49,284
Java	24,517
Knowledge Management	33,344
LAN/WAN	58,589
Laptops/Notebooks	93,547
Life Sciences	0
Mainframes	48,256
Managed Services	10,835
Marketing/Sales Automation	23,705
Network Security	48,500
Network/Systems Management	74,781
Networking Products	106,480
Optical Networks/Switches	39,848
Printers/Scanners	80,628
Projection Devices	21,997
Telecommunications	39,822
Remote Access	29,404
Security	87,655
Servers	103,979
Service Oriented Architecture	20,324
Services	62,381
Smart Cards	19,361
Storage	110,849
Supply Chain	24,796
UPS	38,834
Video Conferencing	32,924
Voice Over IP	41,967
VPN	56,964
Web Development/Tools/Services	89,804
Workstations	77,442
Virtualization	30,835