



Email Database

Universe/Base Rate

Count: 45,315

Price: \$300/M

Source: Online Registrants and Newsletter Subscribers

List Type: Email

Updated: Quarterly

List Update: 12/09

Minimum Order: 4,000 Names

Profile

ITworld delivers peer to peer strategic analysis, best practices, news and product information to better inform IT professionals on today's leading technology.

ITworld is a participatory site that relies on IT professionals contributions to help shape the site's content around challenges and solutions that define their world.

Designed as "open exchange", ITworld engages IT professionals, technology vendors, and other industry luminaries to participate in creating and driving content around specific topics.

ITworld delivers an audience of hands-on technology drivers, purchasers and influencers.

Topics:

- BPM
- Business Intelligence
- Channel
- Cloud Computing
- Green IT
- Mobile & Wireless
- Open Source
- Security
- Server
- SharePoint
- SOA
- Social Networks
- Storage
- Virtualization
- Unified Communications

Multi-Channel Base Rate

CPM

Email and Postal Offers \$530/M

Demographic Selects

CPM

Geographic	\$15/M
Industry	\$25/M
Job Function	\$25/M
Job Title	\$25/M
Employee Size	\$25/M
Newsletter Type	\$25/M

Transmission

CPM

HTML	\$115/M
Text	\$100/M

Additional Charges

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



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Industry - \$25/M

Non Technical	
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)	1,521
Aerospace/Defense Contractor	628
Agriculture/Forestry/Fisheries	36
Business Services/Consultant	2,015
Construction/Architecture/Engineering	1,151
Education	4,769
Finance/Banking/Accounting	3,157
Government - Federal (Including Military)	2,517
Government - State/Local	740
Healthcare/Medical/Pharmaceutical/Bio-Tech	1,709
Insurance/Real Estate/Legal	1,371
Manufacturing & Process Industries	5,019
Mining/Oil/Gas	136
Retailer/Wholesaler/Distributor (Non-Computer)	1,621
Transportation/Utilities (Energy/Water, etc.)	1,413
Travel/Hospitality/Entertainment/Recreation	194
Other	3,539
Technical	
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	2,119
Computer/Network Consultant	6,300
E-Commerce/Internet	248
Retailer/Distributor/Wholesaler (Computer Related)	290
Manufacturing - Hardware/Software	2,194
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	403
VAR/VAD/OEM	1,622
Other	195

Job Title - \$25/M

IT Management	
CIO, CTO, CSO	4,476
Executive VP, Senior VP	2,459
VP	395
Director	3,417
Manager	9,195
Supervisor	230
Systems Integrator	264
Technical Consultant	4,753
Business Management	
CEO, COO, Chairman, President	2,665
CFO, Controller, Treasurer	281
Executive VP, Senior VP, VP, GM	194
Director, Manager	2,557
Other Corporate, Business Manager	841
Consultant (Non-Technical)	98
Other	
IT Staff	5,924
Non-Manager	6,833
Venture Partner/Associate	3

Job Function - \$25/M

Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	5,252
IT Management (Director/Manager)	9,319
Network/Systems Management	4,820
R&D Management	134
Web-Based Business	1,017
Applications Development	1,743
Systems Engineering	719
Programming/System Analyst/Architect	40
Telecommunications	211
Consultant/Integrator	3,661

Other IT Management	921
Corporate Management (CEO/COO/President/GM/VP)	1,649
Finance Management (CFO/Controller/Treasurer)	147
Sales/Marketing	852
Human Resources/Training/Education	64
Legal/Compliance	12
Other Management	1,892
Other: IT Staff/Technical Support	4,154
Other: Non-Technical Consultant/Integrator	22
Other: None of the Above	5563
Security Compliance	2
Data Center Management	1

Employee Size - \$25/M

20,000 or More	2,586
10,000 to 19,999	3,460
5,000 to 9,999	1,819
1,000 to 4,999	5,229
500 to 999	5,305
100 to 499	6,505
50 to 99	15,379
Less than 50	2,220

Newsletter Type - \$25/M

BPM	108
Blog Insights	2206
Business Intelligence	210
Careers	3727
Channel	3,273
Data Management Strategies	1,736
Ebusiness in the Enterprise	2,632
Enterprise Networking	2,701
Green	198
ITNews Daily	70
ITworld IT Jobs	51
ITworld.com Today	2,363
ITwhirled	345
ITworld.com This week	7,552
Open Source Strategies	8,453
Personal Tech	640
SAAS	9,593
SOA	122
Security Strategies	5,217
Small Business Strategies	14,602
Storage Strategies	7,596
Today Top 10	8,073
Today Wrap Up	2,085
Unified Communications	129
Unix in the Enterprise	6,377
Virtualization	246
Voices	4,321
Windows in the Enterprise	10,354
Wireless Strategies	4,409