

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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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
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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
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