



Canada Email Subscriber List

Universe/Base Rate
Telemarketing Offers

Count: 13,761

Price: \$300/M

Price: \$350/M

Source: Controlled Circulation

List Type: Email and Telemarketing

Updated: Daily

Last Update: 01/10

Minimum Order: 4,000 Names for Email. 5,000 Names for Telemarketing.

Profile

Network World Canada is the leading source of network knowledge – helping network leaders design, deploy and manage the infrastructure and strategic applications driving business success. All have given permission to receive third-party emails.

It targets Network Managers, Network Administrators and IT professionals with personal authority over significant budgets*:

- 44% of reader's companies have gross annual revenue of over \$25 million.
- 38% of readers plan to help specify, recommend or approve more than \$100,000 in networking equipment/services for their company.
- Over 70% of readers are responsible for purchasing at multiple sites.

*Source: Network World Canada Circulation Survey Report, August 2007

Covering such essential technologies as Voice over IP (VoIP), carrier services, LANs, storage and network security, Network World Canada delivers the largest qualified circulation in Canada of influential networking strategists responsible for the development and management of their companies' communications and networking needs.

Multi-Channel Base Rate CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$630/M

Demographic Selects CPM

Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M
Annual Revenue	\$20/M
IT Budget	\$20/M
LAN Operating Systems Installed	\$20/M
Workstations Installed	\$20/M
Value of Networking Equipment	\$20/M
Operating Systems Installed	\$20/M
Mainframes Installed	\$35/M
Special Interest	\$35/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 Network World Canada Subscriber List for postal/email/telemarketing matching.
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Network World Canada Email Subscriber List

Job Function - \$20/M	
Corporate Management	2,217
Financial Management	156
Sales and Marketing Management	766
Other Corporate Management	470
Computer/Systems/Networking Management	3,385
Computer/Systems/Networking Supervisor	2,788
Computer/Systems/Networking Staff	2,663
Engineering/Manufacturing Management	282
Engineering Staff	933
Consultants	1,003
Educators	197
Other Titled Personnel	87

Business/Industry - \$20/M	
Manufacturing: Computers, Data Processing and Peripheral Equipment	424
Computer and Data Processing Services	4,143
Other Manufacturing and Processing	1,591
Government	1,538
Educational	1,175
Finance: Banking, Insurance and Real Estate	980
Trade: Wholesale and Retail	671
Computer Trade: Wholesale and Retail	685
Medical and Legal Services	404
Transportation Services	259
Utilities	1,335
Construction, Mining and Agriculture	290
Business and Personal Services	1,452

Employee Size at Entire Organization - \$20/M	
1 to 9	2,639
10 to 49	1,421
50 to 99	883
100 to 499	1,986
500 to 999	995
1,000 to 2,499	1,542
2,500 to 4,999	917
5,000 or more	3,033

LAN Operating Systems Installed - \$20/M	
AppleTalk/AppleShare	698
Novell (Netware, 3x, 4x, 5x)	1,982
IBM	1,051
Novell Open Enterprise Server	361
Open VMS	296
Cisco IOS	1,859
Windows NT Advanced Server	6,775
Novell NetWare 6x	1,052
Other	2,170

Mainframes Installed - \$35/M	
IBM or compatible	2,811
Fujitsu	53
Unisys	203
NEC	115
Other	830

Workstations Installed - \$20/M	
Intel-based Desktops	9,845
Intel-based Notebooks	7,311
Mac Desktops	1,829
Mac Notebooks	1,229
AMD Desktops	2,163
AMD Notebooks	1,412
Risc/Unix Desktops	1,662
Other	692

Demographic Selects and Counts as of 01/10

Annual Revenue - \$20/M	
Over \$1 Billion	1,922
\$501 Million to \$1 Billion	663
\$101 Million to \$500 Million	1,110
\$25 Million to \$100 Million	1,260
\$25 Million to \$100 Million	818
\$10 Million to \$24.9 Million	556
\$5 Million to \$9.9 Million	617
\$2 Million to \$4.9 Million	649
Under \$1 Million	3,079

Value of Networking Equipment - \$20/M	
\$100 Million or more	216
\$50 Million to \$99.9 Million	108
\$25 Million to \$49.9 Million	128
\$10 Million to \$24.9 Million	245
\$1 Million to \$9.9 Million	1,125
\$100,000 to \$999,999	2,304
\$50,000 to \$99,999	1,368
Under \$50,000	2,253

Operating Systems Installed - \$20/M	
Unix	4,431
Windows NT/2000	8,031
Windows 98	2,238
Windows Vista	2,330
Linux	4,671
Windows ME	846
Windows XP	8,785
Windows 2003	4,409
Other	2,145

Special Interest - \$35/M	
Enterprise Infrastructure	3,490
Communications Infrastructure	4,410
Information Architecture	3,097
Integrating IT	3,230
Departmental/End-User Computing	1,597
Enterprise Business Applications	3,301
Security	2,888
Voice Data and IP	3,086
IT Workplace	2,577
Leadership	1,776

IT Budget - \$20/M	
Over \$100 Million	160
\$50 Million to \$99.9 Million	87
\$10 Million to \$49.9 Million	173
\$5 Million to \$9.9 Million	93
\$3 Million to \$4.9 Million	93
\$1 Million to \$2.9 Million	215
\$500,000 to \$999,999	161
\$250,000 to \$499,999	182
Under \$250,000	479

Geographic - \$15/M	
Newfoundland	130
Prince Edward Island	41
Nova Scotia	346
New Brunswick	231
Quebec	2,144
Ontario	8,620
Manitoba	420
Saskatchewan	239
Alberta and Northwest Territories	1,219
British Columbia and Yukon Territories	1,557