

# NETWORKWORLD Email Database

Universe/Base Rate

Count: 21,612

Price: \$300/M

**Source:** Qualified Print and Online

**List Type:** Email

**Updated:** Quarterly and Cleaned Continuously

**Last Update:** 12/09

**Minimum Order:** 4,000 Names

## Profile

Network World delivers the technology buyer's sweet spot - Network/IT Management.

Network World Audience:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Buys/Specifies IT Solutions:

- 85% Network/IT Management (CIO, IS, IT, CSO, VP & Consultant)
- 15% Corporate Management (CEO, COO, President, VP, Director)

Reach this targeted audience that maximizes your return on IT. They are 100% buy/specify audited and have the broadest purchase responsibility in the Network/IT market\*:

- 84% Applications/Software
- 65% Business Services
- 87% LANs/Internetworking
- 95% Security
- 95% Servers

\*Source: IntelliQuest 2007.

## Multi-Channel Base Rate

CPM

Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$605/M

## Demographic Selects

CPM

Geographic	\$15/M
Organization's Industry/Function	\$25/M
Primary Job Title	\$25/M
Primary Job Function	\$25/M
Responsibility/Involvement in Purchase	\$25/M
Number of Employees	\$25/M
Total Budget	\$25/M
Purchase Involvement	\$30/M
Value of Technology Products and Services	\$30/M
Number of Sites Purchase Influence Over	\$30/M
Number of Nodes Including Servers/Clients	\$30/M
Platforms Installed/Planned	\$30/M
Hardware Platforms Installed/Planned	\$30/M
Web/Security/LAN Purchase Involvement	\$40/M
Servers/Systems/Peripherals Purchase	\$40/M
Products/Services Purchasing Involvement	\$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.

Direct line (508) 766-5633; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)

Postal and telemarketing names are available from Network World for postal/email/telemarketing matching. For inquiries or questions, contact Steve Tozeski.



492 Old Connecticut Path • Framingham • MA 01701  
 Fax (508) 766-5640  
[www.idglist.com](http://www.idglist.com)

**Network World Email Subscriber List**

<b>Organization's Industry or Function - \$25/M</b>	
Advertising/Marketing/Public Relations/Media (Publishing, Broadcast, Online)	735
Aerospace/Defense Contractor	418
Agriculture/Forestry/Fisheries	14
Business Services/Consultant	1,365
Construction/Architecture/Engineering	132
Education	2,110
Finance/Banking/Accounting	1,457
Government - Federal (Including Military)	1,288
Government - State/Local	1,272
Healthcare/Medical/Pharmaceutical/Bio-Tech	1,615
Insurance/Real Estate/Legal	813
Manufacturing & Process Industries	2,143
Mining/Oil/Gas	36
Retailer/Wholesaler/Distributor (Non-Computer)	1,573
Transportation/Utilities (Energy, Water, etc.)	913
Travel/Hospitality/Entertainment/Recreation	403
Other (Non-Technical)	6
Communication Carriers (ISP, Telecomm, Data Comm, Cable)	1,063
Computer/Network Consultant	2,724
E-Commerce/Internet	8
Retailer/Wholesaler/Distributor (Computer Related)	121
Manufacturing - Hardware/Software	1,766
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)	659
VAR/VAD/OEM	1,131
Other (Technical)	112

<b>Primary Job Title - \$25/M</b>	
CIO/CTO/CSO	1,560
Executive Vice Presiden, Senior Vice President	690
Vice President	573
Director	1,989
Manager	4,209
Supervisor	979
Systems Integrator	851
Technical Consultant	4,722
CEO/COO/Chairman/President	2,697
CFO/Controller/Treasurer	209
Executive Vice President, Senior Vice President, Vice President	
General Manager	488
Director, Manager	2,167
Other Corporate, Business Manager	2,077
Consultant (Non-Technical)	331
IT Staff	34
Non-Manager	46

<b>Primary Job Function - \$25/M</b>	
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	2,534
IT Management (Director/Manager)	1,631
Network/Systems Management	4,422
R&D Management	7
Web-Based Business	448
Applications Development	1,219
Systems Engineering	434
Programming/Systems Analyst/Architect	1,672
Telecommunications	258
Consultant/Integrator	1,757
Other IT Management	4,173
Corporate Management (CEO/COO/President/GM/VP)	941
Finance Management (CFO/Controller/Treasurer)	125
Sales/Marketing	5
Human Resources/Training/Education	3
Other Management	2,765
IT/Staff/Technical Support	9
Security Compliance	604
Data Center Management	871

**Demographic Selects as of 12/09**

<b>Estimated Value of Technology Products and Services That Subscriber Helps Influence the Purchase of Annually For this Location and for all Other Locations - \$30/M</b>	
<b>A) Estimated Value for this Location</b>	
<b>B) Estimated Value for all Other Locations</b>	
\$100 Million or more	\$1 to \$9.9 Million
\$50 to \$99.9 Million	\$100,000 to \$999,999
\$25 to \$49.9 Million	\$50,000 to \$99,999
\$10 to \$24.9 Million	Under \$50,000
<b>C) Product Category</b>	
Large Systems (Mainframes/Minis)	
Desktops (Micros/Laptops/Workstations)	
Mobile/Wireless/Remote Access	
Servers	
WAN Equipment	
WAN/Carrier Services	
Internet/Web/E-Commerce/Intranet/Extranet	
LANs/Internetworking (including Routers, Switches)	
Storage	
Peripherals (including Printers)	
Applications/Other Software (including OS, DB, etc.)	
Services/Support Services	
Security	
Please call your Account Representative for counts.	

<b>Number of Sites for Which Subscriber Has Purchasing Influence - \$30/M</b>	
100 or more	3,017
50 to 99	1,424
20 to 49	2,266
10 to 19	3,084
2 to 9	8,205
1	5,882
None	3

<b>Number of Nodes Installed/Planned in Entire Organization (Including Servers/Clients) - \$30/M</b>	
100,000 or more	1,111
50,000 to 99,999	920
10,000 to 49,999	1,838
1,000 to 9,999	3,868
100 to 999	4,685
50 to 99	1,612
10 to 49	2,053
1 to 9	2,165

<b>Level of Responsibility and Involvement in Selecting And Buying Networking Products and Services - \$25/M</b>	
<b>A) Scope - Corporate/Enterprise</b>	
Entire Enterprise/Multiple Enterprises	9,829
Multinational Enterprise	1,311
Division/Multiple Divisions	3,845
Department/Multiple Departments	6,206
None	1,751
<b>B) Involvement</b>	
Determine the Business Needs	11,435
Create the Network/IT Strategy or Determine the Technology Solution	10,564
Create the Short List of Products/Vendors to Review	10,120
Recommend/Specify Brands/Vendors for Purchase	12,779
Authorize/Approve Purchase of the Solution	6,801
None	865

<b>Number of Employees at Entire Organization - \$25/M</b>	
20,000 or more	3,973
10,000 to 19,999	1,562
5,000 to 9,999	1,979
1,000 to 4,999	3,618
500 to 999	2,113
100 to 499	3,803

50 to 99	1,729
Less than 50	4,832

<b>Total Budget of Entire Organization - \$25/M</b>	
\$1 Billion or more	216
\$500 to \$999.9 Million	120
\$100 to \$499.9 Million	698
\$50 to \$99.9 Million	472
\$10 to \$49.9 Million	1,279
\$1 to \$9.9 Million	2,286
\$500,000 to \$999,999	459
\$250,000 to \$499,999	150
\$100,000 to \$249,999	2,715
Under \$100,000	3,586

<b>Web/Security/LAN/Internetworking/Wireless/Mobile/ WAN Equipment/Carrier Services Currently Involved in Purchasing or Plan To Purchase - \$40/M</b>			
<b>Network Infrastructure</b>			
Firewalls/Application Firewalls	12,593		
Anti-Virus/Spam/Spyware Tools	12,175		
Identity Management/Authentication/Authorization Tools	7,944		
Intrusion Detection/Prevention	9,004		
VPN	9,820		
Network Access Control	8,817		
High Speed Ethernet/Ethernet Switches	10,941		
Wireless LAN (includes 802.11, Wi-Fi)	10,364		
Routers	11,595		
Cell Phones/PDAs	9,072		
IP PBX/PBX (VoIP)	7,006		
Video Conferencing	6,635		
Route Optimization/WAN Compression	5,423		
Remote Access/Radius Servers	6,199		
Frame/T1-3/OC3-12/ISP/Data Net Services	8,088		
Managed Services (VPN/VoIP/Security Services)	5,929		
Other Network Infrastructure	9,090		
<b>Computing Infrastructure</b>			
Laptops/Desktops	14,908		
Servers	13,041		
Visualization Tools	7,639		
Network Attached Storage (NAS)	8,394		
Storage Area Networks (SANS)	8,514		
Compliance Tools	6,534		
Printers/Network Printers/Copier (Hybrids)	10,050		
Web/E-Commerce Tools	6,508		
Other Computing Infrastructure	7,392		
<b>Software/Applications</b>			
CRM/SCM/Sales Automation	7,022		
Enterprise Resource Planning (ERP)	5,454		
Business Intelligence	5,869		
SOA Tools	4,898		
Email/Groupware	8,511		
Database Management Systems (DBMS)	8,091		
Network/Systems Management	10,133		
Other Software/Applications	9,245		
<b>1 (Currently Involved)</b>	<b>2 (Plan to Purchase)</b>	<b>3 (Both)</b>	
Web Servers/Software	1,978	734	2,551
Web Traffic Management/Acceleration/Caching/Load Balancing	1,493	822	1,605
Electronic Commerce Tools	1,337	743	1,393
Web Development Tools/Content Management	1,532	777	1,762
Web Hosting Services	1,508	659	1,602
Web Security	1,688	808	2,096
Other Web	943	550	859
Encryption/Biometrics	1,355	761	1,585
Disaster Recovery/Business Continuity	1,670	757	2,160
Patch Management	1,516	704	1,636
Security Audit Tools/Services	1,424	765	1,756
Other Security	1,026	521	1,012
Storage Backup (Optical, Disk, Tape, RAID)	1,794	688	2,337
Storage Resource Management/Storage Virtualization	1,318	684	1,460
Other LAN/Internetworking	1,050	498	1,162
Wireless/Cell Phones	1,465	636	2,188

PDAs/Integrated PDA Phone/3G Handsets	1,287	644	1,923
Other Remote/Wireless	823	484	1,013
Bandwidth Managers/Shaping/QOS Tools	1,321	680	1,455
Optical Networks/Switches	1,167	637	1,423
Modems/Cable Modems	1,459	522	1,673
Diagnostic/Test Equipment	1,289	582	1,410
Call Center Tools	1,090	623	1,223
Other WAN Equipment/Services	827	433	841
Internet Access Service/ISP	1,836	515	2,018
Private Lines	1,396	533	1,512
Frame Relay Services	1,307	519	1,221
DSL/Broadband/Cable	1,442	466	1,722
T-1/T-3 Services	1,727	574	2,060
Wi-Fi/Wireless Data	1,325	600	1,616
Metro Ethernet/LAN Extension Services	882	453	888
OC-3/OC-12/Wavelength Services	945	495	900
VPN Services	1,371	566	1,546
Other Carrier Services	670	359	668

<b>Servers/Systems/Peripherals/Software/Applications/ Business Services Currently Involved/Plan to Purchase - \$40/M</b>			
<b>1 (Currently Involved)</b>	<b>2 (Plan to Purchase)</b>	<b>3 (Both)</b>	
	<b>1</b>	<b>2</b>	<b>3</b>
<b>Servers/Systems/Peripherals</b>			
Intel-Based Servers	1,503	519	3,081
Risc-Based Servers	954	380	1,189
High-End Servers/Mainframes	1,203	455	1,339
Blade Servers	1,148	704	1,894
Printers/Network Printers/Copiers (Hybrids)	1,505	598	2,741
Enclosures/Racks/Furniture	1,141	454	1,841
KVM Switches	1,417	467	2,160
Monitors/Flat Panel Displays	1,463	613	2,979
Other Computer/Peripherals	1,057	451	1,759
<b>Software/Applications</b>			
Supply Chain Management/RFID	768	394	771
Application Servers/Middleware	1,330	533	1,730
Email/Unified Messaging	1,470	584	1,961
Groupware/Collaboration	1,124	549	1,436
Enterprise Content Management (ECM) Document Management/ Imaging	895	461	963
Directory Services	1,282	495	1,496
Applications Development Tools/Java/.Net	1,176	531	1,553
Application/Performance Management	1,163	518	1,420
Network/Systems Management	1,402	558	2,187
Other Software/Applications	814	463	1,136
<b>Business Services</b>			
ASP/MSP/SSP Services	880	447	1,314
Systems Integration/Consulting	991	520	2,009
Education/Training Services	1,151	612	2,227
Grid/Utility/On-Demand Computing	710	446	1,021
Outsourcing/Other Services	848	476	1,445

<b>Platforms (OS/Environments/Protocols) Currently Installed/Planned - \$30/M</b>	
Windows Server OS (NT, XP, 2000, 98, 95, ME)	15,721
Windows Desktop OS (NT, XP, 2000, 98, 95, ME)	15,374
Novell (NetWare 6.X, 5.X, 4.X, 3.X, 2.X)	3,794
Linux	9,281
Unix	6,962
Solaris	4,846
IBM MVS/VM/VSE/ESA	3,345
OS/400	2,696
Macintosh	4,576
Palm OS/Windows CE/Symbian	4,948
TCP/IP	11,112
10/100/1000 Ethernet	10,848
Other Operating Systems	3,123

Hardware Platforms Installed/Plan to Install - \$30/M	
<b>Servers/Workstations/Desktops/Laptops</b>	
IBM	4,550
HP/Compaq	5,267
Unisys	1,069
Sun Microsystems	2,624
Dell	6,053
Gateway	2,074
Fujitsu	924
Toshiba	1,732
Sony	1,398
Apple	1,884
Samsung	729
Other	1,318

Purchase Involvement - \$30/M	
Authorize/Approve Purchase	9,494
Evaluate/Recommend Products, Brands	9,760
Specify Features/Technical Requirements	249
Determine Need to Purchase	1,939
Create IT Strategy	891

Products/Services Purchasing Involvement - \$40/M	
High-End Server/Mainframes	1,736
Servers/Blade Servers	14,139
Desktops/Laptops/Tablets	16,596
Cell Phones/PDAs/Smart Phones	10,121
Virtualization Solutions	8,650
Network/Systems Management	11,435
Printers/Network Printer/Copiers	11,159
Network Attached Storage/SANS	11,230
Storage Virtualization	1,617
Storage Backup (Optical, Disk, Tape)	2,432
Virtual Tape	771
ERP/CRM/SCM/Sales Automation	8,716
Business Intelligence	6,754
Email/Unified Messaging	2,475
Software Appliances	2,239
Application Servers/Middleware	2,172
Application Development Tools/Java	1,911
Application Performance Management	1,489
Database Management	9,019
Mobile Applications/Mobility Management	1,317
Web/E-Commerce Tools	6,856
Other Software Applications	8,790
Bandwidth Managers/QOS Tools	1,894
IP PBX/PBX (VoIP)	7,825
Wireless LAN (802.11/WiFi)	11,650
Remote Access/RADIUS Servers	7,226
Web Services/SOA	5,640
Web Traffic Management/Acceleration	1,510
Disaster Recovery/Business Continuity	2,246
Switches	2,953
Other Network Equipment	1,663
Firewalls/Application Firewalls	14,355

Anti-Virus/Spam/Spyware Tools	13,504
Identity Management/Authentication	8,919
Intrusion Detection/Prevention	9,889
Encryption/Biometrics	1,881
VPN	10,674
Network Access Control	9,390
Managed Services (VPN/VoIP/Security)	6,913
Web Hosting Services	1,911
Metro Ethernet/LAN Extension Services	1,225
Software as a Service	1,384
WiFi/Wireless Data	2,033
Carrier Services	1,282
Outsourcing/Other Services	1,280