

# DATAMATION (FORMER SUBSCRIBERS)

The single best source to target IS managers looking for a competitive edge in the \$211 billion U.S. management of information systems marketplace is with a controlled circulation list from *Datamation* (last issue 2/98).



- ◆ Reach more than 160,000 IS managers responsible for specifying and purchasing computers, peripherals, software, and networking/communication systems.
- ◆ Cover 100% of the 14,000 Fortune 1000 company units that are responsible for 50% of all information systems purchases.
- ◆ Target IS managers looking to add profit and value to their company through technology.
- ◆ The *Datamation* list cuts through the clutter in the vast information system universe and delivers decision-makers you need to reach. These IS managers are receptive to offers for:
  - ◆ Subscriptions
  - ◆ Computer-Related Products & Services
  - ◆ Seminars
  - ◆ Catalogs
  - ◆ And More!

*Datamation* goes through NCOA quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Postal List Size: 165,018**

**Postal Price: \$150/M**

**E-list Size: 4,400**

**E-list Price: \$1,500/F**

## SELECTIONS (ADDITIONAL COST / M)

Geographic Analysis		Employee Size	\$25/M
Geo/State/Province/SCF	\$10/M	Fortune 1000	\$25/M
Geo/5-digit ZIP Code	\$10/M	International Names	\$250/M
Acquisition Source	\$20/M	Network Operating	\$25/M
Business Type	\$25/M	Systems/Protocols	\$25/M
Buying Authority	\$50/M	One Per Location	\$20/M
Canadian Names	\$20/M	Operating Systems	\$35/M
Company Name Match/Omit	\$50/M	Sales Volume	\$25/M
Computer Systems Installed	\$25/M	SIC/NAICS Code	\$25/M
Database Software	\$35/M	Title	\$25/M

## SEE ALSO

DecisionMaker® IT Marketplace Database  
Manufacturing Business Technology

### Multi-Channel Pricing

Mailing/Telemarketing: \$250/M  
Mailing/E-Mail: \$510/M  
E-Mail/Telemarketing: \$535/M  
Mailing/E-Mail/Telemarketing: \$610/M

*Minimum Order: 5,000 Names  
1 year unlimited usage available  
Prices subject to change without notice  
Call for any additional costs, conditions and terms.*

## GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	633
NH	030-038	970
VT	050-059	288
MA	010-027	6,023
RI	028-029	626
CT	060-069	2,836
<b>New England</b>	<b>6.9%</b>	<b>11,376</b>
NY	100-149	11,731
NJ	070-089	7,261
PA	150-196	8,170
<b>Middle Atlantic</b>	<b>16.5%</b>	<b>27,162</b>
OH	430-458	6,932
IN	460-479	3,671
IL	600-629	8,262
MI	480-499	5,558
WI	530-549	3,593
<b>East North Central</b>	<b>17.0%</b>	<b>28,016</b>
MN	550-567	3,679
IA	500-528	1,184
MO	630-658	2,822
ND	580-588	332
SD	570-577	329
NE	680-693	977
KS	660-679	1,336
<b>West North Central</b>	<b>6.5%</b>	<b>10,659</b>
DE	197-199	571
MD	206-219	5,257
DC	200-205	4,250
VA	220-246	5,027
WV	247-268	651
NC	270-289	4,371
SC	290-299	1,652
GA	300-319	4,102
FL	320-349	6,507
<b>South Atlantic</b>	<b>19.6%</b>	<b>32,388</b>
KY	400-427	1,557
TN	370-385	2,518
AL	350-369	1,724
MS	386-397	723
<b>East South Central</b>	<b>4.0%</b>	<b>6,522</b>
AR	716-729	803
LA	700-714	1,487
OK	730-749	1,560
TX	750-799	9,684
<b>West South Central</b>	<b>8.2%</b>	<b>13,534</b>
MT	590-599	279
ID	832-838	511
WY	820-831	234
CO	800-816	2,471
NM	870-884	678
AZ	850-865	1,907
UT	840-847	1,058
NV	889-898	574
<b>Mountain</b>	<b>4.7%</b>	<b>7,712</b>
AK	995-999	285
WA	980-994	2,147
OR	970-979	1,369
CA	900-961	17,592
HI	967-968	569
<b>Pacific</b>	<b>13.3%</b>	<b>21,962</b>
<b>United States</b>	<b>96.6%</b>	<b>159,331</b>
<b>U.S. Territories</b>	<b>0.1%</b>	<b>236</b>
<b>Canada</b>	<b>2.9%</b>	<b>4,708</b>
<b>Mexico</b>	<b>0.0%</b>	<b>37</b>
<b>Other International</b>	<b>0.4%</b>	<b>702</b>
<b>APO/FPO</b>	<b>0.0%</b>	<b>4</b>
<b>Total</b>	<b>100.0%</b>	<b>165,018</b>

# DATAMATION (FORMER SUBSCRIBERS)

## BUSINESS TYPE

	Postal	Email
Aerospace	2,764	101
Banking	4,968	100
Business Services/Consultant (non-computer)	5,148	139
Communications Carriers	3,906	127
Computer Manufacturer (hardware/software/peripherals/etc.)	10,886	401
Construction/Architecture/Engineering	3,183	122
Consultant/SI/VAR/VAD	14,038	728
Data Processing Services	5,400	172
Education	9,576	310
Finance/Accounting	5,519	134
Government: Federal (including Military)	13,083	164
Government: State/Local	10,357	164
Insurance/Real Estate/Legal	6,960	130
Medical/Dental/Healthcare	10,762	156
Manufacturing & Process Industries (non-computers)	29,745	999
Research/Development Lab	3,149	108
Transportation/Utilities	5,888	134
Wholesale/Retail (computer)	1,904	71
Wholesale/Retail (non-computer)	7,606	197
Other Business	9,094	245

## EMPLOYEE SIZE AT LOCATION

	Postal	Email
Less than 50	31,346	1,352
50-99	16,701	450
100-499	53,927	1,267
500-999	20,469	492
1,000-4,999	27,270	670
5,000-9,999	6,153	170
10,000-19,999	2,533	72
20,000 or more	1,503	338

## EMPLOYEE SIZE IN ORGANIZATION

	Postal	Email
Less than 50	16,209	969
50 - 99	5,793	225
100 - 499	31,449	837
500 - 999	15,676	371
1,000-4,999	29,665	676
5,000-9,999	15,128	349
10,000-19,999	12,068	306
20,000 or more	32,068	741

## TITLE

	Postal	Email
Communications/Telecommunications	3,231	105
Corporate/General/Department Management with IS Function	21,333	866
Database DP Operations/Security/Quality Control	4,274	122
End User Computing	3,706	59
Financial Systems	1,876	62
Information Center	3,776	75
IS/MIS/DP	2,686	74
Networking/Network Computing/LANS	41,914	887
New/Interactive Media	7,891	208
Office Systems/Automation	511	16
PCs/Micros	1,423	35
Programming/Applications/Software Design	3,188	77
Systems & Procedures Planning	12,509	358
Systems Analysis/Programming	3,820	84
Systems Integrator	10,448	345
Vice President IS/MIS/Systems/Services/Networks	3,901	165
Other Design Engineering Function	16,720	533
	19,813	6,880

## DATABASE SOFTWARE

	Postal	Email
Automotive/Transportation	49,077	9,950
CA Ingres	4,315	157
Cincom	1,595	55
Computer Associates	10,086	284
Gupta	4,148	147
IBM DB2	18,754	568
Informix	10,355	336
Microsoft	45,210	1,524
Oracle	30,388	911
Software AG	3,147	116
SQL	10,376	299
Sybase	15,754	529

## OPERATING SYSTEM

	Postal	Email
DOS	97,337	2,891
Lotus Notes	40,421	1,182
Macintosh	42,611	1,357
OS/2	41,626	1,234
Windows '95	129,167	3,828
Windows 3.X	117,227	3,292
Windows NT Workstation	102,553	3,115
Other Desktop Operating System	5,541	179

## NETWORK OPERATING SYSTEMS/PROTOCOL

	Postal	Email
AppleTalk	1,332	43
IBM LAN Server	1,482	50
IPX	2,490	81
LAN Manager	1,352	41
LAN Server/OS2 Warp	32,918	869
Lantastic	598	30
Netware	5,174	157
Netware/SNA	69,127	1,863
Pathworks	875	29
TCP/IP	99,678	3,038
Vines	487	11
Windows NT Server	87,756	2,756

## COMPUTER SYSTEMS INSTALLED

	Postal	Email
Mainframe	58,079	1,521
Minicomputer	80,650	2,360
PC	120,529	3,844
Workstation	95,340	2,914

## BUYING AUTHORITY

	Postal	Email
<b>Server/Large Scale Systems</b>		
Application Servers - 480	298	10
Intel Network Server	58,996	1,838
Large-Scale Systems/Mainframes	36,775	916
Midrange/Minicomputer	63,546	1,729
Multiprocessor RISC	349	12
RISC	2,418	93
Servers - Telemarketing	34,706	574
Small Mainframes/Supermini's - 480	189	7
UNIX Network Server	50,353	1,600
<b>Client/Desktop Systems</b>		
Computers - Telemarketing	48,814	775
Laptop/Notebook/PDAs	98,982	3,090
PCs/Microcomputers	129,926	3,859
PDAs	185	9

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.

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## BUYING AUTHORITY

	Postal	Email	Software	Postal	Email		Postal	Email
<b>Peripherals</b>			4GLs (server)	316	10	PC Applications Software	104,921	3,205
Back-up Devices	680	25	4GLs (client)	332	9	Programming Lang/ Compilers (client)	822	30
CD-Rom	898	29	Accounting	55,917	1,818	Software - Telemarketing	45,958	77
Color Printers	626	24	Accounting/Finance/HR	3,408	116	Spreadsheet (client)	1,212	43
Hard Drives/Optical	82,542	2,610	CASE Tools	2,446	79	Spreadsheet (server)	527	16
High End Document Printers	314	12	CASE Tools (client)	503	18	Statistical	2,319	87
Imaging Hardware/Scanners	70,057	2,225	Client/Server Development Tools	73,604	2,352	Statistical (client)	600	22
Input Devices	1,075	45	Client/Server Programming Tools (client)	909	34	Storage Utilities (client)	290	11
Multimedia Hardware/CD-ROM	80,451	2,602	Computer Performance Tools (client)	622	26	Transaction Monitors (client)	257	6
Optical Drives	449	16	Computer Performance Tools (server)	569	17	Transaction Monitors (server)	291	9
Peripherals - Telemarketing	45,153	708	Data Warehousing	47,637	1,487	Utilities	4,832	165
Printers	114,370	3,439	Database Management	93,729	2,971	Utilities (client)	941	38
RAID	2,862	98	Database (client)	1,308	49	Word Processing/ Publishing (client)	1,303	52
Storage Devices/Tape Drives/ Controllers	89,062	2,810	Database (server)	55,889	1,646	Word Processing/ Publishing (server)	626	23
Terminals/Monitors	84,452	2,467	Decision Support Systems	55,889	1,646	Other Business/Communication Applications (client)	522	20
Uninterruptible Power Systems	78,135	2,433	Development Database (client)	734	24	Other Business/Communication Applications (server)	422	12
			Development Database (server)	567	12			
<b>Networking/Communications</b>			Engineering/Scientific (client)	257	5	<b>IT/Outside Services</b>	<b>Postal</b>	<b>Email</b>
ATM Switches	1,579	55	Engineering/Scientific (server)	202	7	Consulting/System Integration/ Software Developer	66,500	2,189
Bridges/Routers/Gateways/ Firewalls	63,551	2,017	Enterprise Applications Development	49,985	1,606	Help Desk/Customer Service	45,049	1,249
Cabling Products Connectors	395	14	Executive Information (EIS)/ Decision Sup (client)	528	12	IT Maintenance/Outsourcing	49,959	1,375
Data Communication/ Telecomm Hardware	64,600	2,016	Finance	52,516	1,582	Internet Service Provider	47,812	1,542
Email	86,700	2,825	Finance/Accounting (client)	630	21	Outside Services - Telemarketing	31,615	515
Hubs	58,898	1,877	GUIs (client)	483	12	Systems Integration	646	22
Intranet/Internet Equipment including ATM, FDDI	66,612	2,077	GUIs (server)	322	7	Training/Education	60,137	1,763
Local Area Networks	90,042	2,792	Groupware	3,021	104			
Modems/Multiplexors/ CSU/DSU	4,846	163	Groupware (client)	589	15	<b>SALES VOLUME</b>	<b>Postal</b>	<b>Email</b>
Network Management	67,960	2,074	Human Resources	44,796	1,270	Less than \$1 Million	6,804	403
Networking/Communication: Telemarketing	39,773	649	Human Resources (client)	185	6	\$1 Million to \$9 Million	10,686	384
PCHost Links	3,000	105	Imaging/Document Management	49,537	1,600	\$10 Million to \$49 Million	12,461	391
Security Systems	58,345	1,767	Imaging/Document Management (client)	528	18	\$50 Million to \$249 Million	9,722	284
Telecommunications	2,660	93	Languages/Compilers	59,546	1,898	\$250 Million to \$1 Billion	10,178	210
Wide Area Networks	64,494	1,885	Maintenance (client)	536	17	More than \$1 Billion	41,737	881
Wireless LANs	227	10	Maintenance/Performance Tools	3,299	102			
			Manufacturing	1,896	77			
			Manufacturing/Distribution	36,950	1,274			
			Middleware (client)	230	6			
			Multimedia (client)	652	25			
			Multimedia (server)	267	10			
			Networking/Communications	85,394	2,728			
			OLTP/Middleware	33,005	1,006			
			OOPS Tools	36,207	1,131			
			Object-Oriented Tools (client)	660	21			
			Office Suites (client)	510	17			
			Operating System/System (client)	909	36			
			Operating System/Environments	4,820	151			
			Order Entry/Inventory (client)	199	6			
			Order Entry/Inventory (server)	218	8			

Source: Publisher's own data

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