CommVerge

(Former Subscribers)

CommVerge magazine is an application-focused publication that provides convergence product teams with both technical and business perspectives on convergence and the opportunities it is creating. With *CommVerge*'s subscriber list, you can effectively target key professionals that are defining and delivering products, services, and infrastructure within the computers, communications, and consumer electronics marketplace.

E-List Available

- ◆ Target individuals such as:
  - ◆ Design Engineers
  - ◆ Network & Communication Engineers
  - ◆ Industry Managers & Executives
  - ◆ System Integrators

- ◆ This list is ideal for promoting products and services related to:
  - ◆ Internet Access Devices
  - ◆ Network/Internet Infrastructure
  - ◆ The Connected Home
  - ◆ Wireless
  - ◆ Broadband

CommVerge is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 38,662

Base Price: $145/M

Selections
(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	$10/M
5-digit ZIP Code	$10/M
Business Type	$15/M
Buying Authority	$25/M
Canadian Names	$10/M
Internet Usage	$20/M
Job Function	$15/M
One Per Location	$10/M
Products Designed/Marketed	$10/M
Recency	$10/M
SIC Code	$15/M
Telephone Numbers	$60/M

Multi-Channel Pricing

Mailing/E-Mail: $490/M
Mailing/Telemarketing: $215/M
Mailing/E-Mail/Telemarketing: $590/M

Size of E-List: 18,056

E-List Base Price: $445/M

SEE ALSO:
CED
EDN
TWICE
Wireless Week
Wireless Design & Development

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	ZIP Code		Individuals
ME	039-049		11
NH	030-038		40
VT	050-059		11
MA	010-027		278
RI	028-029		10
CT	060-069		77
New England		**1.1%**	**427**
NY	100-149		345
NJ	070-089		323
PA	150-196		263
Middle Atlantic		**2.4%**	**931**
OH	430-458		139
IN	460-479		74
IL	600-629		489
MI	480-499		116
WI	530-549		87
East North Central		**2.3%**	**905**
MN	550-567		91
IA	500-528		34
MO	630-658		54
ND	580-588		8
SD	570-577		11
NE	680-693		20
KS	660-679		51
West North Central		**0.7%**	**269**
DE	197-199		3
MD	206-219		140
DC	200-205		23
VA	220-246		170
WV	247-268		7
NC	270-289		190
SC	290-299		22
GA	300-319		188
FL	320-349		321
South Atlantic		**2.8%**	**1,064**
KY	400-427		24
TN	370-385		41
AL	350-369		32
MS	386-397		11
East South Central		**0.3%**	**108**
AR	716-729		13
LA	700-714		24
OK	730-749		30
TX	750-799		526
West South Central		**1.5%**	**593**
MT	590-599		14
ID	832-838		17
WY	820-831		6
CO	800-816		137
NM	870-884		24
AZ	850-865		128
UT	840-847		36
NV	889-898		24
Mountain		**1.0%**	**386**
AK	995-999		6
WA	980-994		116
OR	970-979		60
CA	900-961		1,133
HI	967-968		12
Pacific		**3.4%**	**1,327**
United States		**15.5%**	**6,010**
U.S. Territories		**0.0%**	**13**
Canada		**1.0%**	**388**
Mexico		**—**	**—**
Other International		**—**	**—**
APO/FPO		**—**	**—**
Unknown		**83.4%**	**32,251**
Total		**100.0%**	**38,662**

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burke advertising

Products Designed/ Marketed*

Broadband Services

Cable-bases Data & Telephony	9,679
Frame Relay	6,389
ISDN	7,477
TI/EI	7,344
XDSL	7,060

Enabling Ingredients

Batteries	923
Displays	928
Embedded Browsers & Email	957
RTOSs	424
SOC Implementations	381
Software Components	1,246

Home Technologies

Automation Systems	7,660
LANs	9,496
Networked Entertainment	6,421
Networked Security Systems	7,249

Internet Infrastructure

Protocol Stacks	7,615
Routers & Switches	11,376
LANs	11,100
Security/Encryption Technology	8,077
Servers	10,173
WANs	9,545

Storage Technologies

CD	1,193
DVD	921
Flash Modules	696
Optical Disks	745
Removable Magnetic Disks	808

Systems

Cell Phones	9,345
Internet Applications	14,092
PCs	13,048
PDAs	7,430
Palmtops	6,696
Servers	10,579
Set-Top Boxes	7,460

Wireless

Cellular Data Services	8,699
Packet Data Networks & Services	8,597
Wireless Internet Services	10,158
Wireless LANs	11,172

Business Type

Automotive & Other Ground Vehicles	1,718
Communications Systems & Equipment	10,024
Computer Peripherals	667
Computer Systems Integrator	1,482
Consumer Electronics	427
Data-Communictions Systems & Equipment	2,010
Entertainment Systems	1,936
Home Automation	568
Home Networks	644
ISPs	1,456
Long Distance Carriers	333
Mainframes, Minis & Supercomputers	199
MSOs	1,636
Network/Software	1,882
Notebooks & Mobile Computers	251
Office & Business Machines	222
PCs, Workstations, Servers	3,442
PDAs & Other Handheld Devices	227
Regional Carriers	306
Satellite System Provider	415
Security	372
Software Manufaturer/Developer	1,514
Technical/Engineering Consulting Firms	211
Telephony	1,485
Wireless Systems	1,549
Other Communications Systems & Equipment	2,143
Other Computer Systems	998
Other Service Providers	1,263

Buying Authority

Boards	15,283
Components	18,685
Equipment	23,864
Interconnect	16,613
Semiconductors, ICs	13,921
Services	18,604
Software	23,585
Storage Devices	16,496
Systems	21,986

Internet Usage

My Company Buys Via the Internet	19,132
My Company Sells Via the Internet	25,804
I Buy Via the Internet on Behalf of My Company	21,680

Job Function

Analyst, Financial & Technical	2,074
Corporate Management	10,401
Design Engineering	9,102
Marketing	3,880
Network & Communications Engineering	7,168
System Integrators	4,107