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 167,000 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 the 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.

Size of List: **167,471**

Base Price: **$125/M**

Selections
(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	$10/M
5-digit ZIP Code	$10/M
Acquisition Source	$10/M
Business Type	$15/M
Buying Authority	$25/M
Canadian Names	$10/M
Computer Systems Installed	$15/M
Database Software	$25/M
Employee Size	$10/M
Fortune 1000	$15/M
Network Operating Systems/	
Protocols	$15/M
One Per Location	$10/M
Operating Systems	$25/M
Recency	$10/M
SIC Code	$15/M
Telephone Numbers	$30/M
Title	$15/M

Multi-Channel Pricing

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

Size of E-List:
28,438

E-List Base Price:
$425/M

SEE ALSO:
DecisionMaker® IT Marketplace Database
EDN
MSI
Scientific Computing & Instrumentation

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

burke advertising

GEOGRAPHIC ANALYSIS

E-List Available

State	ZIP Code		Individuals
ME	039-049		644
NH	030-038		958
VT	050-059		291
MA	010-027		6,160
RI	028-029		626
CT	060-069		2,852
New England		**6.9%**	**11,531**
NY	100-149		12,043
NJ	070-089		7,271
PA	150-196		8,298
Middle Atlantic		**16.5%**	**27,612**
OH	430-458		7,039
IN	460-479		3,721
IL	600-629		8,375
MI	480-499		5,663
WI	530-549		3,641
East North Central		**17.0%**	**28,439**
MN	550-567		3,736
IA	500-528		1,186
MO	630-658		2,901
ND	580-588		340
SD	570-577		334
NE	680-693		1,003
KS	660-679		1,334
West North Central		**6.5%**	**10,834**
DE	197-199		581
MD	206-219		5,143
DC	200-205		3,534
VA	220-246		6,064
WV	247-268		664
NC	270-289		4,400
SC	290-299		1,662
GA	300-319		4,127
FL	320-349		6,594
South Atlantic		**19.6%**	**32,769**
KY	400-427		1,577
TN	370-385		2,550
AL	350-369		1,742
MS	386-397		734
East South Central		**3.9%**	**6,603**
AR	716-729		813
LA	700-714		1,521
OK	730-749		1,596
TX	750-799		9,818
West South Central		**8.2%**	**13,748**
MT	590-599		286
ID	832-838		511
WY	820-831		239
CO	800-816		2,490
NM	870-884		697
AZ	850-865		1,937
UT	840-847		1,069
NV	889-898		576
Mountain		**4.7%**	**7,805**
AK	995-999		288
WA	980-994		2,149
OR	970-979		1,391
CA	900-961		17,849
HI	967-968		574
Pacific		**13.3%**	**22,251**
United States		**96.5%**	**161,592**
U.S. Territories		**0.1%**	**243**
Canada		**2.8%**	**4,727**
Mexico		**0.0%**	**39**
Other International		**0.5%**	**842**
APO/FPO		**—**	**—**
Unknown		**0.0%**	**28**
Total		**100.0%**	**167,471**

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Business Type

Aerospace	2,824
Banking	5,052
Business Services/Consultant (non-computer)	5,223
Communications Carriers	3,966
Computer Manufacturer (hardware/ software/peripheral/etc)	11,082
Construction/Architecture/Engineering	3,230
Consultant/System Integrator/VAR/VAD	14,310
Data Processing Services	5,490
Education	9,733
Finance/Accounting	5,602
Government: Federal (including Military)	13,269
Government: State/Local	10,455
Insurance/Real Estate/Legal	7,063
Medical/Dental/Healthcare	10,870
Manufacturing & Process Industries (non-computer)	30,187
Research/Development Lab	3,196
Transportation/Utilities	5,966
Wholesale/Retail (computer)	1,934
Wholesale/Retail (non-computer)	7,721

Employee Size at Location

Less Than 50	31,863
50-99	16,911
100-499	54,678
500-999	20,775
1,000-4,999	27,669
5,000-9,999	6,257
10,000-19,999	2,590
20,000 or More	1,536

Employee Size In Organization

Less Than 50	16,491
50-99	5,881
100-499	31,809
500-999	15,909
1,000-4,999	30,079
5,000-9,999	15,333
10,000-19,999	12,232
20,000 or More	32,570

Title

Chief Information Officer	10,236
Communications/Telecommunications	3,290
Corporate/General/Department Management with IS Function	21,654
Database	4,345
DP Operations/Security/Quality Control	3,748
End User Computing	1,902
Financial Systems	3,825
Information Center	2,725
IS/MIS/DP	42,493
Networking/Network Computing/LANS	7,990
New/Interactive Media	517
Office Systems/Automation	1,444
PCs/Micros	3,231
Programming/Applications/Software Design	12,737
Systems & Procedures Planning	3,877
Systems Analysis/Programming	10,586
Systems Integrator	3,972
Vice President IS/MIS/Systems/ Services/Networks	16,964

Database Software

CA Ingres	4,471
Cincom	1,621
Computer Associates	10,258
Gupta	4,222
IBM DB2	24,484
Informix	10,786
Microsoft	47,045
Oracle	31,780
Software AG	3,189
SQL	10,519
Sybase	16,408

Computer Systems Installed*

Mainframe	58,945
Minicomputer	81,868
PC	122,334
Workstation	96,783

Operating Systems*

DOS	98,683
Lotus Notes	41,061
Macintosh	43,267
OS/2	42,306
Windows '95	131,135
Windows 3.X	118,905
Windows NT Workstation	104,194

Network Operating Systems/Protocols*

AppleTalk	1,353
IBM LAN Server	1,504
IPX	2,516
LAN Manager	1,364
LAN Server/OS2 Warp	33,403
Lantastic	608
Netware	5,234
Netware/SNA	70,166
Pathworks	881
TCP/IP	101,294
Vines	497
Windows NT Server	89,076

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Buying Authority*

Client/Desktop Systems

Computers - Telemarketing	49,350
Laptop/Notebook/PDAs	100,439
PCs/Microcomputers	131,821
Workstations	96,280

IT/Outside Services

Consulting/System Integration/ Software Development	67,473
Help Desk/Customer Service	45,707
Internet Service Provider	50,708
IT Maintenance/Outsourcing	48,567
Outside Services - Telemarketing	31,947
Training/Education	61,059

Networking/Communications

Bridges/Routers/Gateways/Firewalls	64,489
Data/Telecommunications Hardware	65,607
E-mail	87,929
Hubs	59,754
Intranet/Internet Equipment Including ATM, FDDI	67,594
Local Area Networks	91,341
Network Management	68,985
Networking/Communication - Telemarketing	40,217
Security Systems	59,199
Wide Area Networks	65,399

Peripherals

Hard Drives/Optical	83,731
Imaging Hardware/Scanners	71,053
Multimedia Hardware/CD-ROM	81,605
Peripherals - Telemarketing	45,654
Printers	116,047
Storage Devices/Tape Drives/ Controllers	90,409
Terminals/Monitors	85,657
Uninterruptible Power Systems	79,288

Server/Large Scale Systems

Intel Network Server	59,911
Large-Scale Systems/Mainframes	37,320
Midrange/Minicomputer	64,457
Servers - Telemarketing	35,095
UNIX Network Server	51,177

Software

Accounting	56,695
Client/Server Development Tools	74,743
Data Warehousing	48,382
Database Management	95,116
Decision Support Systems	56,716
Enterprise Applications Development	50,784
Finance	53,263
Human Resources	45,426
Imaging/Document Management	50,264
Languages/Compilers	60,465
Manufacturing/Distribution	37,491
Networking/Communications	86,613
OLTP/Middleware	33,554
OOPS Tools	36,777
PC Applications Software	106,399
Software - Telemarketing	46,472