

DECISIONMAKER[®] NETWORK SECURITY MARKETPLACE DATABASE

Reach over more than 1.4 million professionals involved with network security. These technical professionals are responsible for, or have the authority to purchase products associated with the planning, coordination and implementation of measures to ensure their company's computer network is not vulnerable.

DecisionMaker DATABASE

- ◆ Network security issues involve:
 - ◆ Intrusion Detection
 - ◆ Cryptography
 - ◆ SPAM
 - ◆ Authentication
- ◆ Encryption
- ◆ Wireless Security
- ◆ Virus Protection

DM2 DecisionMaker[®] Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker[®] Databases are unique to DM2 and updated quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised primarily of controlled circulation subscription files and also includes business directory & database listings, and trade show attendee files.

Postal List Size: 1,421,520
Postal Price: \$250/M
E-list Size: 353,362
E-list Price: \$425/M

SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	One Per Location	\$20/M
Business Type	\$20/M	Operating Systems/Networks	\$30/M
Buying Authority	\$50/M	Recency	\$30/M
Canadian Names	\$20/M	Sales Volume	\$20/M
Company Name Match/Omit	\$50/M	SIC/NAICS Code	\$20/M
Database Software Installed	\$30/M	Specific Title	\$20/M
Employee Size	\$20/M	Telephone Numbers	\$60/M
Home Address	\$15/M	Title	\$20/M
International Names	\$250/M		
Job Function	\$20/M		

SEE ALSO

DecisionMaker[®] C-Level Marketplace Database
 DecisionMaker[®] IT Marketplace Database
 DecisionMaker[®] Management Marketplace Database
 Manufacturing Business Technology

Multi-Channel Pricing

Mailing/Telemarketing: \$265/M
 Mailing/E-Mail: \$525/M
 E-Mail/Telemarketing: \$550/M
 Mailing/E-Mail/Telemarketing: \$625/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	4,437
NH	030-038	7,462
VT	050-059	2,452
MA	010-027	44,829
RI	028-029	4,724
CT	060-069	19,732
New England	5.9%	83,636
NY	100-149	95,349
NJ	070-089	55,564
PA	150-196	52,985
Middle Atlantic	14.3%	203,898
OH	430-458	46,934
IN	460-479	20,732
IL	600-629	62,344
MI	480-499	35,335
WI	530-549	22,509
East North Central	13.2%	187,854
MN	550-567	24,025
IA	500-528	10,341
MO	630-658	23,265
ND	580-588	2,387
SD	570-577	2,479
NE	680-693	7,701
KS	660-679	12,401
West North Central	5.8%	82,599
DE	197-199	3,861
MD	206-219	45,212
DC	200-205	43,089
VA	220-246	53,025
WV	247-268	4,769
NC	270-289	32,255
SC	290-299	12,570
GA	300-319	41,225
FL	320-349	72,819
South Atlantic	21.7%	308,825
KY	400-427	11,765
TN	370-385	20,222
AL	350-369	14,083
MS	386-397	5,619
East South Central	3.6%	51,689
AR	716-729	6,753
LA	700-714	10,175
OK	730-749	12,115
TX	750-799	91,775
West South Central	8.5%	120,818
MT	590-599	3,087
ID	832-838	5,213
WY	820-831	1,671
CO	800-816	27,562
NM	870-884	7,615
AZ	850-865	23,690
UT	840-847	11,511
NV	889-898	9,148
Mountain	6.3%	89,497
AK	995-999	2,572
WA	980-994	31,453
OR	970-979	15,277
CA	900-961	187,963
HI	967-968	5,235
Pacific	17.1%	242,500
United States	96.5%	1,371,316
U.S. Territories	0.1%	1,718
Canada	2.3%	33,247
Mexico	0.1%	322
Other International	1.1%	14,899
APO/FPO	0.0%	18
Total	100%	1,421,520

MARKETPLACE DATABASE

AREA OF RESPONSIBILITY

	Postal	Email
Accounting/Finance	78,961	20,123
Administrative/Operations	159,274	48,188
Communications	93,333	36,250
Consulting	266,643	71,351
Corporate/General Management	770,513	204,009
E-Commerce/E-Business	144,685	46,469
Educator	51,340	22,295
Engineering	300,558	76,439
IS/MIS/IT	963,947	239,429
Legal	14,120	5,021
Manufacturing/Production	47,571	12,156
Networking Operations	388,297	105,771
Personnel/Training	50,930	20,509
Project Management	47,863	16,643
Purchasing/Procurement	30,225	8,933
Quality Assurance/Quality Control	12,780	3,597
Research & Development	132,117	36,550
Sales & Marketing	108,500	29,329
Software Applications/Development	327,218	89,013
Software Design	16,715	6,692
Systems Analysis/Programming	218,044	62,916
Systems Design	131,411	39,292
Systems Operations	140,692	38,699
Technical Support	130,324	22,900
Web Developer/Manager	135,184	38,310

BUSINESS TYPE

	Postal	Email
Communications	95,345	19,786
Computer Related Retail/Wholesaler/Distributor	30,944	13,259
Computer Manufacturer	103,637	22,853
Computer/Data Processing Services	170,030	59,794
Construction	24,283	6,880
Consulting/Outsourcing	175,207	77,352
E-commerce/Internet Retailer	12,504	5,856
Education	86,901	23,739
Engineering	29,330	7,522
Finance, Insurance, Real Estate	110,857	23,339
Government	244,409	72,313
Internet Services/Development	90,231	15,133
Manufacturing & Processing	143,856	31,148
Medical/Dental/Healthcare	59,983	17,643
Research & Development	8,022	2,126
Service Industries (computer related)	288,330	74,100
Service Industries (non-computer)	155,982	43,870
Software Manufacturer	6,936	1,822
Systems Integrator/VAR/VAD	85,898	24,191
Transportation	13,680	3,516
Utilities	9,797	3,598
Wholesale/Retail/Distribution (non-computer)	23,057	10,400

DATABASE SOFTWARE INSTALLED/PLAN

	Postal	Email
Baan	7,420	1,831
C/C++	89,802	24,773
IBM, DB2	106,513	31,431
Informix	39,912	11,234
Java	183,464	31,668
Microsoft	128,253	37,973
Oracle	157,609	45,531
Peoplesoft	42,980	12,069
SAP	32,365	8,579
SQL	164,932	47,926

OPERATING SYSTEMS/NETWORKING OPERATING SYSTEMS

	Postal	Email
AIX	76,511	21,673
ATM	40,169	14,001
CISCO	103,928	33,940
DOS	6,080	1,515
Ethernet	181,917	55,629
FDDI	34,838	6,544
Frame Relay	65,219	18,280
General Operating Systems on Site	115,802	38,688
IBM LAN Server	16,221	4,380
IBM Network Architecture	26,807	5,402
JAVA OS	139,630	20,749
Leased Lines	2,976	998
LINUX	520,152	112,607
Mac	298,336	59,616
MVS	110,923	32,257
Novell Netware	313,279	74,938
OS/2	2,107	554
OS/400	118,492	34,099
Sun OS/Solaris	382,303	69,300
T-1/T-3	119,330	33,848
TCP/IP	56,959	12,067
Token Ring	10,914	2,296
UNIX	581,526	119,667
VAX/VMS	90,697	19,049
VM	38,134	11,319
Windows 3.0: 3.1/3.0	225,046	63,464
Windows 95: ME/98/95	384,503	71,139
Windows NT: XP/2000/NT	903,615	210,872

BUYING AUTHORITY

	Postal	Email
All Security	1,402,437	338,467
Anti-Virus/Spam Software	385,429	121,280
Biometrics	70,618	13,569
Database Security	25,530	5,135
DRM/Digital Certificates	10,165	3,322
E-Commerce/Web Security	34,875	13,869
Email Security	133,302	65,778
Encryption/Decryption	520,188	130,795
Firewalls	676,760	139,677
General Security Hardware	763,041	201,189
General Security Software	650,454	174,822
Intrusion Detection	226,405	69,876
Network Security	754,667	151,134
Security Services/Consulting	121,718	48,607
Security Systems	149,339	55,934
Storage Security	7,214	2,520
VPN	396,509	74,383
Wireless/Mobile Security	6,095	1,614

EMPLOYEE SIZE

	Postal	Email
Less than 20	236,767	70,822
20-49	51,551	16,422
50-99	62,066	16,959
100-249	53,367	13,696
250-499	33,736	9,066
500-999	84,975	20,014
More than 1,000	446,957	97,618

SALES VOLUME

	Postal	Email
Less than \$1 Million	166,170	40,258
\$1 Million - \$9 Million	85,651	24,102
\$10 Million - \$49 Million	49,959	12,379
\$50 Million - \$249 Million	60,919	16,143
\$250 Million - \$1 Billion	44,731	11,669
More than \$1 Billion	172,119	43,116

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.