

Mailing List

Network World Asia

Subscribers Available for Rental 12,280 \$450 per 1,000

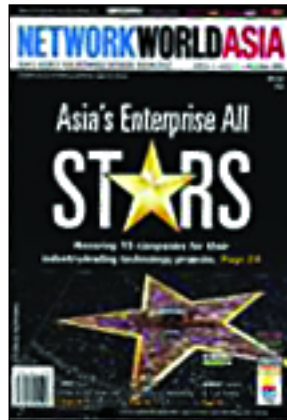
Who They Are

CIO's, CTO's, senior IT and telecom management as well as corporate management, engineering and design professionals actively involved in the business of enterprise network knowledge and systems.

What They Buy

Reaching more active buyers than any other publication in its field, these readers make purchasing decisions on:

- Network infrastructure
- Data center technology
- Cabling
- Power management
- Security tools and products
- Collaboration applications
- Wireless LANs
- Enterprise mobility devices and more.



eMail List
AVAILABLE

Why They Subscribe

Network World Asia is the region's leading resource on all things related to the network. Readers rely on *Network World Asia* for the most up to date, objective information on products and services related to networking, storage, applications, security, wireless/mobility and data centers.

List is shipped from Asia and must be sent to a third party publisher approved mailing house in Asia.

Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results

Minimum Order
2000 Names

Telemarketing List
Base Rate + \$60/M

Mail/Phone/Email Lists
Combination Discounts Available
Call for Rates

Selections
Job Title NC
Job Function NC
Business/Industry NC
Business Address NC
Geography NC
Gender NC

Addressing/Format Options

Email File	\$50/flat
Mag Tape	\$35/flat
Diskette	\$55/flat
Cheshire Labels	NC
Peel & Stick Labels	\$10/M
Galley Printout	\$10/M
Key Codes	\$3/M
Splits	\$25 ea.
Barcoding (labels)	\$6/M \$30 min.

Updating Cycle
Lists are updated quarterly. Please call for the most current counts.

Guaranteed 98% Mail Deliverability

Terms and Conditions
Rented for one time use only. Sample mailing piece required, subject to approval.

Cancellations
\$15/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.

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Mailing List

Network World Asia

Country Counts

Singapore	4,392
Malaysia	1,501
Philippines	320
Thailand	302
Indonesia	294
Vietnam	201
Australia/New Zealand	111
India	820
Others Asia-Pacific	232
Hong Kong	3,460
Taiwan	227
China	420

Breakdown by Job Function

Senior IT/Telecomm Management (inc. CTO, CIO)	1,810
Network/IT Management, Network/Datacom/Telecom/ LAN Management, Data Centre/Systems Management, Applications Management, Internet/Intranet/Web/ E-Commerce Management	4,063
Engineering & Design, Consultants/ R&D	2,582
Corporate & General Management	3,308
Sales & Marketing Management	438
Others allied to the field	79

Breakdown by Employee Size

1000 or above	4,011
500-999	1,619
100-499	3,030
50-99	1,494
1-49	2,126

Breakdown by Business Function

Banking/Finance/Insurance	1,180
Manufacturing	1,702
Retail/Wholesale/Import & Export	888
Government/Public Services/Military	1,290
Transportation (Airline/Rail/Shipping/Logistics)	302
Travel/Hotels/Hospitality	303
Utilities (Gas/Water/Electricity/Oil)	169
Business/Professional Services/Consultant	1,056
Construction/Property/Real Estate	122
Health/Education	290
Media/Entertainment Industries	288
Telecommunications Industries	1,873
IT/Computing/Internet/Networking	2,805
Others	12



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