



## Windows IT Pro from Penton

Windows IT Pro tackles technology, business, and career through the eyes of people who make business computing work, providing hard-won solutions to save readers trial and error. Extensive product coverage, how-to solutions, IT Hero profiles, industry news, research-based analysis, and ROI/TCO recommendations help IT pros excel in their jobs.

### MEDIA TYPE

**Business**



### SOURCE

Publications, Newsletter

### GEOGRAPHY

USA  
Canada

### SEGMENTS

953,253	Total Universe / Universe Rate	\$250.00/M
	All Inclusive Multichannel email/postal	\$685.00/M
479,136	Email Records	\$375.00/M
	Deployment	+ \$50.00/M

### MAINTENANCE

Market Entry	<b>02/05/2014</b>
New to Manager	<b>07/14/2015</b>
Counts Through	<b>07/14/2015</b>

### DATA CARD MAINTENANCE

New To System	<b>07/14/2015</b>
Last Update	<b>07/27/2015</b>
Next Update	<b>10/31/2015</b>
Update Frequency	<b>QUARTERLY</b>

### DESCRIPTION

**Windows IT Pro** is the leading independent, impartial source of practical, technical information to help IT professionals better understand and manage the Windows enterprise. **The Windows IT Pro** community is the heartbeat of the Windows IT world—a gathering of people, content and resources focused on Microsoft Windows technologies and applications. Within this community, members find independent analysis, candid appraisals, real-world troubleshooting, trustworthy content, and behind-the-scenes insight to help keep their Windows infrastructure running smoothly.

Title Category	Postal	Email
Top Management	16869350311	
Middle/administrative Management	22881573730	
Financial Management	8293	2485
Sales & Marketing Management	22709	6969
Information Technology (it) Professionals	543519170334	
Production Management	6990	2127
Engineering Management	13783448146	
Professionals	12909849871	
All Other Management	10283	3592
Vp-level	30561	8505
Director-level	73337	21526
Manager-level	17853252630	
Assistant -level	7348	2073
Human Resources	1395	435
Purchasing	642	203
Retired	426	130

Senior (c-level Or Higher)	80541	23425
Students	5123	2427
Education	5475	1649
Medical	1841	622
Lawyers	518	169

<b>Year Started</b>	<b>Postal Email</b>	
Prior To 1900	1344	277
1901-1950	2774	700
1951-1975	6145	1688
1976-1990	14176	3958
1991-2000	21814	6086
2001-2005	20358	5877
2006-2010	38102	10736
2011+	5075	1261

<b>Business/Industry</b>	<b>Postal Email</b>	
Unknown Industry	70017498390	
Public Administration/governme	1105	237
Finance, Insurance, Or R.E.	5448	1617
Finance, Insurance Or R.E.	4	1
Distribution, Wholesale	4184	988
Transportation Or Public Utili	1621	429
Medical Or Legal Services	2157	699
Construction, Mining, Agricult	619	153
Mfg: Other Than Computer	4686	873
Services (non Computer)	1393	365
Mfg: Computers, Dp, Equip	1258	309
Computer & Dp	10613	3105
Recruiting Services	500	204
Aerospace	13	0
Travel/hospitality/rec/ent	408	114
Asp/ssp/msp	3756	1479
Other (specify)	543	74
Whlsle/trade/dist (noncomputer	17	0
Media/publishing/information S	27	0
Recruiting Service	1	1
Manufacturing/processing (nonc	68	0

Government/military	47	2
Computer Retailer/wholesaler/d 24		0
Computer Hardware/software Man	80	0
Communications Carrier	9	0
Banking/finance/accounting	476	4
Insurance/real Estate/law	46	0
Other	39615	12571
Utilities/energy	6201	2425
Food/beverage	4019	1506
Finance/banking/investment	41417	14957
Education	21605	7567
Consulting/professional Servic	8111	2479
Consulting/prof Serv(non-comp)	7201	2646
Government	33636	11498
Consulting/professional Servic	49880	18862
Construction/engineering/archi	7761	2685
Computer/data Processing/infor	58880	23420
Computer/data Processing/info	112	30
Communications (local/long Dis	8552	3805
Var/vad/systems House/system I	7753	3811
Consulting/prof Serv(computer)	172	33
Healthcare/pharmaceutical	39708	14720
Agriculture/mining/oil/gas/che	15013	5804
Insurance/real Estate	20263	7825
Hospitality/travel	5618	1933
Service Provider (web Hosting/	4369	1790
Retailer/distributor/wholesale	7714	2453
Retail/dist/wholesale-noncompu	1161	355
Retailer/distributor/wholesale	29298	9689
Retailer/dist/wholesale-comput	77	1

Transportation	10782	3922
Non-profit/trade	7176	2513
Media/entertainment/publishing	9689	3055
Marketing/advertising/pr	3382	1089
Manufacturing (non-computer Re	23792	7149
Manufacturing (computer Relate	17540	6071
Research & Development	2785	1087
Telecommunications (industry)	1450	677
Networking Services & Technologies	2002	1064

<b>Business Title</b>	<b>Postal</b>	<b>Email</b>
Training	4046	2773
Ceo/ President/ Vp/ Coo/ Cfo	1878	423
Software Integration	13	1
Cio/ Cfo/ Ceo	78	1
Consulting	3976	1057
Systems Administration	1908	522
System Admin And Programmer	2763	1012
Sys Anl/ Soft Dev/ Prog	126	0
It Management/ Supervisory	105	1
Business Management	36	0
Financial	1	0
System Admin And Programmer	34	0
Administration	12	0
Cto/ It Director	1700	409
It Supervisory	1485	404
Other	19227998	103
Software Architect	7206	3115
Systems Administration	54204	21156
Network Administration	44699	18660
Messaging Administration	2064	897
It Management	10276	2746
Systems/ Newrk/ Sec Admin/ Sysop	3655	825
Programmer/ Developer/ Analyst	15234	4196
President	346	91
Unknown	4	0
Database Designer	1559	566

Dp Staff	177	23
Systems/ Netwrk/ Sec Admin/ Sysop	498	211
Marketing/ Sales	1061	233
Unknown Title	69968698210	
Other Management Non- technical	420	118
Database Developer	8270	3184
Database Administrator	30307	11997
Bi/ Data Warehousing Architect	9997	3835
Application Developer	33750	13357
Other It Management	36954	14112
Systems/ Network/ Telecom Admini	9650	2640
Software Development It Manage	12098	5173
E-business Management	613	168
Divisional/ Departmental It Man	2748	583
Database Management	2386	719
Corporate/ Centralized It Manag	73883	31192
It Architect	43961	20765
Systems/ Network/ Telecom It Man	8010	2192
Systems Analyst	19312	7669
Technical/ Pc Support	36808	15451
Web Developer/ Web Master	13866	5675
General/ Corporate/ Financial Ma	18674	9498
Other Technical (non-it Profes	467	112
Student	1219	463
Science/ Rd	206	64
Multimedia Development	100	27
Isv/ Reseller	101	22
Isv Developer	181	40
Designer/ Architect	446	111
Consultant/ Systems Integrator	34972	15652
Engineer	1380	382
Education/ Training	3895	1740
Other It Staff	77170	32964
Other Programmer Analyst/ Devel	36483	14699
Other Management	95726	46963
Web Administration	1824	695

Telecommunications Service Provider	3812	1841
Sales/ Marketing	1	0

<b>Product Category</b>	<b>Postal</b>	<b>Email</b>
Asp Net Pro	44450	10495
Business Intelligence	657	471
Exchange & Outlook	33116	5646
It Security	11536	3460
Sql Server	16752835890	
Scripting	13460	2296
Storage	113	75
I Pro Developer	3400	66
I Pro Developer News	58999	10488
Virtualization	8	1
Vista	483	445
Windows Developer	21811	15515
Windows It Pro	657135114332	
Epro	1182	7
Connected Planet	19209	29844

<b>Topics of Interest</b>	<b>Postal</b>	<b>Email</b>
V M Tech	74065	34907
.Net	14366074520	
Active Directory (ad)	5	1
Active Server Pages (asp)	2	0
Activex Data Objects Multi-dimensional (ado Md)	207	20
Business Intelligence	496	166
Collaboration	702	199
Development	14771628946	
Exchange Server And Outlook	52630	19136
Firewalls	130	2
Frontpage	23	13
Green Computing	435	131
Home Technology	1844	471
Iis And Web Administration	6183	1698
Mobile And Wireless	7771	3682
N/a	1210	371
Networking	122	44
News And Analysis	4541	1350
Proxy Servers	118	59
Reporting	3	0
Routing And Remote Access	96	23

Service (rras)		
Scripting	10820	2911
Security	31555	21002
Sharepoint	197319106098	
Sql Server And Database	3691	297
Storage	373619245725	
Task Automation	15818	4207
Thin-client And Server Computing	5	1
Training And Certification	4274	1397
T-sql	59	19
Virtualization	5696	1899
Visual Basic (vb)	65	1
Windows Oss	652592103215	
Database/sql Server	390948185974	
Developer Group	571	891
Messaging/exchange	518	196
Windows	2975	2284
Non Windows	1665	469
I Pro Developer	12236752037	
Cloud	10833	4619
Connected Planet	25190	32104
Sql Server And Database	16931335234	

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(PC, help, expert, tech, technology, training)

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
Bus/Industry Type	<b>\$15.00/M</b>	Value	<b>not available</b>
Job Title	<b>\$15.00/M</b>		
Number of Employees	<b>\$15.00/M</b>	<b>MINIMUM ORDER</b>	
Phone Number	<b>\$60.00/M</b>	Minimum Quantity	<b>5,000</b>
Sales Volume	<b>\$15.00/M</b>	Minimum Price	<b>\$0.00</b>
SCF	<b>\$10.00/M</b>		
SIC/NAICS Code	<b>\$15.00/M</b>	<b>NET NAME ARRANGEMENTS</b>	
Specify/Reco	<b>\$15.00/M</b>	<b>Net Name is allowed</b>	
State	<b>\$10.00/M</b>	Floor	<b>0%</b>
Zip	<b>\$10.00/M</b>	Minimum Quantity	<b>0</b>
International Records	<b>\$15.00/M</b>	Run Charges	
Product Category	<b>\$15.00/M</b>		
Topic of Interest	<b>\$15.00/M</b>	<b>EXCHANGES</b>	
Employee Size	<b>\$15.00/M</b>	<b>Exchange is not allowed</b>	
Revenue	<b>\$15.00/M</b>		
Industry	<b>\$15.00/M</b>	<b>REUSE</b>	
Job Function	<b>\$15.00/M</b>	<b>Please inquire</b>	
Title Category			
Year Started		<b>CANCELLATION</b>	

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**GENDER**

Male  
Female

**69%**  
**13%**

Charges

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**KEY CODING**

**Key Coding is available**

Charges **\$3.00/M**

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**ADDRESSING**

CARTRIDGE **\$35.00/F**

CHESHIRE LABELS **NO CHARGE**

DISKETTE **\$75.00/F**

EMAIL **\$75.00/F**

P/S LABELS **\$10.00/M**

RUN CHARGE **\$10.00/M**

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**SPECIAL INSTRUCTIONS**

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