

PC WORLD SUBSCRIBERS



DESCRIPTION

Australian PC World is a product specific publication whose readers are actively seeking information on software and hardware products.

Australian PC World targets a broad range of professionals across a wide range of industries and reaches a diverse group of business users and decision makers from Managing Directors, Chairman, owners of small and medium businesses, IT/MIS Managers, computer consultants, tech savvy individuals and a host of professional people. This list comprises over 13,000 subscribers to *PC World*.

PC World places technology within the context of business needs and productivity, and aims to assist its subscribers plan what to buy, where to buy, and how to best use the technology. Renting this list will ensure contact with those who buy, recommend, approve and evaluate IT across all brands and categories including computers, software and peripherals.

wide range of selections are available enabling you to target any combination of job functions (more than 20 available) within a wide range of industries. This list is ideal for IT product promotions as well as training and seminars tailored specifically for the IT executive.

QUANTITY

NSW	5041
VIC	3227
QLD	2205
WA	1251
SA/NT	1200
TAS	206
ACT	396
TOTAL	13526

COSTS

RENTAL

- \$655.00 per 1,000 records (1-1,500 records)
- \$410.00 per 1,000 records (1,501-3,000)
- \$385.00 per 1,000 records (3,001-4,500)
- \$365.00 per 1,000 records (4,501-6,000)
- \$330.00 per 1,000 records (6,001+)

ADDITIONAL COSTS

- \$275.00 Set up fee
- \$25.00 Courier fee (if applicable)

PRICES LISTED ARE EXCLUSIVE OF GST

SELECTIONS

- Industry
 - Job Title/Function
 - State/Postcode
 - Metro
 - Nth Selection
- (see breakdown overleaf for further details)

ADDRESS

Predominantly business address

SOURCE

Paid subscription and/or highly qualified controlled circulation

MINIMUM ORDER

A minimum order of 1,500 records applies

UPDATE FREQUENCY

Weekly

DELIVERY GUARANTEE

95%

DELIVERY

Delivery time is three to five working days

FORMATS AVAILABLE

ASCII or Excel, delivered via email

TELEPHONE & FAX NUMBERS

Are not available

RESTRICTIONS

1. Sample of promotional material to be submitted for approval by list owner.
2. Data can be used once only and is seeded to detect unauthorised use.
3. Data must be processed by an independent mail-house/bureau. If the mailhouse has not been used before a confidentiality agreement must be signed.
4. Order must be processed within 6 weeks of renting the data

Note: Whilst every effort is made to ensure information contained herein is accurate, List Marketing Australasia cannot guarantee accuracy nor be held responsible for the outcome of a mailing. Quantities quoted are approximate, and please confirm all details prior to ordering. All costs are subject to change without notice, and additional costs may be incurred for complicated requests.

L I S T M A R K E T I N G A U S T R A L A S I A P t y L t d

Melbourne Office: 03 8517 1400 Sydney Office: 02 9339 6712

Email: lists@listmarketing.com.au www.listmarketing.com.au

L I S T B R O K E R A G E . L I S T M A R K E T I N G . L I S T M A N A G E M E N T



PC WORLD SUBSCRIBERS



<u>JOB FUNCTION</u>	<u>INDUSTRY - COMPUTER RELATED</u>	<u>INDUSTRY - NON-COMPUTER RELATED</u>
01 Chairman/MD/Partner/Owner	01 Manufacturer (Computers/ Peripherals)	02 Manufacturer (except computers and electronics)
02 Financial Controller/ Accountant/Company Secretary	03 Services – Software/Bureau/Planning/ Maintenance	04 Public Utilities/Transportation/ Communications
03 Office Manager/Supervisor	15 Other	05 Wholesale/Retail
04 Director/Manager of MIS	16 Computer Consultant	06 Finance/Insurance/Banking
05 Director/Manager of DP/ADP	17 Computer Distributor/ Wholesaler	07 Agriculture/Mining/Construction/ Oil & Refining
06 Projects Manager/Other Group MIS or DP Management	18 Computer Retailer	08 Business Services/Real Estate
07 Systems Software – Mgt/Dev	25 Software/Systems/Integrator/VAR	09 Education
08 Operations – Mgt/Supervisor		10 Federal Government
09 Systems Analyst/Designer		11 Printing/Publishing/PR & Advertising
10 Analyst/Programmer		12 Health and Health Care/Medical/Medical Services
12 Networking Manager		13 Law
14 Communications Manager		14 Armed Forces
15 PC or Micro Manager/Specialist		19 Other Professionals
18 Communications Manager		20 Other
20 Computer Consultant/Contractor		21 State and Local Government
21 Engineering/Manufacturing Manager/Draftsman		22 Engineering & Architecture
23 Scientist/R&D/Other Technical Mgr		24 Elementary High School
25 Sales/Marketing		
26 Educator/Librarian		
27 Professional (Lawyer, Doctor, etc)		
28 Student Research		
29 Other		
30 Reseller/VAR		
31 Self Employed		

Note: Whilst every effort is made to ensure information contained herein is accurate, List Marketing Australasia cannot guarantee accuracy nor be held responsible for the outcome of a mailing. Quantities quoted are approximate, and please confirm all details prior to ordering. All costs are subject to change without notice, and additional costs may be incurred for complicated requests.

L I S T M A R K E T I N G A U S T R A L A S I A P t y L t d

Melbourne Office: 03 8517 1400 Sydney Office: 02 9339 6712

Email: lists@listmarketing.com.au. www.listmarketing.com.au

L I S T B R O K E R A G E . L I S T M A R K E T I N G . L I S T M A N A G E M E N T

