

Software Test & Performance



15,780 Opt-in Email Addresses

The Software Test & Performance email list offers direct request subscribers from Software Test & Performance magazine who have opted to receive relevant information and product offers from third party sources.

Software Test & Performance is a monthly magazine written for software development managers, senior developers, project/team leaders and test/QA managers. The magazine takes a larger, more strategic view of the entire application life cycle that will appeal to a higher-level and more powerful audience. To sell test and performance tools, you have to reach up to the development and test/QA management beyond the entry-level testers.

Software Test & Performance is BPA-audited and has subscribers in the U.S., Canada and International.

Titles	15,780
IT/Development/Technical Mgmt.	13,471
Software/Application Development Manager	2,449
CIO/CTO/IT Director	2,165
QA/Test Mgr./Software Tester/QA Professional	5,982
Chief Architect/Software Architect/Project Mgr.....	2,875
Executive Management	2,309
Includes CEO/President/Owner/Chairman/Partner, CFO, Controller, VP, GM, Product Manager/Business Development, Div. Head/Dept. Head	
Number of Employees	15,780
5,000 or more	4,881
1,000 to 4,999	2,525
250 to 999	2,231
100 to 249	1,595
Fewer than 100.....	4,548

Type of Application/Software Development Involvement

Database/Data Access	11,915
Windows/.NET	11,455
Internet/Web/Intranet	11,356
Web Services	10,345
Java	10,861
Enterprise	8,716
Linux/Open Source	7,374
Test/Quality Assurance	8,341
Security	6,404
Embedded/Mobile/Wireless	5,235
Eclipse	3,720
Mainframe/Minicomputer.....	5,301

Also Available From BZ Media

BZ Media Database

64,155 email addresses • 64,976 postal addresses

- Prepayment required for all first-time mailers. Net 30 days from the mail date thereafter.
- \$250 cancellation fee after order is submitted and before due/mail date.
- Full payment due for cancellation after mail date.
- All lists must be sent to bonded third-party mail house or telemarketing firm. All telemarketing firms must adhere to all state and federal DNC regulations.

Email List \$440/M

Additional ST&P Lists:
19,584 Phone U.S. \$295/M
25,220 Postal \$225/M

Visit www.bzmedia.com/listservices.htm for more information.

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MINIMUM Order: 5,000

File updated monthly.

SELECTIONS/M

\$25.00/M	Geographic/SCF
\$30.00/M	Job Title
\$30.00/M	Type of Involvement
\$30.00/M	Employee Size
\$100.00/F	Personalization
\$150.00/F	Web Hosting Images

Additional Charges:

- \$200/F to suppress house file
- \$150/domain suppression
- \$30/F click through tracking
- Original test message – N/C
- First revision (second test message) – N/C
- Each additional test message - \$100 per test

Multiple Messages:

- A/B Split no additional charge
- Additional message/subject line \$100 each

A list rental agreement must be signed before orders can be processed.

SAMPLE PIECE REQUIRED FOR APPROVAL

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