Media Kit

2019

Lead generating solutions

Connect, eDM and Custom Publishing

White paper leads
You have the unique opportunity to purchase relevant and qualified leads through Computerworld's large database of IT professionals of Denmark. You provide a white paper, or we can produce one for you, and book a number of leads. The price depends on your lead criteria.
The white paper is uploaded to Infoworld.dk and marketed in Computerworld's media universe. Leads are forwarded continuously.

Positive and negative lists
As a lead client you are welcome to provide us with a list of companies from which you would like leads

Lead data
For each lead you will receive name, job title, company name, postal address, e-mail address, phone number, industry, number of employees, as well as date and time of download.

Custom publishing
Have Computerworld's knowledgeable IT journalists write with focus, but still objectively, about a current product area or customer case.
We will for instance produce a four-page white paper (compendium) written by a journalist affiliated with Computerworld. You define the subject and together we will produce the "script".
The result is uploaded to Infoworld's white paper repository and marketed on computerworld.dk, ComON, Channelworld, in newsletters, and though e-mail direct marketing.
To access the document the user is required to provide name, job title, e-mail, and company name.
We guarantee 50 leads within an agreed period.
The document can be used freely by the buyer.

White paper produced by Computerworld	DKK 60.000

Segmented eDM directly to decision makers
Do you need new sales leads? Let us take care of getting your campaign or electronic newsletter to just the right recipients. Or let us provide you with attendees for your own IT event.

Survey:
Do you know sufficiently about your target group?
– Computerworld Surveys will give you the answers you need If for instance you need to map the brand awareness of your company or its specific solutions and products Computerworld can provide respondents from your market segment.

Signup:
Are you having a hard time finding participants for an upcoming event?
– Let Computerworld help you fill the room.
When we take on the job of providing attendees for an event we use the entire Computerworld spectrum. Your event is marketed in Computerworld's media universe and at the same time our large permission database is brought to bear to ensure that all attendees are of the desired target group.

Connect prices:	
Basis lead	DKK 450,- per lead
Generated by white paper, without segmentation requirements	
eDm Servicemail	
Up to 1,000 recipients*	DKK 12.00 each
1,001 - 2,000 recipients	DKK 8.00 each
2,000+	DKK 4.00 each

*1,000 recipientsis a minimum. Second mail is half price on condition that the same material can be used.

Sign up	On request
Incl. marketing via banners, emails and more	
Survey - up to 250 respondents.	DKK 48,000.00
Call for pricing if above 250 respondents.	On request
Incl. report written by a journalist	

Computerworld Events - Networking | Knowledge

Take advantage of Computerworld's events and conferences to make direct contact with your target group if you are aiming at the IT professionals of Denmark.

Computerworld Events keeps a finger on the pulse of developments in the IT area. Among other things, the Computerworld journalists' perspectives on – and insights into – the trends of the IT industry help us organize conferences, events, exclusive roundtables, and not least, the half-day seminar How To?

How To event is a breakfast meeting that in the course of two efficient hours leads the attendees through the opportunities and challenges of particular technologies. Current vendors each present their own views on a topical IT issue, and clients share their often hard-earned experience. There are held many How To? seminars a year in Ballerup, and some in Jutland each time with a current technology on the agenda.

The How To? concept:

• Morning event with four speakers (partners) each with 25 minutes speaking time
• Finally there is panel discussion with all partners
• 50-80 participants. The partners receive the list of participants list incl. e-mail permission

Price per partnership - DKK 40,000
Ownership of an entire How To? - DKK 98,000

Conferences – A typically one-day theme conference with concrete cases, knowledge sharing, and good advice from experts. As partner your company is involved in defining the day's focus and content. The conference begins and closes with plenary sessions with Danish and international keynotes, and often features 2-4 focused tracks in the course of the day as well as interaction by means of exclusive roundtable sessions.

A Primium partner package includes:

• 25 minutes of speaking time in track
• List of attendees incl. contact information and e-mail permission
• Logo and company description on registration website
• Exhibition stand (3x2 m) in the network area incl. 1 cafe table and power.
• Roll-up, brochures and other hand-outs in the plenum area.
• Marketing in Computerworld's media : web , newsletters advertisements etc.
• Content for marketing the conference on your website and Linkedin.
• Evaluation including information on who would like more information from you.
• Access for 3 of your own participants at the conference.

Premium partner: Call for offer
Exclusive partner (speaking time in plenum): Call for offer
Basic partner (exhibition and list of participants): Call for offer

- A hub for dialogue, presentations, net working, and debate. In a large survey we asked Computerworld's readership what interests them and which types of events they would like to attend – interaction and networking came out in the top 5 – and on this basis we have developed Computerworld Summit.

Computerworld Summit forms an efficient framework for dialogue between you as vendor and IT decision makers. The event provides opportunities for IT professionals to learn about a range of topics such as mobility, security, business systems, data intelligence, network, and IT architecture.

This is done by means of keynotes and cases as well as in the designated areas for business and networking.

As a Computerworld Summit partner you get to showcase your solutions, tell your story, and build relationships with the IT professionals of Denmark, growing your network. Along the way, we will help you as vendor find new customers and expand your database of IT leaders and professionals.

Become a partner: Call for offer

Event Management

Computerworld Event Management offers high competency on the entire event project. We will assist, not only with the basics and practicalities such as project management and venue, but also with the entire marketing of the event – which will be directed at the approximately 100,000 IT professionals in Denmark.

Our pricing model is also unique. We always work with a fixed base price and a fixed price per attending participant that we naturally take on the responsibility to provide – we can do this because we have the best access to decision makers in the Danish IT industry.

Through Denmark's largest IT print magazine, the market's largest and most credible IT news website Computerworld.dk, and not least our database, which places the e-mail inboxes of some 34,000 of Denmark's key IT decision makers at our fingertips, we can streamline and target the invitations for your event.

In brief, you supply the content and we will supply the framework and the participants for your successful event.

For more information about sponsoring options contact Event ManagerTina Rasmussen, tra@cw.dk

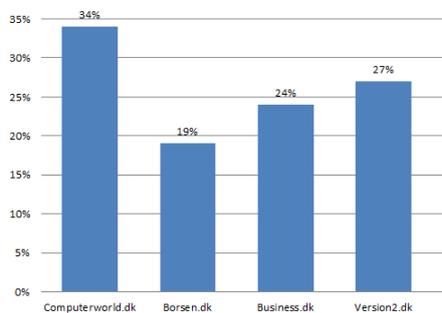For more about Computerworld Events: www.cwevents.dk

Computerworld.dk

At Computerworld we are engaged in IT, and only IT. We are a hub for discussions, blogging, and debate. We cover the IT professionals of Denmark's need for news, we develop IT competencies in the Danish business sector, and we help the IT industry finding new customers. Computerworld has informed and educated the IT community in Denmark since 1981. Each month, more than 600,000 individuals visit one of Computerworld's websites. Computerworld is today a subsidiary of Jobindex A/S that has more than 150 employees.

Welcome to Computerworld … if IT is your business!

More than 35,000 users receive at least twice daily Computerworld's newsletter, which provides an overview of current developments in the IT industry.
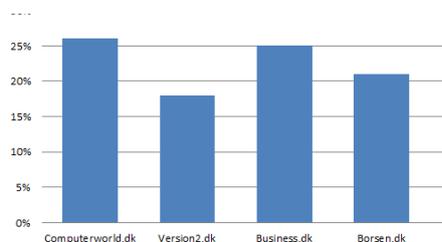
Visit Computerworld: www.computerworld.dk

Facts:

Target group:
IT decision-makers, IT professionals, consultants, system managers, sales consultants, directors, etc.

- 2,600,000 exposures per month
- 650,000 visits per month
- 35,000 recipients of the daily newsletter
- 33,500 recipients of the daily newsletter Morgen Briefing
- 6,500 recipients of the Security newsletter
- 6,200 recipients of the CIO newsletter
- 8,300 recipients of the Technology newsletter

The section Computerworld.dk

- 1,500,000 exposures per month
- 273,700 visits per month

Internet reach - CIO

Kilde: Gemius explorer

Internet reach - developer

Kilde: Gemius explorer

Computerworld sections

ComON.dk

ComON is the news hub on the internet for people in IT.
ComON encompasses more people in its readership than any other Danish IT media. Thanks to this comprehensiveness the IT director, consultant, technician and future decision makers at IT university do not search in vain for news which is relevant to both their professional work and general sphere of interest.

The editorial staff's goal is to deliver Denmark's most incisive and agenda-setting IT journalism. Therefore, ComON is amongst the most important and most quoted media when it comes to covering such varying subjects as fibre optic broadband, game development, company IT, software development, server trends, rights issues and cloud. We look forward to welcoming you as an advertiser. Ourur skilled media consultants will do their best to advise you so that your advertisement achieves the greatest effect.

Facts:

Target group:
Comon.dk is aimed at the SMB market and it is here that everyone in this sector is kept updated about the latest development within technology, business, telecommunications, gaming and all the other subject areas which today are permeated by information technology.

• 381,000 exposures per month
• 107,000 visitrs per month

Channelworld.dk

Channelworld.dk is updated daily with developments in the IT sector.

Channelworld.dk gives the constantly changing Danish angle on the market and therefore helps the decision makers to make qualified decisions about IT purchasing and solutions. The news focuses on the IT marketing channel and is the channel's preferred online media.

Channelworld's distributor directory gives all IT dealers a complete overview of the IT distributors in Denmark and is a frequently used tool. In addition you have the opportunity to strengthen your advertising message to decision makers in the IT marketing channel through our two daily newsletters.

Facts:

Targit group:
IT Channel

• 30.000 exposures per month
• 10.000 visits per month

CIO.dk

The website CIO.dk is directed at the people bringing IT investment and business to the boardroom – those people that make the decisions and thus the future of Danish IT.

Here we focus attention on those IT challenges faced by the CIO and the rest of the company's executive management when technology is business and the business is optimized.

Facts:

Target group:
CIOs

• 60.000 exposures per month
• 20.000 visits per month
• 6.200 recipients of the weekly newsletter


Eksperten.dk

Eksperten.dk is Denmark's largest IT knowledge base where the users help each other solve technical issues in all areas of IT. Private enthusiasts as well as IT professionals participate with discussions of everything from simple configuration of hardware to complex programming. The website contains a gigantic database of more than 1,000,000 answered questions, which is freely accessible to users as a reference work.

The users of the website are either avid tech users or outright experts, and a lot of them are early adopters and purchase influencers. This is an obvious place for a product launch!

Facts:

Target group:
Developers

• 620.300 exposures per month
• 330.000 visits per month
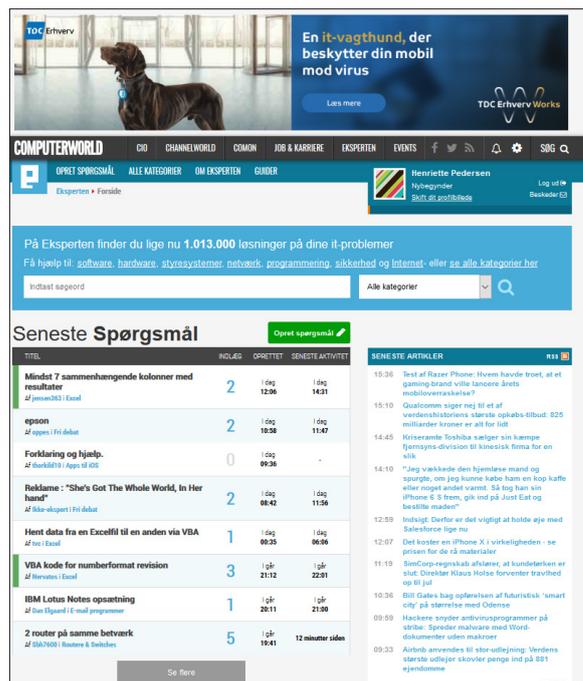
Technical information - online

Banner specs

Product		Gif/Jpeg	Animation	Loops	Streaming	Boarder*
336x280	MPU	60kb	45 sek	max 5	max 45 sek	1 pixel
950x200	Leaderboard	60kb	45 sek	max 5	max 45 sek	1 pixel
336x600	Dbl. skyscraber	60kb	45 sek	max 5	max 45 sek	1 pixel

* 1 pixel boarder is required on all banners with white or transparent background

Mobil / responsive

Sizes				Gif/Jpeg	Loops	Boarder*
320x80	320x160	320x320	728x90	40kb	max 5	1 pixel

Take overs

Take over with wallpaper	Width, pixels	Height, pixels	Flash (Kb)	Gif / Jpeg (Kb)	FPS (max)	Animation, sek.
Leaderboard, take over	950	200	60	50	25	45
MPU, takeover	336	280	60	50	25	45
Wallpaper, Take over	2560	1440	N/A	200	N/A	N/A

Be aware that the middle 980 pixels of wall paper will not be visible.
The main creative message on wall paper should keep within the first 150 pixels on both sides of the selected cutout - see selection. An area of about 160x600 pixels will be clickable t on both sides.
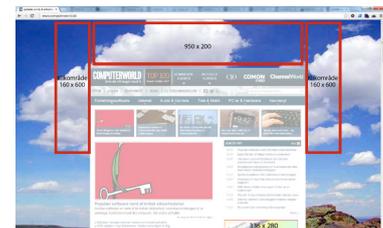
Tak over with interstitial	Width, pixels	Height pixels	Flash (Kb)	Gif / Jpeg(Kb)	FPS (max)	Animation, sek.
Leaderboard, take over	950	200	60	50	25	45
Interstitial - max 600x400	600	400	100	100	25	45

Leaderboard 100% SOV and Intersitial runs for a maximum of 30 seconds with frequency 1 per day.

Creatives
Gif, jpg, png or 3-party.

HTML5 creatives - please supply 3-party tags.

3rd party tags or material externally hosted must be HTTPS / SSL compatible

Expandable bannere
Expandable must expande and collaps by mouse over and mouse out. Supply 3-part.

Streaming
• Creatives with streamed video must be activated by the user to start - mouse over and stopped by mouse-out or clicks.
• Streaming time max 45 sec.
• Steaming be obtained from the provider's server. 3rd party streaming max. of 2.5 MB.

Newsletters	Gif / Jpeg	Animation	Loops
Computerworld			
750x150 / 336x280	50kb	No	No
Security, Technology, CIO			
750x150	50kb	No	No

Material deadline
Materials must be received before 10 am., three working days before the commencement of the campaign and be sent to banner@cw.dk. Bannermaterial for take overs must be delivered five days before.

Practical information:
Banners on Computerworld's websites are hosted via Doubleclick. Computerworld is a member of FDIM and follows the applicable guidelines.

Creatives for Computerworld's websites may only be designed in a way that can be distinguished from editorial content. If this rule is disregarded, Computerworld's editorial office shall reserve the right to remove the advertisement banner from the website without notice.

Computerworld — print og special publications

Computerworld - if IT is your businesst
In the newsroom from early morning to late afternoon the country's brightest IT journalists monitor how market, technological, and political trends develop minute by minute. Credibility, topicality, and deep subject knowledge constitute the foundation of journalism at Computerworld.

All weekdays, Computerworld.dk delivers the IT news as they happen. Subsequently, the editorial staff will add value to the stories and provide perspective by means of the experience of both sources and journalists. Coverage continues as long it has value to the users.

In the two daily newsletters the best Computerworld. dk stories of the morning and afternoon, respectively, is compiled in a clear and concise format delivered as e-mail directly to the users' inboxes. A number of special newsletters concerning IT security, core technology, and management can provide users with more targeted content. And with Computerworld's news monitoring and RSS feeds the users themselves can customize what they receive from Computerworld.dk.

Computerworld's subscribers receive every other Friday most months of the year except holidays this fine IT journalism in print, adding up to about 25 publications in all per year. All publications are designed and produced, journalistically as well as graphically, to provide subscribers with a special experience of the stories.

The magazine draws on the newspaper as a traditional journalistic product with background, perspective, analyses, and views, while the special publications focus on specific topics.

Computerworld CIO - The magazine turns to those who brings IT investment and business to the boardrooms, makes the decisions - and the Danish IT future.
The magazine focuses on the IT challenges as the CIO and the rest of the company's top management faces when technology becomes a business, and the business is optimized.

Computerworld Top 100 - This annual publication is based on an extensive analysis of the Danish IT industry. We elect the best companies from different industry categories and, of course, the overall most accomplished IT company in Denmark.

Computerworlds IT Comet - Who is best for raw economic growth, and which part of the IT industry comes the very best from? These are the important questions that Computerworld find answers to. We call it IT Comet.

Facts:

Published 11 times in 2019

Target group:
Professional IT people.

Contents:
Business, society and technology

Releases and deadlines 2019

Week	Product	Release number	Date of release	Deadline	Booking	
04	**Security**	1901	January 25	January 11	January 2	A4 Magazine
09	**Innovation**	1902	March 1	March 15	March 6	A4 Magazine
13	**Top 50**	1903	March 29	March 15	March 1	A4 Magazine
17	**Brancheguide/Recruitment**	1904	April 26	April 11	April 1	A4 Magazine
21	**Management of digtization**	1905	May 24	May 10	May 1	A4 Magazine
24	**CIO of the year**	1906	June 14	May 31	May 20	A4 Magazine
32	**Digital transformation**	1907	August 9	July 25	July 12	A4 Magazine
39	**Top 100**	1908	September 27	September 11	August 26	A4 Magazine
42	**Robotics/AI**	1909	October 18	October 3	September 26	A4 Magazine
46	**Image**	1910	November 15	October 31	October 18	A4 Magazine
50	**Growth Comet**	1911	December 13	November 28	November 11	A4 Magazine

Changes may occur.

Ad specs - print

Digitalt advertising material received as:

• Pdf- in hig resolution, make sure that all fonts are included.
• Eps- included all illustrations and font styles outlined.

Colors
The ad volors must be adjusted to 4 color printing, CMYK.Color entries from other color systems,, for ex. Pantone or RGB must be converted to CMYK.
Process color or 4 color separation must be selevted for each color which is used inthe document. Spot color ads mus be 4 color separated - spot colors are not possible.

Photoes / illustrations
All images, illustrations and logos must have a resolution of min. 350 dpi.

Media Types
We can accept compressed documents via the following media:
• FTP - ftp.idg.dk — userid:idg — password: f8h9
• annonce@cw.dk - Max file size after comprssion: 20 MB.

Naming
To avoid confusion, you should name the ad with the advertiser's name, the magazine's name and release number or date

Print Technique
Computerworld: Newspaper rotation
A4 magazines: Offset.

Ad prouduction, completion of ads or bug fixes
Costs associated with this are charged.

Text entered in Word doc. or directly in the email. Illustrations / photos must be supplied in jpeg, tiff or eps, min. 350 dpi

Ad formats Computerworld

Double page	460 x 300 mm
Full page	220 x 300 mm

Half page, horizontal 210 x 140 mm

Full page, bleed: 240 x 320 + 10 mm bleed
Double page, bleed: 480 x 320 + 10 mm bleed

Ad formats Computerworld magazines

Double page 420x297 mm + 5 mm bleed

Full page 210 x 297 mm + 5 mm bleed

Contacts
Heidi C. Larsen, Media Coordinator +45 77 300 338
Henriette Bluhme Pedersen, Media Coordinator+45 77 300 337
annonce@cw.dk

Prices - online, responsive and print

Computerworld.dk - sections and responsive

Site	950x200 , 336x280 , 336x600	Responsive 320x320, 320x160,320x80,
Computerworld.dk	CPM 250	CPM 250
ComON.dk	CPM 250	CPM 250
CIO.dk	CPM 250	CPM 250
Channelworld.dk	CPM 250	CPM 250
Eksperten.dk	CPM 100	CPM 100
RON (not CIO.dk og Channelworld.dk)	CPM 200	CPM 200

Supplement for keywords 5%.

Take Over - Wallpaper and Interstitial

Site	Wallpaper ROS	Interstitial ROS
Computerworld.dk	CPM 500	CPM 1000
ComON.dk	CPM 500	CPM 1000
CIO.dk	CPM 500	CPM 1000
Channelworld	CPM 500	CPM 1000
Eksperten	CPM 250	CPM 500

Newsletters

Newsletters , size 750x150/336x280/336x600	
Computerworld, 2 x daily to 35,000 recipients	4,000,-
Morgenbriefing, size 640x130	
Computerworld Morgenbriefing, 1 x daily to 33.500 recipients	4,500,-
Special Newsletters , size 750x150	
Computerworld CIO, every Tuesday, 6.200 recipients	3,000,-
Computerworld Technology, every Wednesday, 8.300 recipients	3,000,-
Computerworld Security, every Thursday, 6.500 recipients	3,000,-

Creatives for newsletters must be delivered as .gif and without animations - max. 50KB (more specs. in separat document)

Deadline: Creatives must be delivered 3 wording days prior to campaigns start at banner@cw.dk.

Computerworld and magazines

Ad format	b x h	magazin w x h	Price		
2/1 page	460 x 300	400x277	25,000,-		
1/1 page	220 x 300	189 x 277	15,000,-		
1/2 page	210 x 140		10,000,-		

Prices incl. 4-colour. Guaranteed placement + 10%
Computerworld: Full page bleed: 240 x 320 + 10 mm bleed
Dobbelt-page bleed: 480 x 320 + 10 mm bleed
Magazines: Full page bleed: 210 x297 + 5 mm bleed
Double page bleed: 420 x 297 + 5 mm bleed

Inserts - Call for offer

General conditions

Cancellations must take place in writing and be in the hands of Computerworld Danamrk 3 working days prior to the ad deadline.
If agreed insertions according to an order confirmation are not maintained with within one year, possible discounts given will be subsequently invoiced at the applicable list price.

Agency reimbursement, online:
4% material reimbursement
2% information reimbursement
1% deposit reimbursement

Agency reimbursement, print:
3% material reimbursement
1% information reimbursement
1% deposit reimbursement

Praktisk information:
Computerworld is a member of FDIM - The Association of Danish Interactive Media and follows their applicable guidelines
All prices are exclusive of VAT and in DKK.
Payment terms: Date of invoice + 8 days.