COMPUTERWORLD

MEDIA INFO, SOLUTIONS AND PRICES 2025

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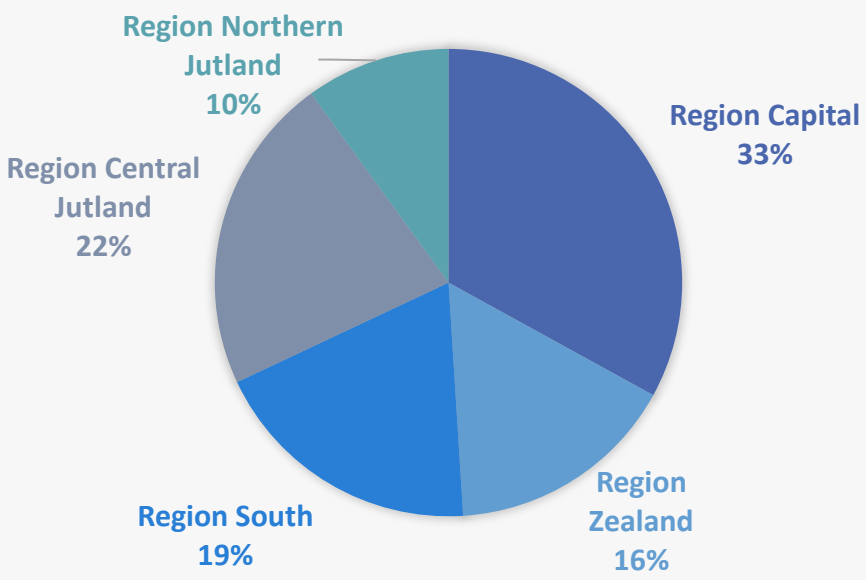
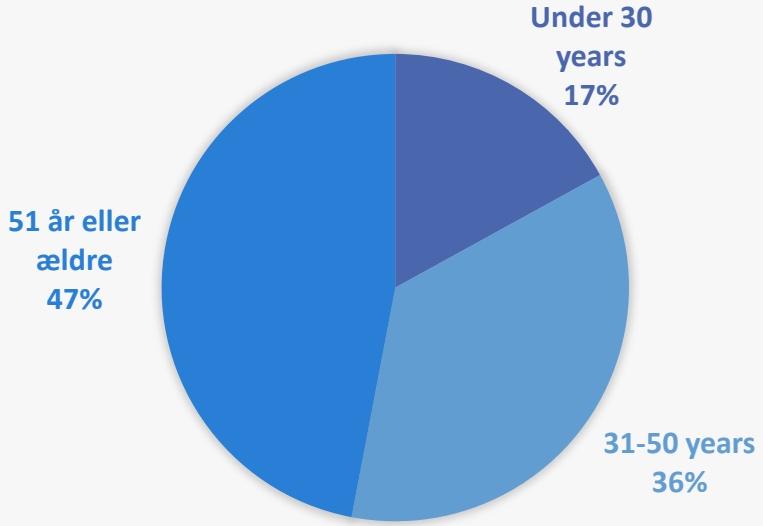
COMPUTERWORLD

This is where Computerworld's readers live - and their age and gender

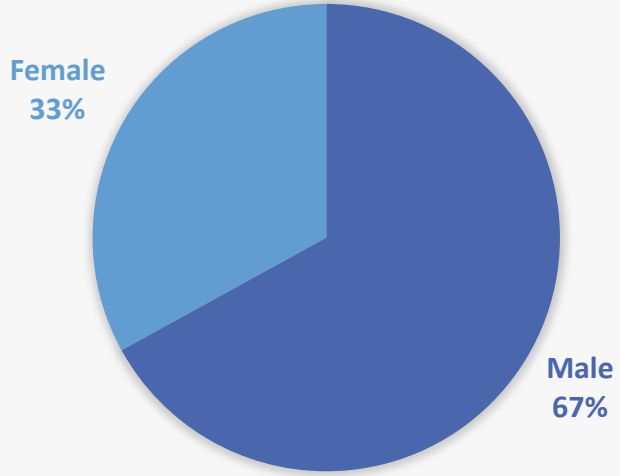
This is where the readers live



Age



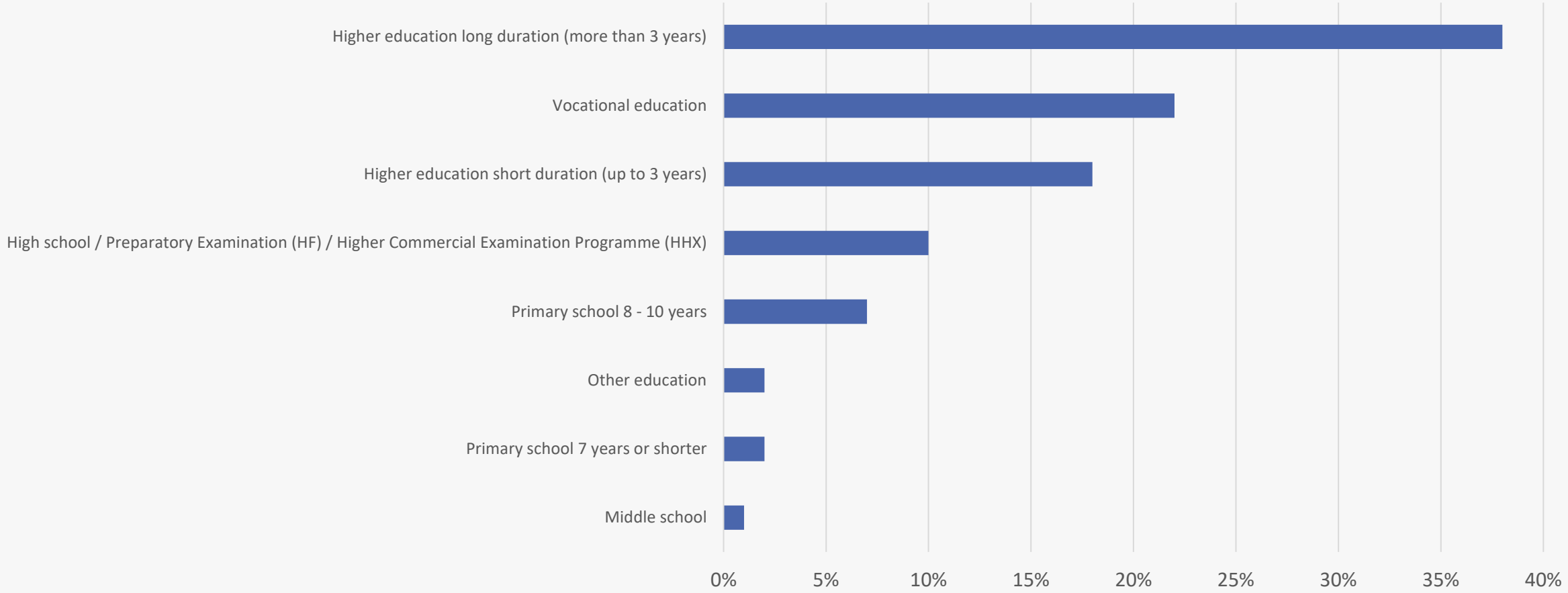
Gender



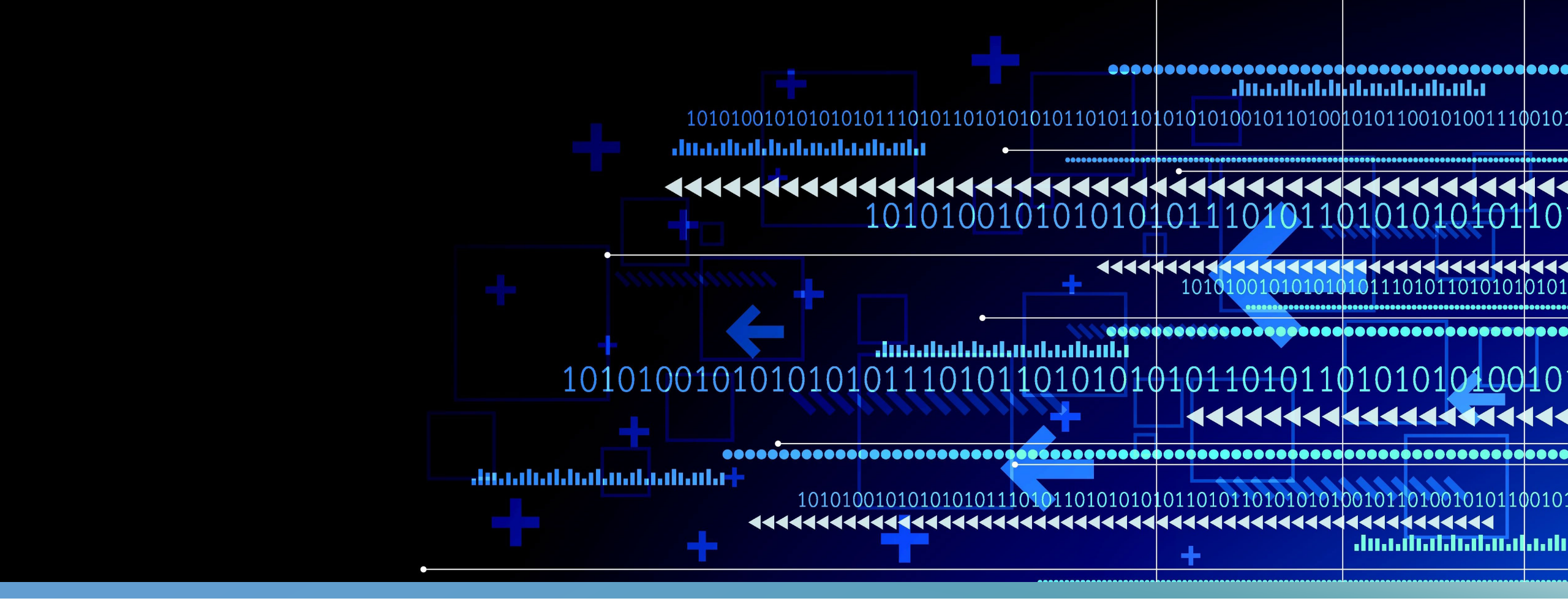
Gemius November 2023.

COMPUTERWORLD

Computerworld’s readers - educational level



Gemius November 2023.



BANNERS AND BANNER FORMATS

ROS: CPM 150 - Optimal visibility on all devices

COMPUTERWORLD

Adjust your campaigns and increase visibility on both mobile and desktop devices.

Banners allow your company to become visible and promote its brand to our 300,000 monthly readers. You can choose between several different formats.

Banners use the formats in an optimal way and there are plenty of current examples on the various media platforms:

Computerworld including the sections **Eksperten** and **Tech**.

Formats - desktop

- 336x280
- 950x200
- 336x600
- Wallpaper (CPM 500)
- Interstitial (DKK 3000 per day)

Formats - mobile

- 320x80
- 320x160
- 320x320

We accept gif, jpg and png formats or third-party tags or HTML5 banners.

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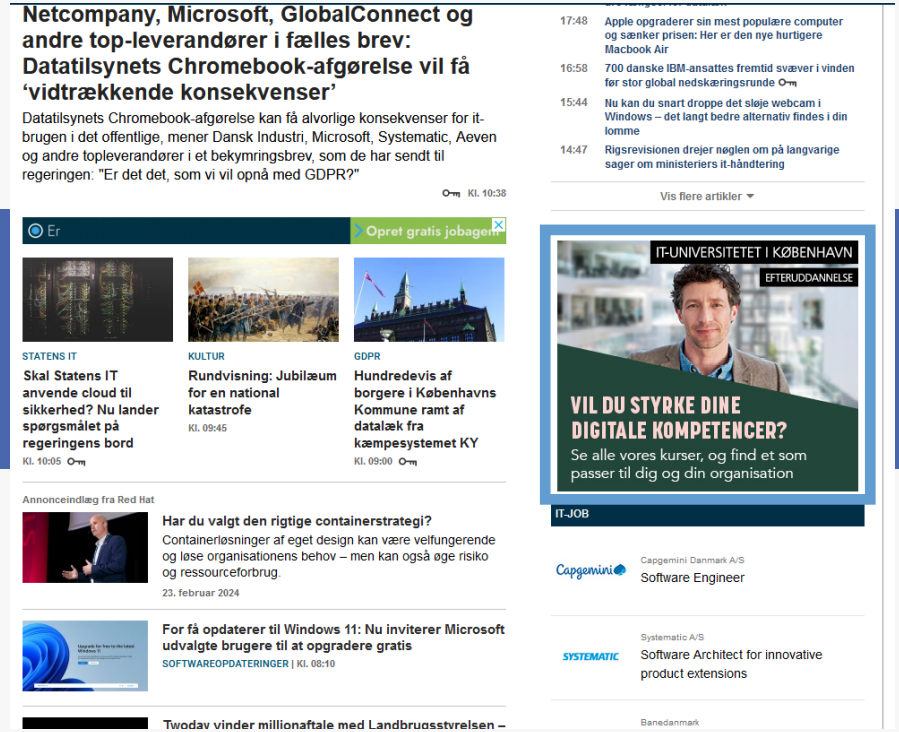
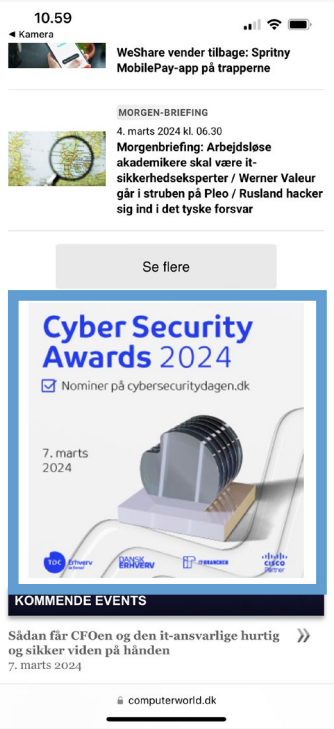
Banner formats

Top banner 950x200

Article banner 336x280



Mobile banner 320x320



2 x Sticky-Skyscraper

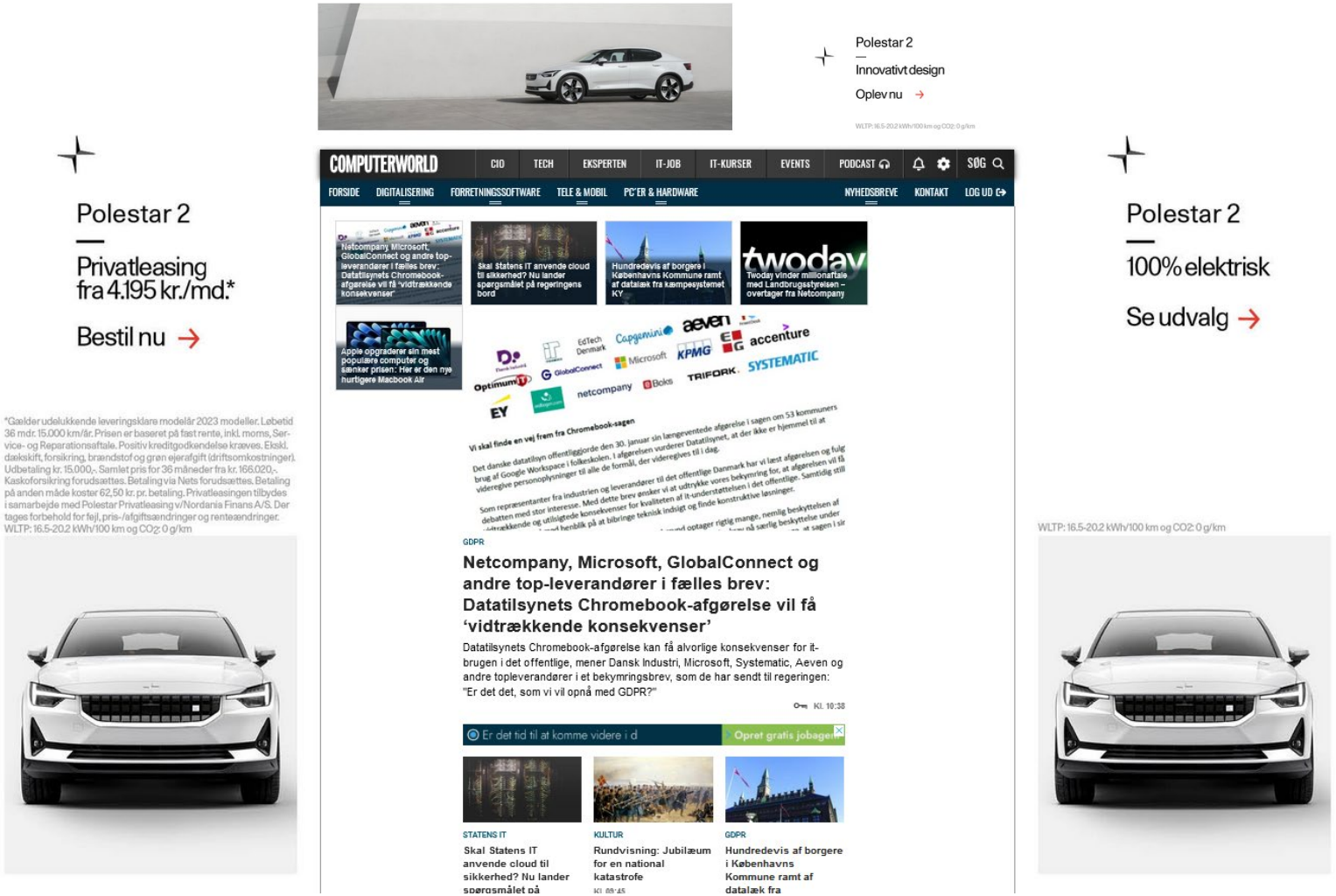
The banners are displayed both on the front page of Computerworld.dk and on the article pages

Size: 160x600 pixel.

Price DKK 15,000 for one week and DKK 25,000 for 2 weeks.

Examples of wallpaper

- When you want the ultimate visibility and attention



Examples of wallpaper

- When you want the ultimate visibility and attention

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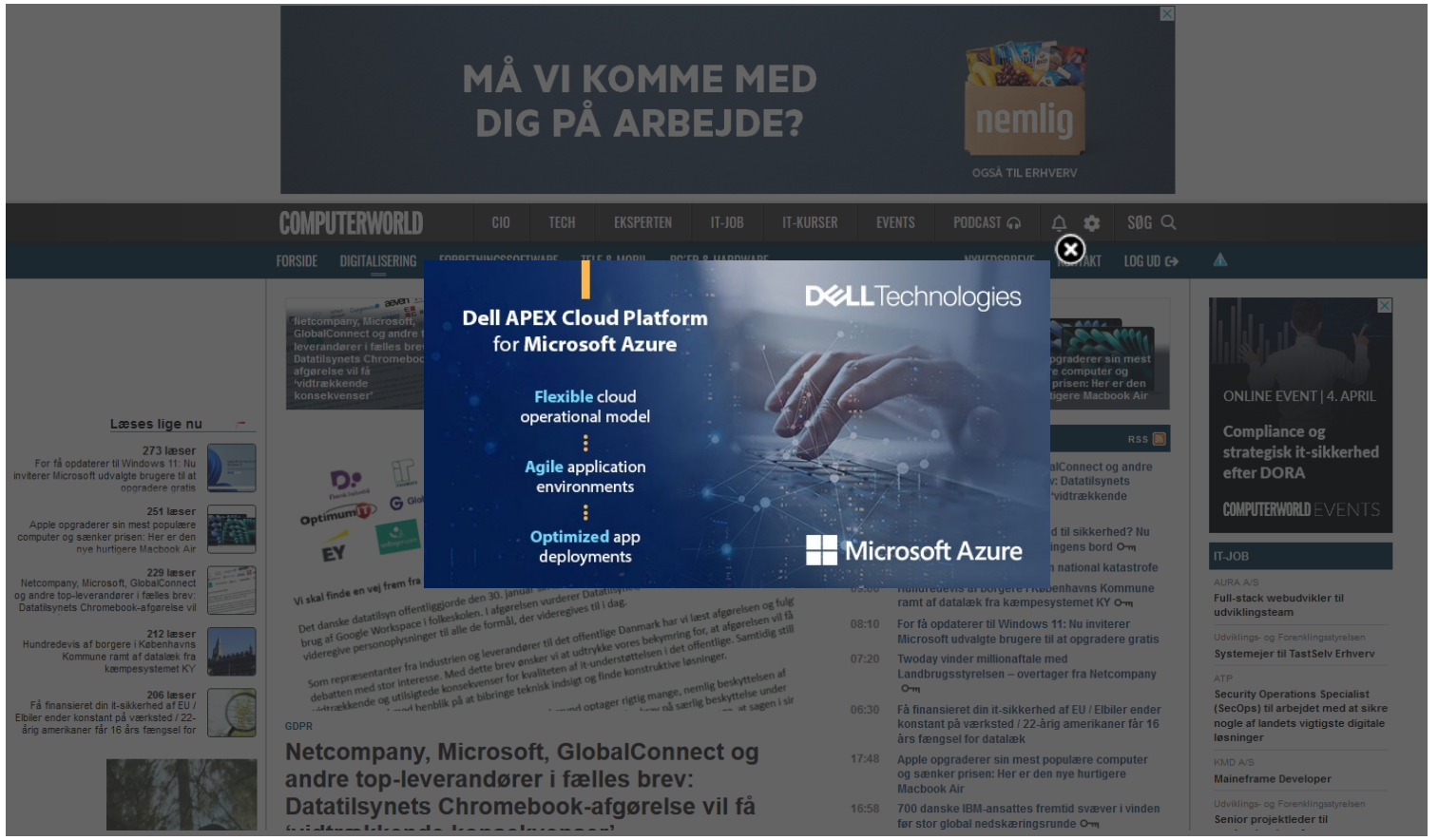
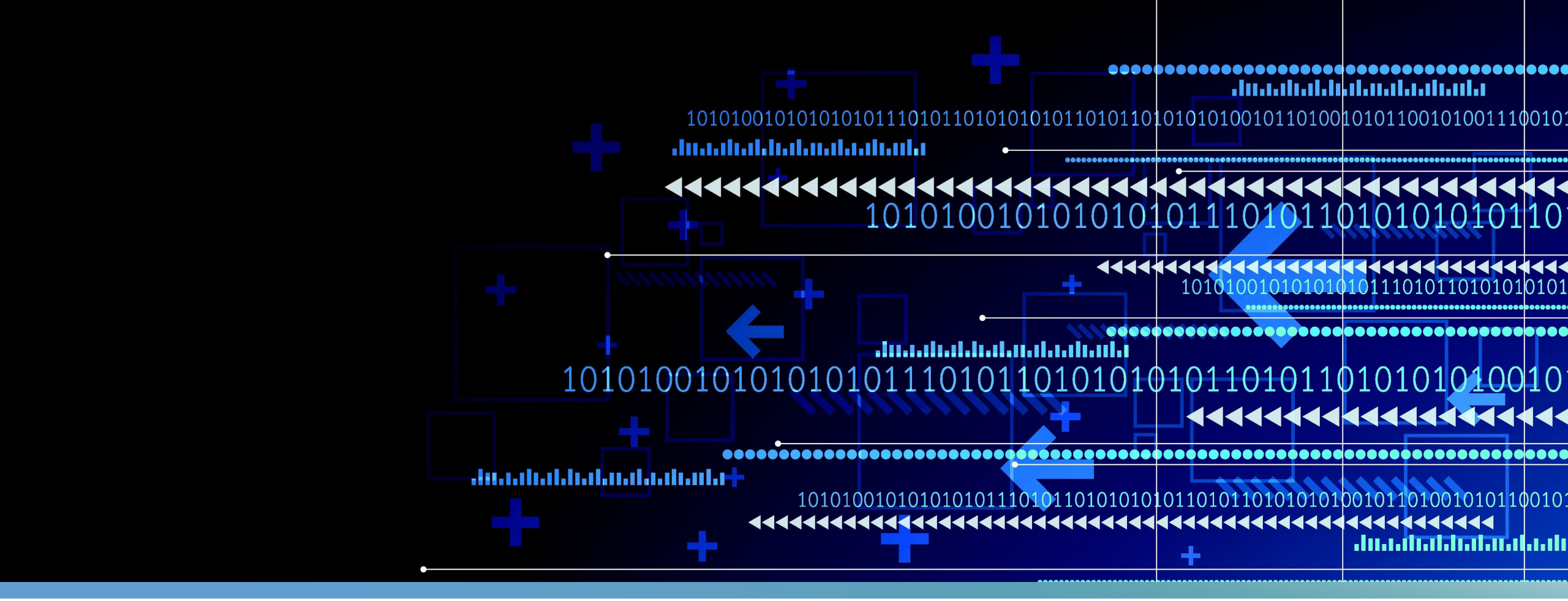
Examples of interstitial

A pop-up overlay that gives you the readers' full attention

Size: max 600x400 pixel.

Price DKK 3,000 per day.





NEWSLETTERS

COMPUTERWORLD

Who reads our newsletters?

You have a unique opportunity to reach out to the most important IT decision-makers in Denmark. We cover both public, private, and large and small businesses.

COMPUTERWORLD

Banners on Computerworld's newsletters - be seen several times a day

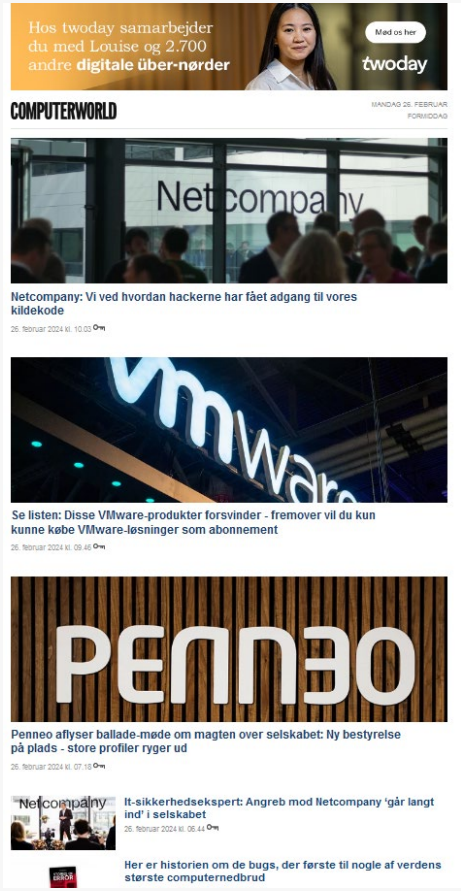
Every day, we send relevant articles and information about important trends that are not to be missed to the inboxes of IT professionals.
Do **YOU** want to miss this opportunity?

Computerworld Morgen-briefing

The morning briefing is sent out each morning at 6:30 a.m. to 16,000 subscribers.

The top banner uses a 640x130 format. (gif, pg or png files)

Here there is only one banner, and therefore it is more exclusive.
The price is DKK 4,500 per banner.



Computerworld

Computerworld's daily newsletters are sent out each day at 11 a.m. and 4 p.m.

The top banner is in a 750x150 format and the article banner is in a 336x280 format (gif, pg or png files)

Here there are two banners: top and middle.
Price per banner: DKK 4,000.

Both newsletters are sent to 19,160 recipients.

Banners on special newsletters

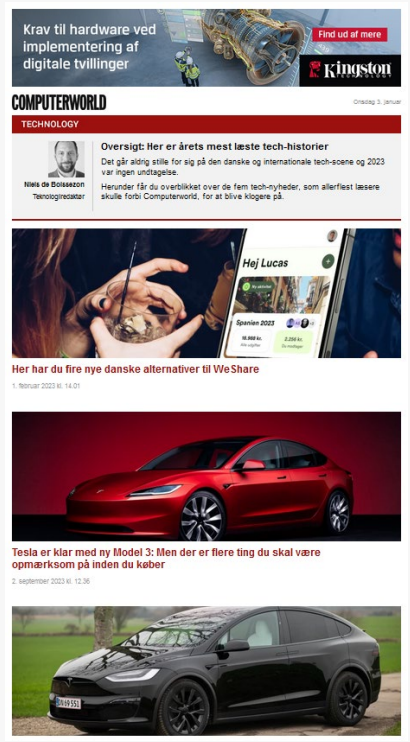
Computerworld publishes 3 special newsletters that are sent out once per week.

Price per banner: DKK 3,000.

CIO

Sent out every Tuesday to 3.590 subscribers.

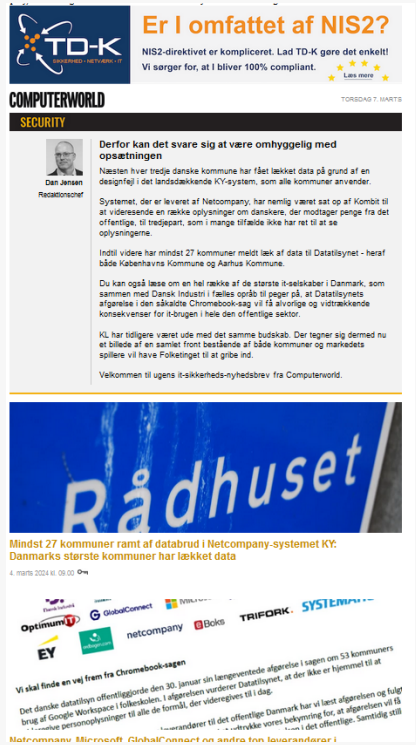
Format: 750x150.



Technology

Sent out each Wednesday to 7.170 subscribers.

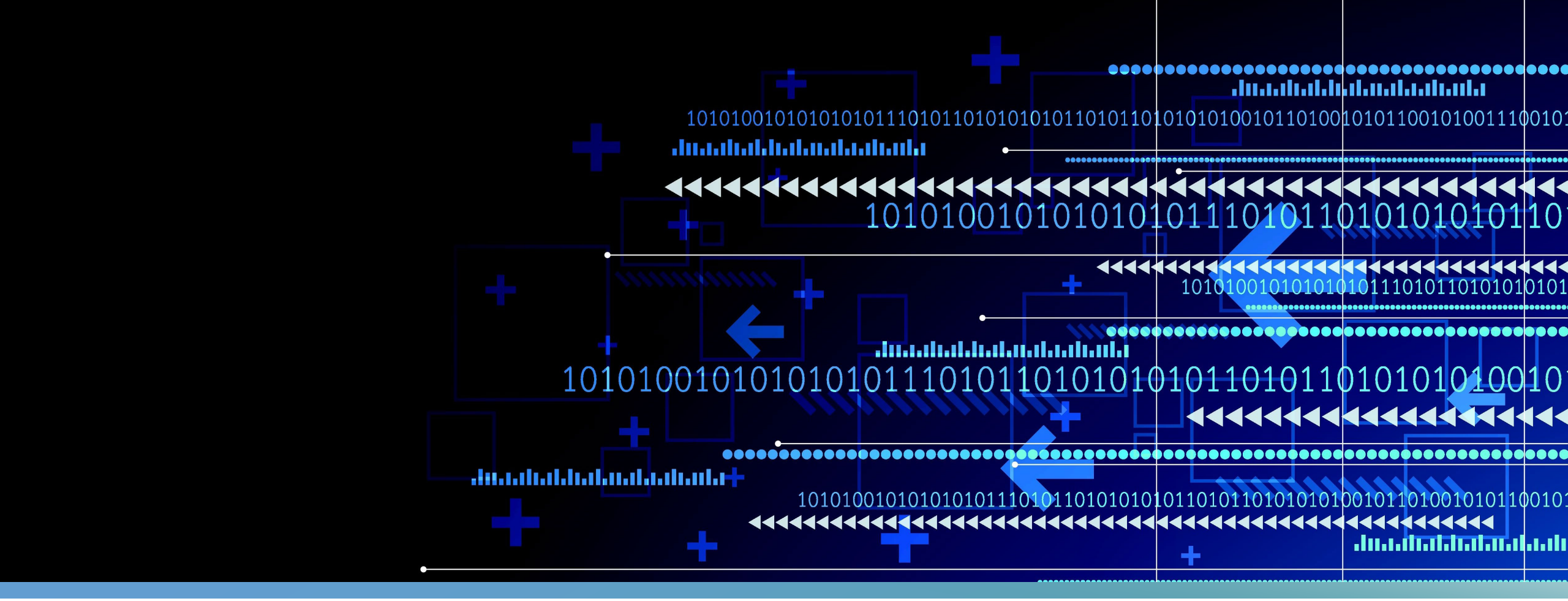
Format: 750x150



Security

Sent out each Thursday to 4.200 subscribers.

Format: 750x150



PRINT

COMPUTERWORLD

Special print editions

11 times per year we publish our Computerworld special magazines, which are available to read in the Danish IT companies – where you will get the readers' full attention.

The publications have approximately 15,000 readers, with the majority being at the executive level, including CTOs, CIOs, and other decision-makers.

They seek insights and inspiration regarding the latest technology trends and strategies to support their organizational business.

All publications are also released in an e-reader version, which can be freely accessed by all our premium subscribers.

DKK 15,000 for a full-page ad.

Publication schedule 2025

Week	Publication no.	Theme	Issued	Deadline
4	1	Security	January 24	January 10
9	2	Public IT	February 28	February 14
13	3	Salary	March 28	March 14
17	4	ERP & CRM	April 25	April 11
21	5	Image	May 23	May 9
25	6	CIO Of The Year	June 20	June 6
35	7	Power	August 29	August 15
38	8	Cloud & AI	September 19	September 5
44	9	CISO Of The Year	October 31	October 17
48	10	Top 100	November 28	November 14
51	11	Next Gen IT	December 19	December 5

Computerworld in print 2025

Computerworld No. 1: Security / Published on January 24

IT security is one of the most critical priorities on the agenda of IT professionals. Numerous public and private companies and organizations face attacks daily, and cybercriminals often succeed in breaching defenses.

As a result, the agenda is both constant and ever-changing. Computerworld closely monitors this field. We report on current attacks and their anatomy, uncovering the technical and business consequences—and the societal and personal impacts, when relevant.

Computerworld No. 1 will reflect our ambitions in the field of IT security through a wide range of articles.

The magazine is distributed free of charge to 750 participants at the Computerworld event Strategic IT Security on January 21 and 23 in Aarhus and Copenhagen, at Identity Festival 2025 on March 5, and at Cyber Threat Day in Copenhagen and Horsens on April 8 and 10.

Computerworld No. 2: Public IT / Published on February 28

In this special issue, we examine who the successful providers are, the plans for public digitalization in the coming years, and the projects that offer valuable lessons.

The magazine is distributed free of charge to 100 participants at Tech Transformation Trends on March 6.

Computerworld No. 3: Salaries / Published on March 28

Salaries are a highly compelling topic for both IT companies and IT professionals. For instance, salary is the most significant factor when it comes to job changes. Computerworld covers all aspects of salaries and the direction of the IT job market, based on a brand-new survey of several thousand Danish IT professionals.

The magazine is distributed free of charge to 250 participants at Enterprise Architecture Day in Copenhagen and Aarhus on March 25 and 27.

Computerworld No. 4: ERP & CRM / Published on April 25

The major platforms and business systems from SAP, Salesforce, Microsoft, Oracle, Workday, and IFS are all competing to become the central digital operating system for modern businesses. In this special issue, we focus on these major platforms, their adoption, solutions, and where the market and technology are headed in a world increasingly shaped by AI, integration layers, and low-code/no-code solutions. And who, for that matter, is on a winning trajectory?

The magazine is distributed free of charge to 200 participants at ERP Trends in Copenhagen and Horsens on May 6 and 14.

Computerworld No. 5: Image / Published on May 23

Which of the 50 largest Danish IT companies have the best image as perceived by their customers and users? And which rank at the bottom? For the 6th consecutive year, Computerworld conducts a completely independent assessment of the companies' image, measured across a range of key parameters.

The magazine is distributed free of charge to 400 participants at the Computerworld Summit in Copenhagen on May 27 and Aarhus on June 3.

Computerworld No. 6: CIO of the Year / Published on June 20

Who is the country's most skilled top IT executive right now? Together with IDC, Computerworld is announcing the CIO of the Year 2025 for the 20th time. In this issue, you can meet the winner and the other nominees for this prestigious award.

The magazine is distributed free of charge to 75 participants at CIO Challenges on November 25..

Computerworld No. 7: Power / Published on August 29

Who holds the greatest influence in IT Denmark? Computerworld will answer this question in October as we spotlight the power, influence, and key individuals dominating decision-making in IT Denmark.

The magazine is distributed free of charge to 200 participants at Leadership & AI on October 2 and CISO of the Year on October 23.

Computerworld No. 8: Cloud & AI / Published on September 19

Over the past 15 years, first cloud and more recently AI have been the two biggest technological drivers of change—both in IT and business. But who are the winners in this technological race? How are customers reaping the benefits, and what does the near future look like? In this special issue, Computerworld asks suppliers, customers, and experts for their insights.

The magazine will serve as the official expo publication for the Computerworld Cloud & AI Festival, held on September 17 and 18, 2025, with all 2,000 participants receiving a copy.

Computerworld No. 9: CISO of the Year / Published on October 31

We celebrate the security leaders in all the country's companies and organizations as we announce the CISO of the Year 2025. Meet the winner and the other nominees, and learn about their projects and careers.

The magazine is distributed free of charge to participants at the Cyber Security Festival 2025 on November 4 and 5.

Computerworld No. 10: Top 100 / Published on November 28

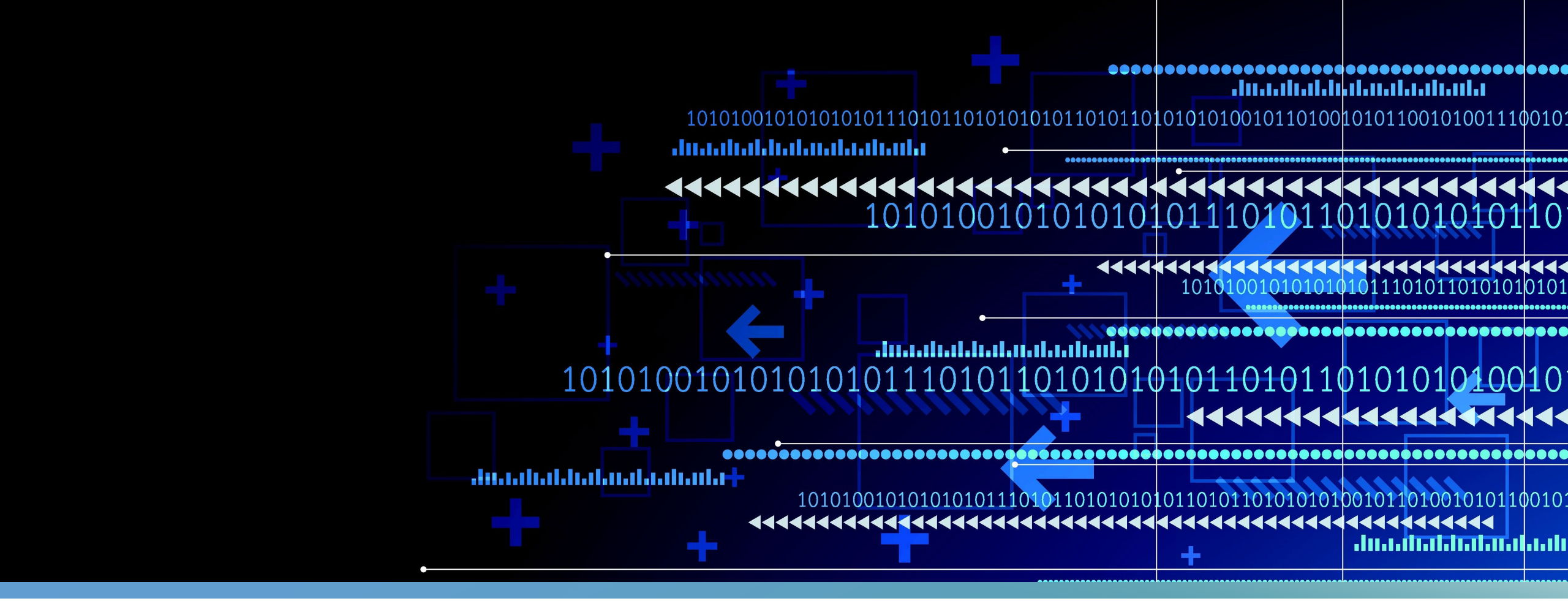
Computerworld's Top 100 awards are an annual highlight in the IT industry. Here, we recognize the most outstanding IT companies based on a comparative financial analysis of the two most recent annual reports. Meet Denmark's top IT company and read about the winners in the industry categories.

The magazine is distributed free of charge to participants at Analytics, BI, and AI on December 4.

Computerworld No. 11: Next Gen IT / Published on December 19

Who will be the next big IT success in Denmark? What does the landscape look like abroad? Which technologies are worth investing in—and which will fade in the coming years? Computerworld dives deep and, together with a range of experts, offers predictions on how the near future will take shape at the intersection of business and technology.

The magazine is distributed free of charge to participants at People Tech in Copenhagen and Jutland on December 9 and 11.



ADVERTORIAL & NATIVE

Example of advertorial

Reach out to Computerworld's readers via Native

An advertorial is an advertisement that looks like an article. That's actually how short it can be said.

It will usually have a far greater effect than display banners, because consumers today have become accustomed to being bombarded with advertisements every day.

When they instead read about the product in an article, they will remember the product for a longer time. The look and feel of advertorials are like other editorial content, and the journalistic approach means that the audience is met with their guard down because it is not traditional marketing.

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Native = Maximum visibility

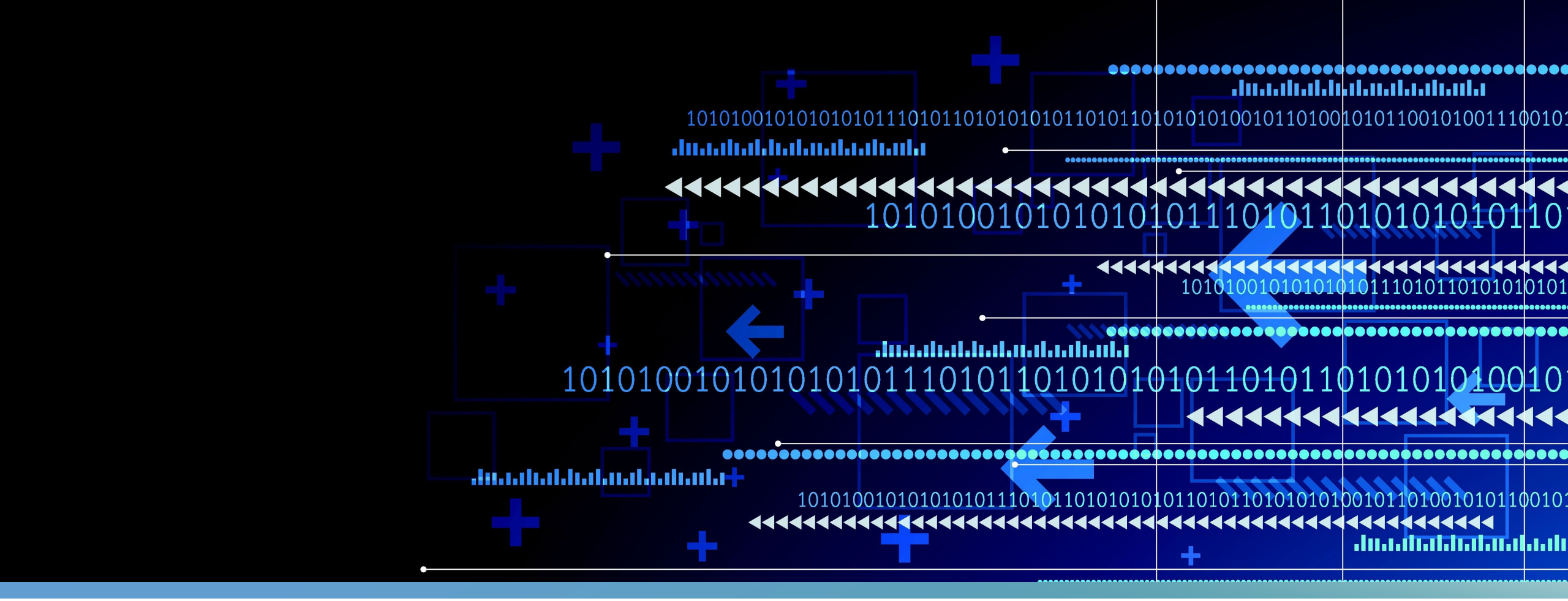
The concept works like this:

- A targeted and professional article is written focusing on the company's history, product or message. The article can also be used for other marketing initiatives.
- The company's Native article is exposed to approximately 300,000 monthly users on Computerworld.dk.
- The native banners get up to 100,000 views
- The company gets full access to a number of exposures and views of the company's content on Computerworld.dk.
- The opportunity to generate leads by including links to whitepapers and case studies behind a registration wall.

Computerworld writes, interviews, and publishes: Price 30,000 DKK.

You write, and we publish: Price 20,000 DKK.

All prices are excluding VAT.



SERVICE MAIL & WHITE PAPER

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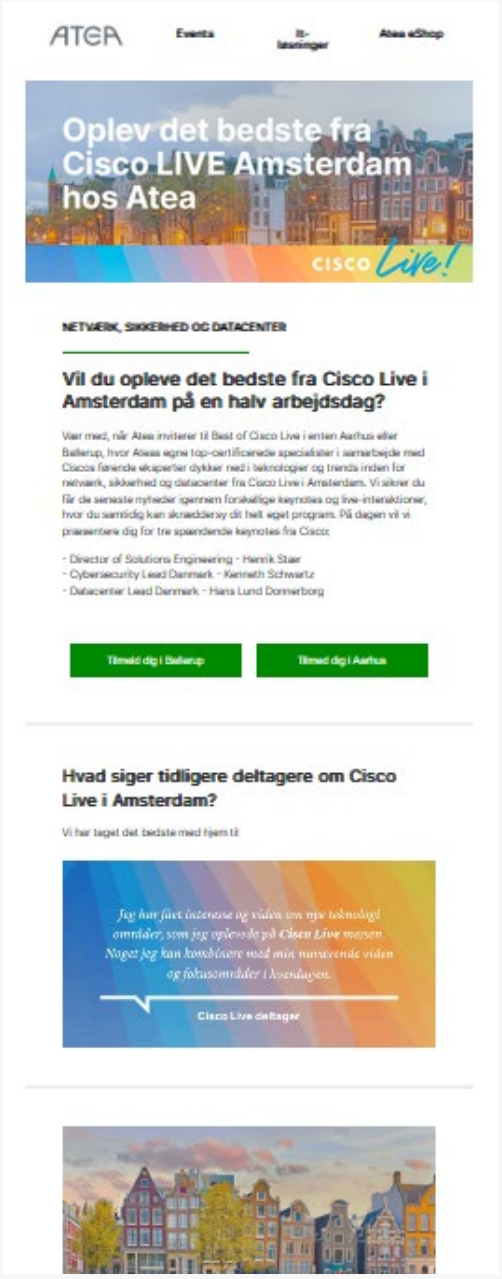

COMPUTERWORLD

Genuinely targeted marketing

Computerworld brings our extensive permission database into play and provides a unique opportunity to send an exclusive, targeted message to an entirely specific group of IT professionals.

Service mail can be used to invite guests to your own event, for a product launch, an item of news, branding etc. – wherever you need to reach your market segment in a targeted way.

You determine the content we deliver to your market segment.

Prices:

- 1.000 permission kr. 15.000
- 3.000 permission kr. 25.000
- Yderligere permissions kr. 4 per stk.

1,000 permissions is the minimum.

Material:

The EDM content can be delivered either as HTML or as a graphic + text.

If we need to set up an HTML, there will be an additional charge of DKK 2,500.

Produce a whitepaper and get the best sales leads

IT professionals often use white papers to learn about current technologies and solutions before deciding to invest.

The concept works like this:

- The company books a certain number of leads. The price depends on who the company accepts as a lead
- The white paper is uploaded to Computerworld.dk/whitepaper
- The white paper is marketed in Computerworld's media universe
- Leads will be forwarded on an ongoing basis.
- Data on each lead includes name, title, name of company, address, email, phone number, number of employees, data and time of download.

Price is DKK 5,000 for start-up + DKK 1,000 per basis lead (minimum of 20 leads).

Computerworld is happy to accept a list of companies that you want leads from - and, if relevant, a list of companies that you are not interested in.

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Professional Computerworld journalism generates high-quality leads

White papers have a documented effect as generators of sales. Typically, you will get the best results if the white paper is structured and written in a journalistic style - and in Danish. Computerworld can offer a complete production of a high-quality white paper and guarantee that it will result in 25 sales leads.

The concept works like this:

- A 4-page white paper is written by a journalist associated with Computerworld, and Computerworld handles the layout.
- The subject and, if relevant, the script is defined by the sponsor.
- Your white paper is uploaded to Computerworld's white paper library and marketed on computerworld.dk, in newsletters and via email Direct Marketing.
- Computerworld **guarantees** 25 leads within an agreed upon time period.
- A lead consists of a professional (B2B) person, who has expressed a need for this product area and which Computerworld has the following data on: Name, title, name of company, address, email, phone number, sector and number of employees. There will also be a date and time for when the white paper was downloaded.

COMPUTERWORLD

Market segments for service mails and white papers

Computerworld has approx. **25,500** people in the database, and the market segments are classified as follows:

Industries

Outside the IT industry

- Construction/Architectural and engineering
- Wholesale/Retail trade (non-IT)
- Air force/Defence
- Business services/Consultancy
- Insurance/Real estate/Legal
- Manufacturing
- Culture and amusements/Recreation
- Farming/Hunting/Forestry/Fishing
- Mining/Gas/Oil
- Pharmaceutical/Biotech
- Region/Municipality/State
- Travel agency/Hotel
- Advertising agencies/ Marketing agencies/PR
- Health service/Medicinal
- Transport/Energy and water supply
- Education
- Outside IT: Other

The IT industry

- Computer/Network Consultant
- E-commerce/Internet
- Dealers – hardware/software
- IT/Network consultancy
- Producer – Hardware/Software
- Service provision
- Telecommunications provision

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Market segments for service mails and white papers

Job functions

- [ ] IT management (2,690 outside the IT industry)
- [ ] IT staff (2,805 outside the IT industry)
- [ ] Line managers * (2,130 outside the IT industry)
- [ ] Line staff (3,460 outside the IT industry)

Functional areas

- [ ] IT Management: Executive IT (CIO/CTO/CISO/VP) (550)
- [ ] Top Management: CEO/Managing Director/CEO/COO/VP (1,200)
- [ ] HR Manager/Education Manager (180)
- [ ] Legal/compliance (240)
- [ ] Sales/Marketing Manager (1,230)
- [ ] Chief Financial Officer (CFO)/ Financial Responsible (250)

Number of employees

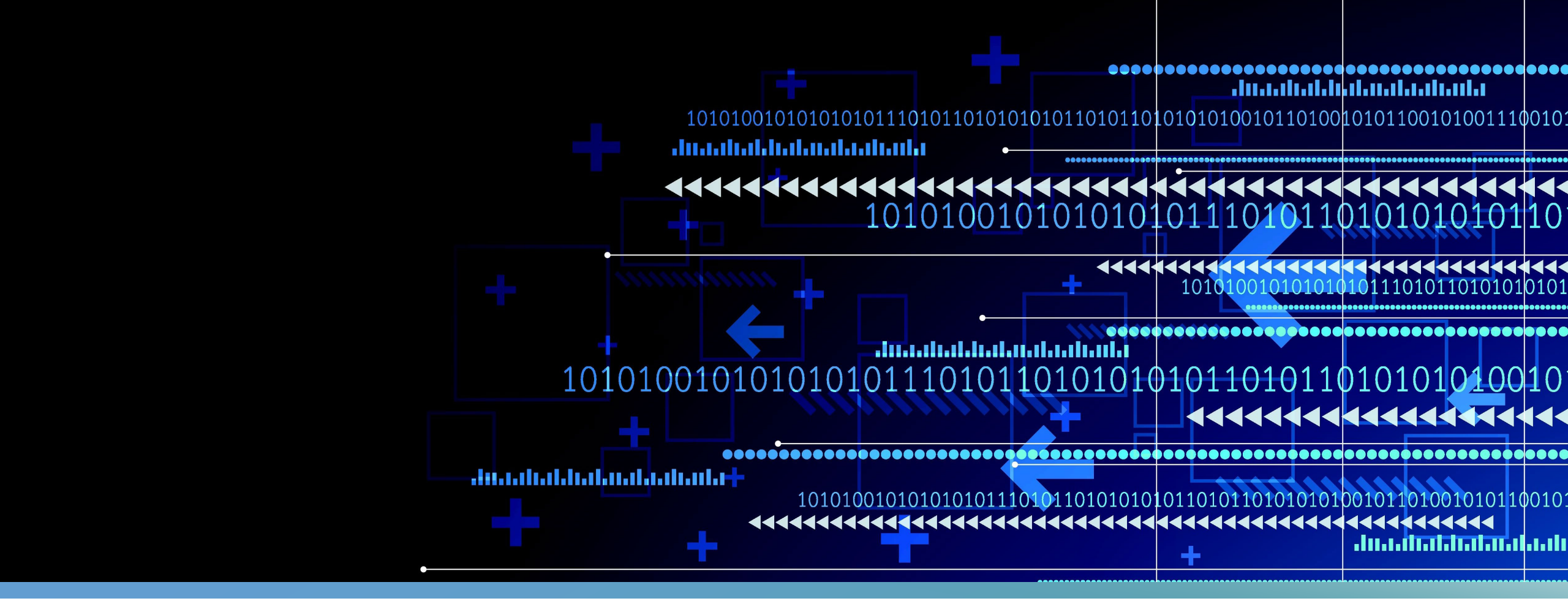
- [ ] Less than 50
- [ ] 50-99 employees
- [ ] 100-249 employees
- [ ] 250-499 employees
- [ ] 500-999 employees
- [ ] 1,000-4,999 employees
- [ ] 5,000 – 9,999 employees
- [ ] 10,000 – or more employees

Geography

- [ ] Zeeland & The islands
- [ ] Fyn and Jutland

Contact Computerworld for more information and price for your target group.

* Finance Manager, Sales Manager, Team Leader, Partner, Owner, Director, HR Manager, Office Manager, CPO, COO, compliance, Lawyer, Marketing Manager, Office Manager etc.



PODCAST

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Podcast for IT professionals

Background

A podcast is for those of you who want to work together with Computerworld to create a podcast about companies' digital challenges, security challenges or other challenges that IT executives are interested in solving.

The podcasts will be hosted by Computerworld's Editor in Chief, Lars Jacobsen, and one of you.

Based on a talk with a guest, each podcast episode will focus on the guest's history, challenges and potential solutions for the guest's specific business sector.

The structure of the podcast:

Each podcast begins with an introduction of the guest, hosts and the subject matter. This is followed by a 20-30 second voiceover/intro. This will include a mention that the podcast is a collaboration between Computerworld and you.

The hosts will then discuss the podcast subject with the guest.

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Podcast

Each guest is chosen because they represent a topic that you as a partner want to highlight.

You can order 5 to 10 podcasts.

Computerworld will distribute each of the 10 episodes via RSS (Android), iTunes (iOS) and on Computerworld.dk in the form of an article that sums up the episode.

Computerworld will use either our Editor in Chief, Lars Jacobsen, or another editor to host the podcast and act as an editorial sparring partner.

You and Computerworld will work together to structure each episode, though it is expected that you will also use your network and customers to help us find the best people to interview. Computerworld will, however, retain editorial control.

Any travel expenses in connection with the recording of the podcasts will be paid for by you.

Podcast episodes are published on iTunes, RSS (for Android) and on Computerworld. An independent landing page will be created on Computerworld's site, and each episode will also be published as an article that briefly outlines the episode's most important points and gives the option of either listening to the podcast or downloading it.

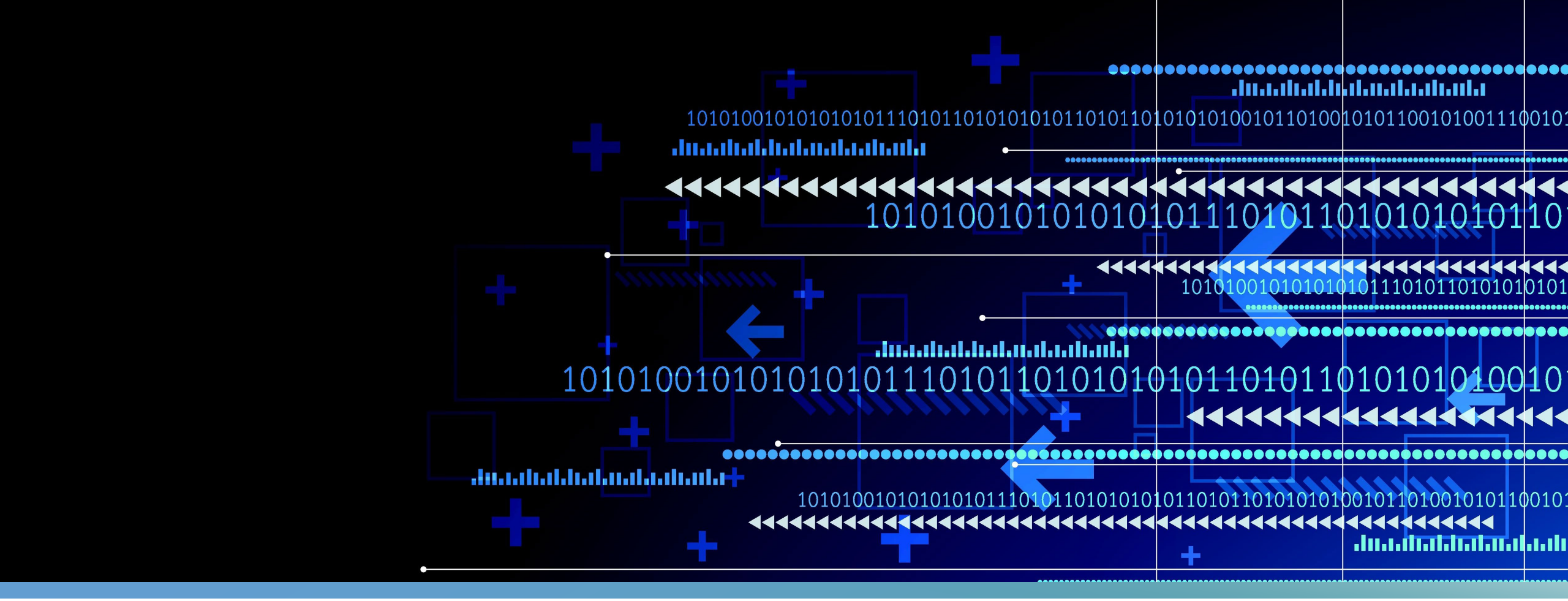
The podcasts are also marketed via banner ads in the Computerworld universe.

Besides Computerworld's distribution, after each episode you will also get sound files, texts and, if relevant, photos that the company can use on its own social media platforms and other marketing channels.

Price for 5 podcasts: DKK 250,000

Price for 10 podcasts: DKK 450,000

>> Examples of podcasts



COMPUERWORLD TECHTALKS

COMPUTERWORLD

COMPUTERWORLD TECH TALK

EN SPONSORERET PODCAST

Background

Now you have the opportunity to become partners in a unique podcast universe with a full focus on IT. Within the **AI** & **Cyber security** topics, we examine current and relevant issues, discussing the advantages and disadvantages with you as Denmark's leading experts.

In an informal conversation facilitated by our regular host, Søren Vejby, you have the chance to share your specific knowledge on the given topics alongside a non-commercial participant—this could be, for example, a researcher or a case from a company.

Drawing on Computerworld's extensive database combined with the perpetual accessibility of streaming services, you have a unique opportunity to reach a broader audience than ever before on platforms tailored to listeners' and consumers' needs.

Be the leading experts who are visible, accessible, and current for the listeners, whenever and wherever they have time to tune in!

COMPUTERWORLD TECH TALK
EN SPONSORERET PODCAST

Topics / episodes

AI topics

Episode 1: Distinguishing Between the Ethical and the Effective

Episode 2: What do we need ChatGPT for?

Episode 3: Robot Recruitment

Episode 4: A tool to support humans or to replace humans?

Episode 5: Where should it all not end up?

Cyber Security - topics

Episode 1: The silent killers

Episode 2: Before, during, and after

Episode 3: AI as a safety net

Episode 4: The best defense is an offense

Episode 5: The future of security

Price

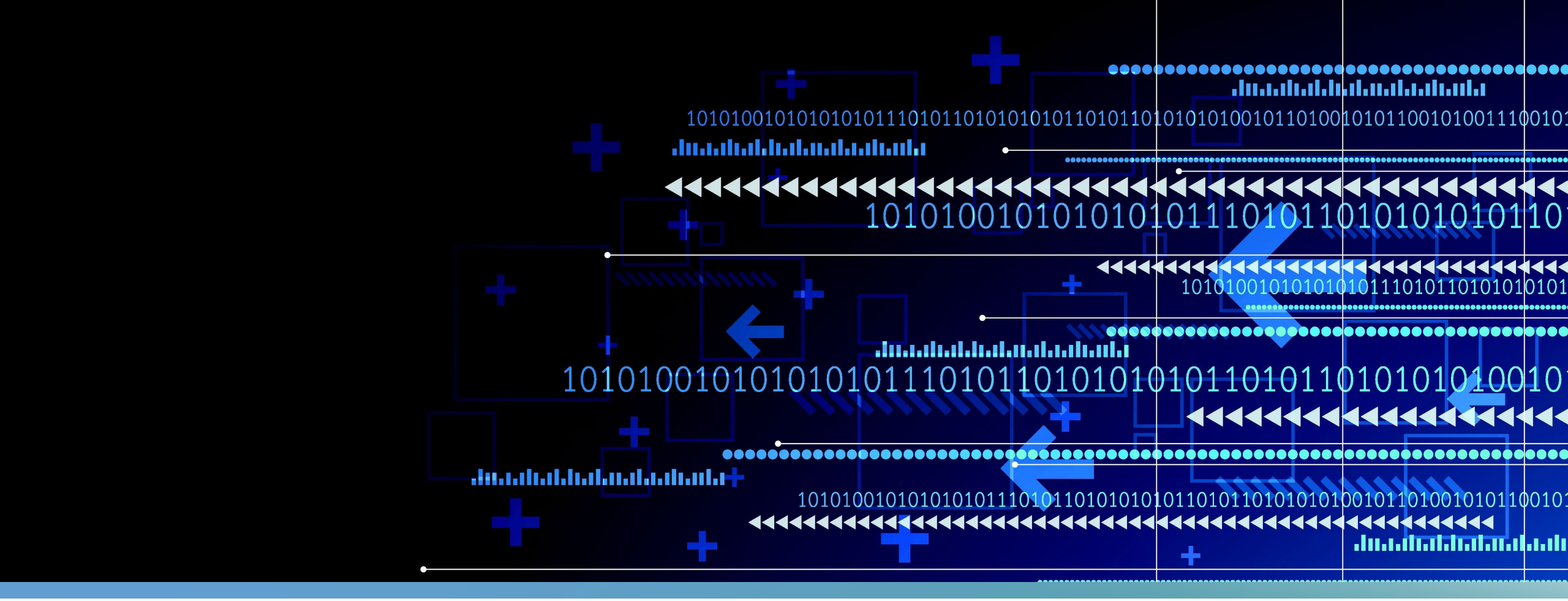
The price per podcast is DKK 50,000, or 3 pieces for DKK 130,000 excluding VAT.

The price includes:

- Coordination between journalist, expert, and your team
- Recording in our studio in Bredgade
- Video clips from the recording
- The fully edited podcast uploaded to key platforms, and you receive the link

There is also an opportunity for additional marketing of the podcast, such as banners on cw.dk or an advertorial written by a Computerworld journalist based on the podcast.

An additional cost for an online campaign (150,000 impressions) or advertorial written by Computerworld is DKK 20,000 excluding VAT.



EVENTS & CONFERENCES

COMPUTERWORLD

Meet the IT professionals on equal terms

Use Computerworld's events and conferences to get direct access to Denmark's IT professionals - either digitally or in person.

Computerworld Events are always up to date on things going on in the IT sector. Among other things, it is the overview and insights of Computerworld's journalists that are brought into play when Computerworld arranges conferences, events, exclusive roundtable discussions and, not least, half-day seminars.

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Become a partner at Computerworld's physical themed conferences

Become known for focused knowledge sharing

A themed conference (typically lasting a single day) offers the participants the chance to work with specific cases, to share knowledge and get good advice from experts.

As a partner, the company helps to define today's focus and content. The conference starts and ends in plenary with Danish and international keynotes. Often there are several focused tracks during the day.

Contact us for price.

A partner package for a physical event includes the following:

- 25 minutes of speaking time for an area or during the plenary session
- A list of participants with contact details and email permissions
- Meeting point in a networking area where there is also catering
- Logo plus a company mention and description on the registration site as well as a logo on the event schedule
- Follow-up evaluation via a report

Become a partner for Computerworld's digital events

A partnership package for a digital event includes the following:

- 20 minutes of speaking time.
- A list of ALL participants, including email permissions and phone numbers.
- Logo and description on the event site.
- A full-length recording of your presentation.
- Evaluations from participants.

Contact Computerworld for price.

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Do you need event management?

Computerworld is your professional partner

ComputerWorld has a lot of experience with event management for both digital and physical conferences, and we are happy to offer assistance with everything.

Use Computerworld as your subcontractor for an entire event - or for parts of an event.
Read more in Computerworld Events' presentations on event management here:

Physical Event Management

Digital Event Management

Core competences:

- **Programme set up.** We can provide professional input and journalistic sparring for the programme.
- **Project management.** Time is scarce, and many companies don't have the resources to organise everything on their own. Let Computerworld take care of it for you.
- **Venue/booking of conference facilities ...** and some extra hands to help out during the day / streaming platform.
- **Participants** - when a company wants other participants than those in their own database.

COMPUTERWORLD

Do you want to have your own physical event?

Become known for focused knowledge sharing

A themed conference (typically lasting a single day) offers the participants the chance to work with specific cases, to share knowledge and get good advice from experts.

As a partnering company, you will be part of defining the focus and content for the day.

A standard event contains:

- A morning seminar with 4 presentations and a potential panel debate
- Computerworld will advise on the programme structure
- The seminar is moderated by one of Computerworld's journalists
- 40-80 participants, recruited by Computerworld
- Computerworld will book and organise the venue
- Computerworld will handle all the practical issues on the day
- A list of participants with contact details and email permissions
- Statistical data on the participant's evaluations
- A list of participants who are open to additional dialogue

Contact Computerworld for price.

Do you want to have your own digital event?

At your own digital event, you as an exclusive partner have the opportunity to talk about how your tools and knowledge can help to address current issues related to the topic you want to participate in.

The target group is IT decision makers, ranging from major corporations to SMEs and the public sector.

As a partner, you will get:

- One of Computerworld's editors as a moderator
- A lead list with email permissions (GDPR compliant)
- 70-100 online participants
- Online questions and a chat with the participants
- Marketing via Computerworld's channels
- Evaluations from participants
- A recording of your presentation that you can use for other initiatives

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Typical program for Digital Event Management

Time	Presentation
09.00-09.05	Moderator’s opening remarks
09.05-09.30	Keynote
09.30-09.35	Q&A for keynote
09.35-09.55	Presentation
09.55-10.00	Q&A for presentation
10.00-10.20	Presentation
10.20-10.25	Q&A for presentation
10.25-10.35	Break
10.35-10.55	Presentation
10.55-11.00	Q&A for presentation
11.00	Closing remarks

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Rental of professional studio

- We offer you the opportunity to rent Computerworld's studio in Herlev.
- You can either stream directly from the studio or record video material in a professional setting in the studio.
- The studio works ideally for both webinars, lead generations and for the production of on demand video material and other live recordings where a professional studio is desired.
- There is focus on the good viewing experiences with perfect sound, light and image.

What is included?

Two camera angles and individual sound for up to four people.

Possibility to invite guests on remote.

Professional studio manager who manages the technique and is in charge of your settlement.

Speaker Lounge with coffee, water, etc. for guests.

Price:

Three hours: DKK 25,000
Six hours: DKK 35,000

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Close dialogue with top level CIOs

Computerworld Events has proven experience of arranging half-day conferences for smaller numbers of CIOs from companies with over 250 employees.

This concept is called a roundtable, which is the face-to-face world's equivalent of a white paper written by an independent third party.

Here you get a unique, honest and unfiltered insight into the business and technological challenges and choices that CIOs face.

The Round table is moderated by Computerworld's experienced editors, who will work to involve you equally in the debate.

Price for partnership: DKK 160,000

The concept works like this:

- Full service. Computerworld CIO will host a certain debate - as agreed upon with the partner.
- Computerworld CIO will invite the Chief Technology Officer/CIO, and assume the role of host and moderator for the event.
- These events normally include 8 to 12 CIOs from companies with more than 250 employees.

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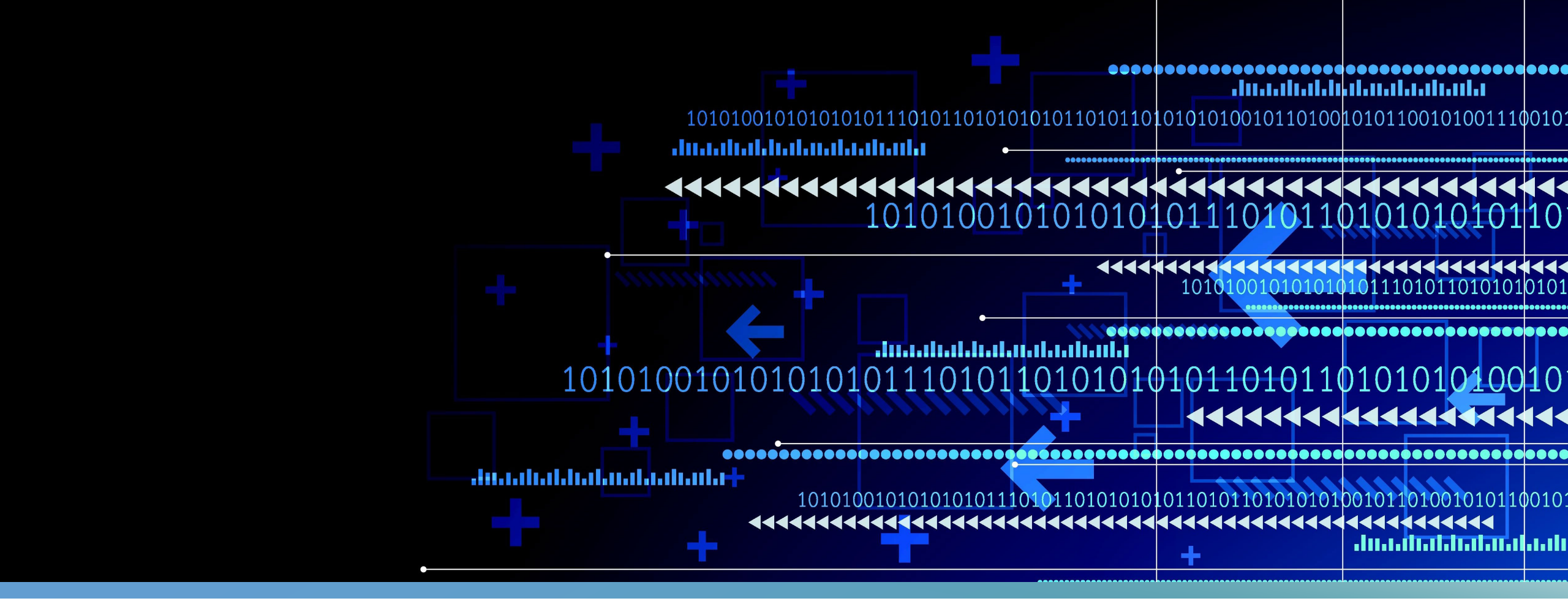
DINNER ROUND TABLE

- Computerworld Executive Dinner Roundtable is an event for a very selected audience, which can include CIOs, CISOs, CTOs, and other decision-makers.
- At an exclusive roundtable, 10-14 top decision-makers discuss a current and predefined topic.
- The topic is determined by you as the partner, and you also join the participant at the table.
- Computerworld Executive Dinner Roundtables are moderated by one of Computerworlds experienced editors.
- The event is held at the Michelin restaurant Formel B in Copenhagen, where a delicious 4-course menu with wines is served.

Price DKK 175,000 excluding VAT

Profit: Computerworld Dinner Roundtables gives you...

- It provides high credibility, quality, and an open discussion at a level where the participants' defenses are down.
- Networking.
- Close dialogue with C level and easy to arrange subsequent meetings.
- The list of participants with email and mobile numbers.



COMPUTERWORLD JOB

Do you need to hire new IT staff?

Computerworld's IT job bank is Denmark's largest IT job site, backed by Denmark's largest IT news media, Computerworld. This means that you have a unique opportunity when recruiting your next IT employees. After all, you will be visible to people who are actively looking for jobs at it-jobbank.dk and those who might be tempted by the right offer if they see it on Computerworld. And they can actually be tempted with the right offer. The figures from our last major survey (with over 3,000 responses) show that a whole 85% of those asked were prepared to change jobs if the right offer came along.

Specifically, this means that you will potentially reach half a million users interested in the IT sector each month. This increases the odds of success when recruiting, no matter what types of IT positions you are looking to fill. There are no guarantees, but we will do everything we can to help you succeed.

Call us on +45 70 22 93 00 for more information.

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it-jobbank