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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 – as well as a list of companies from which leads have no interest.

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 through 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

By price

Additional options offered

Additional leads: DKK 500.00 per lead

Print ad in Computerworld magazine: DKK 55,000.00 excl. VAT.
(Incl. printing costs)

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:

Basic leads	DKK 450.- per lead
Generated by white paper, without segmentation requirements	
eDm Servicemail	DKK 12.00
per recipient for under 1,000 recipients. Call for pricing if above 1,000 recipients.	
Sign up	DKK 2,000.- per sign up
Inkl. markedsføring via bannere, servicemails og andet	
Survey	DKK 48,000.00
for less than 250 respondents. Call for pricing if above 250 respondents.	
Incl. report written by a journalist	

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 350,000 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 20,000 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

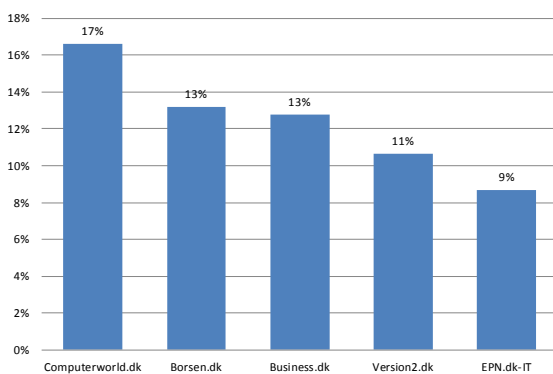
Facts::

Target group:

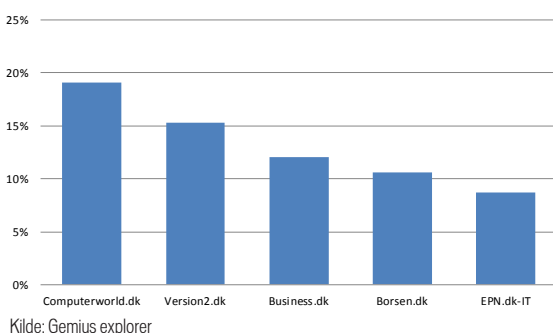
IT decision-makers, IT professionals, consultants, system managers, sales consultants, directors, etc.

- 2.600.000 exposures per month
- 205.000 users per month
- 21.000 recipients of the daily newsletter
- 7.500 recipients of the Security newsletter
- 7.500 recipients of the CIO newsletter
- 9.500 recipients of the Technology newsletter

Internet reach – CIO



Internet reach – developer



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 in 2011 where our 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.

- 700.000 exposures per month
- 26.000 recipients of the daily newsletter



Channelworld.dk

Channelworld on the net

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.

Online

With 30-34,000 unique visitors a month, approximately 240,000 views and 5,800 recipients of Channelworld's newsletter; this targeted media has a good hold on the market. 46 percent of readers are owners, directors or managers. Seven percent of readers earn over one million kroner a year. The typical reader is male, between 20 and 49 years old and visits the site daily. Visitors to the site are distributed evenly throughout Denmark. 82 percent state that they visit the site in a work context.

Facts:

Target group:

IT Channel

- 120.000 exposures per month
- 4.000 recipients of the daily newsletter



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

- 50.000 exposures per month
- 7.200 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 almost 900.000 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

- 700.000 exposures per month
- 225.000 unique users per month



Prices

Computerworld.dk, sectiones and mobile (responsive)

Site	950x200 , 336x280 , 336x600
RON (not CIO.dk and Channelworld.dk)	CPM 200
Computerworld.dk	CPM 350
ComON.dk	CPM 150
CIO.dk	CPM 500
Channelworld.dk	CPM 350
Eksperten.dk	CPM 100
Supplement for pure leaderboard +10%	

Take over 1 day Computerworld.dk and sections

Site	Frontpage	Supplement subsites
RON (not CIO.dk and Channelworld.dk)	44.460,-	66.690,-
Computerworld.dk	29.250,-	45.928,-
ComON.dk	19.890,-	31.227,-
CIO.dk	20.475,-	32.146,-
Channelworld.dk	4.973,-	8.266,-
Eksperten.dk	4.973,-	8.266,-

A take over can either consist of leaderboard, MPU and wallpaper – or leaderboard and interstitial (frequency 1/day). Prices are for one day

Keywords Computerworld.dk and sections

Site	Placing - 950x200 , 336x280 , 336x600
RON	0,50/exposure
Computerworld.dk	1,00/exposure

Interstitial Computerworld.dk and sections

Site	
RON - all sections/sites	22.230,-
Computerworld.dk	14.625,-
ComON.dk	9.945,-
CIO.dk	10.238,-
Channelworld.dk	2.486,-
Eksperten.dk	2.486,-

Prices are for 1 day and frequency 1/day.

Newsletters

Newsletters, sizes 750x150/336x280/336x600	1 X	5 X	10 X
Computerworld, 2 x daily, 21.000 recipients	9.995,-	29.985,-	49.975,-
ComON, 1 x daily 26.000 recipients	4.998,-	14.993,-	24.988,-
Special newsletters , size 750x150	1 X	5 X	10 X
Computerworld CIO, every Tuesday, 7.200 recipients	4.998,-	14.993,-	24.988,-
Computerworld Technology, every Wednesday, 9.500 recipients	4.998,-	14.993,-	24.988,-
Computerworld Security, every Thursday, 7.500 recipients	4.998,-	14.993,-	24.988,-
Channelworld newsletter - sizes 750x150/336x280/336x600	1 X	5 X	10 X
Channelworld, 1 x daily, 4.000 recipients	2.950,-	12.500,-	20.000,-

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

General conditions

Material deadline

Material must be received before 10.00 - three working days at banner@cw.dk before the campaign commences.

General conditions

Any cancellation must be made in writing and reach Computerworld Danmark A/S 10 working days at the latest before the campaign commences. If agreed insertions according to an order confirmation are not complied with within one year, any discounts are invoiced at the applicable list price afterwards.

Reimbursement

4% material reimbursement
2% information reimbursement
1% deposit reimbursement

Practical information:

Banners on Computerworld's websites are hosted via DoubleClick. Computerworld is a member of FDIM - The Association of Danish Interactive Media and follows their applicable guidelines

All prices are exclusive of VAT.
Payment terms: Date of invoice + 8 days.

Advertisement banners for Computerworld's websites must not be designed in such a way that can be confused with editorial content. If this rule is ignored, Computerworld's editorial staff reserve the right, without warning, to remove the advertisement banner from the site.

Banner specs

		Gif/Jpeg	Flash	Animation	Loops	Streaming	Boarder*
336x280	MPU	50kb	60kb	45 sek	max 5	max 45 sec	1 pixel
950x200	Leaderboard	50kb	60kb	45 sek	max 5	max 45 sec	1 pixel
336x600	Dbl. skyscraper	50kb	60kb	45 sek	max 5	max 45 sec	1 pixel

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

Flash banners

- Flash swf filer, version 9 / Action Script 2.0
- Max. 25 FPS
- All banners must be designed with a background color or added a border
- Back-up .gif is required
- ActionScript 2.0 clicktag:


```
on (release) {
    getURL (_level0.clickTAG, "_blank");
}
```

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.

Mobil / responsive

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

NO flash.

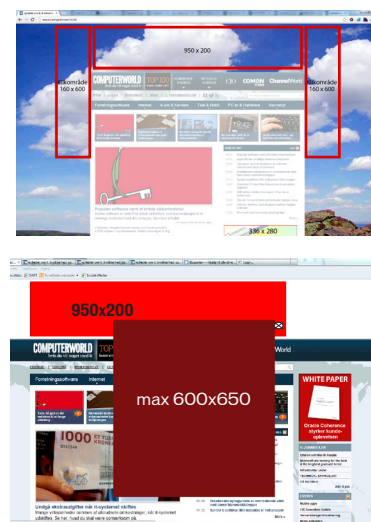
Take overs

Take over with wallpaper	Width, pixels	Height, pixels	Flash (Kb)	Gif / Jpeg (Kb)	FPS (max)	Animation, sec.
Leaderboard, take over	950	200	60	50	25	45
MPU, take over	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.

Take over with interstitial	Bredde, pixels	Højde, pixels	Flash (Kb)	Gif / Jpeg (Kb)	FPS (max)	Animation, sec.
Leaderboard, take over	950	200	60	50	25	45
Interstitial - max 600x650	600	650	100	100	25	45

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



Newsletters	Gif / Jpeg	Animation	Loops
Computerworld, ComON, ChannelWorld			
750x150 / 336x280 / 336x600	50kb	nej	nej
Security, Technology, CIO			
750x150	50kb	nej	nej

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. Banner-material 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.

Advertisement banners 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 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. In 2014 15 How To? seminars will be held at Pfizer in Ballerup and a few in Aarhus and Vejle, each one with a current technology on the agenda.

The How To? concept:

- Morning event with four speakers (partners) each with 25 minutes speaking time
- Afslutningsvis afholdes paneldebat hvor de 4 partnere deltager
- 60-90 deltagere. Partnerne modtager deltagerliste inkl. e-mail permission

Price per partnership - DKK 45,000.00

Sole ownership of an entire How To? - DKK 95,000.00

COMPUTERWORLD KONFERENCER - 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 partner package includes:

- 25 minutes of speaking time in track
- Moderator in a roundtable
- Rollup in conference area, brochures and handouts on the day
- Marketing with logo on registration website, conference banners on cw.dk and newsletters, e-mail invites, print ad in Computerworld magazine, press and company description on registration website
- List of attendees incl. contact information and e-mail permission
- Follow-up evaluation in the form of a report

Partnership - DKK 54,900.00

Gold partner - DKK 84,900.00

(incl. speaking time in plenary session, in track, and roundtable)

CIO EXECUTIVE UPDATE - A conference format combining the best from a traditional conference with an exclusive roundtable meeting. The concept is targeted at the pinnacle of Danish IT leaders, making it possible for your company to have a dialogue with this otherwise selective and busy audience.

- Partners get 2 x 1 hour roundtable with 10-12 CIOs
- Two international keynotes will set the scene
- More than 30 CIOs or directors of IT from companies with +250 employees is presented with a selection of problem statements which are deliberated and discussed throughout the morning and lunch event

Partnership - DKK 95,000.-

COMPUTERWORLD SUMMIT

Computerworld Summit 2014 - A new hub for dialogue, presentations, networking, 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 roundtables as well as in the designated areas for business speed dating 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.

The partner package includes marketing related to recruitment of attendees, a spot in the networking area, and the opportunity to dialogue with up to 500 attendees - DKK 25,000.00

25 minutes of speaking time in one theme, incl. list of attendees - DKK 25,000.00

1 hour roundtable with 8-10 decision makers, incl. list of attendees - DKK 22,500.00

6 speed-dating meetings of 15 minutes each - DKK 12,500.00

Partner and co-organizer (contact Computerworld) - DKK 150,000.00

For more information about sponsoring options contact
Event manager Maibritt Møller: m.moller@cw.dk
For more about Computerworld Events: www.cwevents.dk

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 regarding event management
Contact event manager Maibritt Møller: m.moller@cw.dk
For more about event management: www.cwevents.dk/eventmanagement

Computerworld – print og special publications

Computerworld – if IT is your business

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 Annual – describes the major events of the year. From collaborations between companies, for policy decisions and community events that had an impact on the industry



Facts

Published every 2 Friday to 69,000 readers.
(1. half 2013 - source: Danske special medier)

Target group:
Professional IT people.

Contents:
Business, society and technology



Prices - Computerworld

Ad format	w x h	Price
Double page	460 x 300	49.000
Full page	220 x 300	29.900
Back cover	220 x 300	39.900
Half page	100 x 300	19.900
Half page	210 x 140	19.900
Classified ad	102 x 87	6.900

Prices incl. 4-color
 Guaranteed right hand page: +10%
 Bleed: +10%
 Full page trim size: 240x320 mm + 10 mm bleed
 Double page trim size: 480 x 320 + 10 mm bleed

Inserts

	Price
1 page	39.900
4 pages	49.000
8 pages	79.000
12 pages	99.900
16 pages	119.900
- more than 32 pages or special formats	Call for offer

The formats can vary between A6 and 220 x 300 mm.

Prices - A4 magazines

Annonceformat	w x h	Pris
Double page	400 x 277	49.000
Full page	189 x 277	29.900
Back cover	189 x 277	39.900

Prices incl. 4-color
 Guaranteed right hand page: +10%
 Full page trim size: 210 x 297 mm + 3 mm bleed
 Double page trim size: 420 x 297 mm + 3 mm bleed

General conditions

Possible cancellations must take place in writing and be in the hands of Computerworld Danmark A/S at the latest 3 working days prior to the ad deadline.

If Computerworld receives requests for changes to ads after the material deadline, the warranty is no longer valid.

Objections relating to any ad errors must be made in writing to Computerworld no later than eight days after the date of publication. If the time limits are exceeded all warranty rights are no longer valid.

If agreed insertions according to an order confirmation are not maintained within one year, possible discounts given will be subsequently invoiced at the applicable list price.

Agency reimbursement

3% material reimbursement
 1% information reimbursement
 1% deposit reimbursement

All prices are exclusive VAT.
 Payment terms: Invoice date plus 8 days.

COMPUTERWORLD

Releases and deadlines 2015

Week		Release number	Date of release	Deadline	Booking	
03	Computerworld	1501	16-jan	12-jan		
05	Computerworld	1502	30-jan	26-jan		
07	Computerworld	1503	13-feb	9-feb		
09	CIO	1504	27-feb	13-feb	9-feb	A4 magazine
11	Computerworld	1505	13-mar	9-mar		
13	Computerworld	1506	27-mar	23-mar		
15	Computerworld	1507	10-apr	1-apr		
17	Computerworld	1508	24-apr	20-apr		
19	Computerworld	1509	8-mai	4-mai		
21	CIO	1510	22-mai	6-mai	29-apr	A4 magazine
23	Computerworld	1511	5-jun	1-jun		
25	Brancheguiden	1512	19-jun	1-jun	12-mai	A4 magazine
35	Computerworld	1513	28-aug	24-aug		
37	Computerworld	1514	11-sep	7-sep		
39	Top100	1515	25-sep	1-sep	29-aug	A4 magazine
41	Computerworld	1516	9-oct	5-oct		
43	Computerworld	1517	23-oct	19-oct		
45	CIO	1518	6-nov	23-oct	20-oct	A4 magazine
47	Computerworld	1519	20-nov	16-nov		
49	CW Annual	1520	4-dec	16-nov	10-nov	A4 magazine

Changes may occur



Ad specs - print

Digital advertising material received as

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

Colors

The ad colors 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 selected for each color which is used in the document. Spot color ads must be 4 color separated - spot colors are not possible.

Photos / illustrations

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

Fonts

Only use Adobe PostScript Type 1. TrueType fonts should NOT be used as they can cause problems when ripping. The fonts must be included or attached.

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 compression: 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 production, 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

Double page	460 x 300 mm
Full page	220 x 300 mm
Half page, horizontal	210 x 140 mm
Half page, vertically	100 x 300 mm

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

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

Contacts

Kirsten Højrup, Chief Coordinator +45 77 300 154

Henriette Bluhme Pedersen, Media Coordinator +45 77 300 337

annonce@cw.dk