

## COMPUTERWORLD // MEDIA KIT 2020



# Content

## **White paper leads, eDM, advertorial and Custom Publishing..... 3-4**

- White paper leads
- Advertorial
- Custom publishing
- eDM
- Signup
- Survey

## **Events and conferences..... 5-6**

- How To events
- All day events
- Event Management
- Computerworld Summit

## **Online..... 7-10**

- Computerworld.dk
- Eksperten.dk
- Creative specs

## **Print..... 11-13**

- Computerworld
- Release Plan
- Creative specs

## **Prices - online and print..... 14-15**

## **Contact..... 16**



# White paper leads, email marketing, advertorial and Custom Publishing

## White paper leads

You have a unique opportunity to buy relevant and qualified leads for new customers via Computerworld's extensive database of IT professionals in Denmark. You provide us with a white paper or, alternatively, we can make it for you and book X number of leads. The price depends on who you accept as lead.

The white paper is uploaded to Computerworld.dk and marketed in Computerworld's media universe. Leads will be forwarded on an ongoing basis.

### Positive and negative list

As lead client, you can provide us with a list of companies that you want to get leads from – and a list of companies in which you have no interest.

### Data about leads

You will receive data in the form of name, title, company name, address, email, phone number, industry, number of employees, date and time of download.

**Basic lead..... DKK 800 per lead  
Generated via white paper**

## Advertorial

### Advertorial ... reach Computerworld's readers in a brand new way

Advertorials are a relatively new contact format. They look and feel like other editorial content and the journalistic approach means that you meet your target group while their guards are down since they

will not see this as traditional marketing. The format is suitable for more complex topics such as subscription-based services, services, consultancy work and other areas where knowledge and industry expertise are important.

A Computerworld freelance journalist will write the article based on an interview with you, and we guarantee 500 views of the article.

The article will be featured in Computerworld's news bulletin with native banners. The banner often gets up to 300,000 exposures.

### The concept:

- Targeted and professional article focusing on the company's history, product or message. The article can also be used for other company marketing.
- The company's advertorial is exposed to approx. 268,000 users per month on Computerworld.dk.
- The company gets full access to a number of exposures and views of the company's content on Computerworld.dk.
- Possibility of generating leads by including further material like white papers and case studies behind a registration wall

**Computer world writes, interviews and  
publishes..... DKK 35,000 per article**

**Publish your own content instantly.....  
..... DKK 25,000 per article**



### Custom publishing

Use Computerworld's external network of expert IT writers to write targeted articles about a topical product area or customer case.

We can create a four-page white paper (compendium) written by a journalist affiliated with Computerworld. You define the topic, and together we agree on the 'script'.

The result is uploaded to Computerworld's white paper library and is marketed on computerworld.dk, in newsletters and in emails.

To get access to the document, the user must state his/her name, job title, email and company name.

We guarantee 50 basic leads within an agreed period.\*

The buyer can use the document as he/she wants.

*\* If you want segmented leads, the number will be adjusted depending on the segmentation.*

**White paper produced by  
Computerworld..... DKK 60,000**

### Email marketing

#### Do you need new leads?

Let us send your campaign or electronic newsletter to the right recipients. Or let us find participants for your event.

**Price for email marketing:**  
**Up to 1,000 emails\* ..... DKK 12 per email**  
**1,001 - 2,000 emails ..... DKK 8 per email**  
**2,000+ ..... DKK 4 per email**

*\*Minimum of 1,000 emails. Further emails are half price provided that they contain the same material.*

### Signup

#### Do you have a hard time finding participants for an event?

Let Computerworld help you fill your venue.

When we are charged with finding participants for an event, we will use all of Computerworld's services. Your event will be marketed via Computerworld's media universe and at the same time, we will apply our large permission database to ensure that your participants come from the desired target group.

#### Prices – call us for a quote.

### Survey

#### Do you know enough about your target group?

Computerworld Surveys give you the answers...

For instances, if you need to map out the degree of awareness of your company and its specific solutions and products, Computerworld can get you respondents directly from the target group.

**Survey to less than  
250 respondents .....DKK 48,000  
(incl. report prepared by a journalist)**

**For more than 250 respondents – call us  
for a quote.**



# Computerworld Events

## Networking | Knowledge

If your market is IT professionals in Denmark, you should take advantage of Computerworld's events and conferences to get into direct contact with your target group.

Computerworld Events is always up to date on IT trends. This includes Computerworld's journalists have an overview of – and insight into – IT trends that enables us to plan conferences, events, exclusive roundtable discussions and not least our half-day seminar 'How To?'.

### How To events

How To is a morning meeting concept, where the participants learn about the options and challenges offered by technology within just a few hours. Relevant suppliers will present their perspective on a specific IT topic and clients will share their hard earned experience.

Up to 20 How To? seminars are held in Ballerup and a few are held in Jutland, each addressing a topical technology.

#### How To? The concept:

- Morning event med 4 presenters (partners), who talk for 4 x 25 minutes.
- As conclusion, a panel debate will be held among all the participants.
- 50-80 participants. Partners will receive a list of participants plus email permission.

**Price per partnership: ..... DKK 40,000**

**Sole ownership of an entire How To?:**

**..... DKK 98,000**



### All-day conferences

A theme conference typically lasting one day which prepares you through specific cases, knowledge sharing and good advice from experts.

As a partner, your company helps define the focus and content of the day. The conference will start and end with a joint session with Danish and international keynotes and normally offers 2-4 focused tracks during the day and interaction via exclusive roundtable sessions.

#### A partner package contains:

- 25 minutes of speaking time in track or plenum
- List of participants with contact data and email permission
- Logo and description on signup site
- Stand (2 x 3 m) incl. 1 cafe table and power outlets in the networking area
- Roll-up, brochure and other hand-outs in the plenum room
- Marketing in Computerworld's media: web, newsletters and service mails.
- Content for marketing of the conference on your website and LinkedIn profile
- Evaluation, including information about who wants further contact with you
- Access for 3 participants at the conference.

**Prices – call us for a quote.**





## Event Management

Computerworld Event Management offers full expertise throughout the event project. We help you, not only with only basic and practical tasks like project management and venue but also with the marketing of the event – targeting the approx. 100,000 Danish IT professionals in Denmark. Our price model is completely different from others. We always charge a fixed base fee and a fixed price per signup, which we naturally make sure to get – we can do this because we have the best access to IT decision makers in Denmark.

Via the markets largest and most credible IT news site, Computerworld.dk, and not least via our database, which provides access to more than 32,500 IT decision makers in Denmark, we are able to streamline and target invitations for your event.

In short: You deliver the content, we deliver the settings and participants for your successful event.

For more information about Event Management, please contact Event Manager, Tina Rasmussen at [tra@cw.dk](mailto:tra@cw.dk)

**Prices – call us for a quote..**

---



## Computerworld Summit

Computerworld Summit is Computerworld's biggest annual conference and is held in both Copenhagen and Aarhus.

Computerworld Summit is a hub for discussions, presentations, networking and debate.

With Computerworld Summit, we create the optimum framework for dialogue between you as supplier and professional IT decision makers. This allows IT professionals to learn more about a number of current topics. This is ensured via keynotes, cases and in the networking areas.

As a partner at Computerworld Summit, you get a chance to showcase your solutions, present your success stories and build relations to IT professionals in Denmark. Throughout the day, we will focus on you as a supplier finding new clients and expanding your database of IT managers and professionals.

**Prices – call us for a quote.**

---



# Computerworld.dk

Computerworld deals with IT, and nothing but IT. We are the hub for discussions, blog posts and debates. We cover IT Denmark's need for news, we boost the skills of employees in Danish businesses and we help the IT industry find new clients.

Computerworld has informed and trained IT Denmark since 1981. More than 550,000 persons visit one of Computerworld's websites per month.

Computerworld is a subsidiary of Jobindex A/S, which has more than 200 employees.

More than 35,000 users get Computerworld's newsletter at least three times daily, giving them an overview of the situation in the IT industry.

Go to Computerworld [www.computerworld.dk](http://www.computerworld.dk)



## Eksperten.dk

Eksperten.dk is Denmark's largest IT knowledge database where users help each other solve technical problems in all areas of IT. Both professional IT users and private enthusiasts contribute with everything from simple configuration of hardware to complex programming tasks. The website offers a substantial database of more than 1,000,000 answered questions that the users are free to use as reference.

The persons either asking or answering the question are either committed tech users or experts, and a lot of innovators and early adopters or buy influencers use the site. The perfect place to start your product launch!

### Facts:

#### Target group:

IT decision makers, IT professionals, consultants, system managers, sales representatives, executives, etc.

- 2,100,000 page views per month
- 550,000 users per month
- 29,500 recipients of the daily newsletter
- 27,500 recipients of the daily Morning Briefing newsletter
- 6,100 recipients of Security newsletter
- 5,600 recipients of CIO newsletter
- 7,800 recipients of Technology newsletter

### Facts:

#### Target group:

Developers.

- 530,000 page views per month
- 486,000 unique page views per month



# Technical information - online

## Banner specs

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

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

## Mobile/responsive - Banner specs

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

## Take over with wallpaper

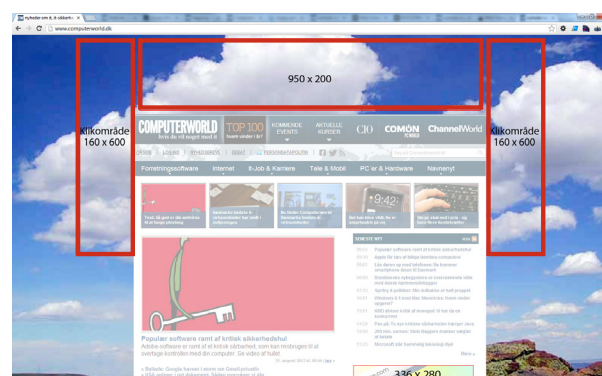
	Width,Height, pixels pixels	Flash (Kb)	Gif/Jpeg (Kb)	FPS (max)	Animation, sec.
Top, take over	950 200	60	50	25	45
MPU, takeover	336 280	60	50	25	45
Wallpaper, Take over	2560 1440	N/A	200	N/A	N/A

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 on both sides.

Your can request a template.



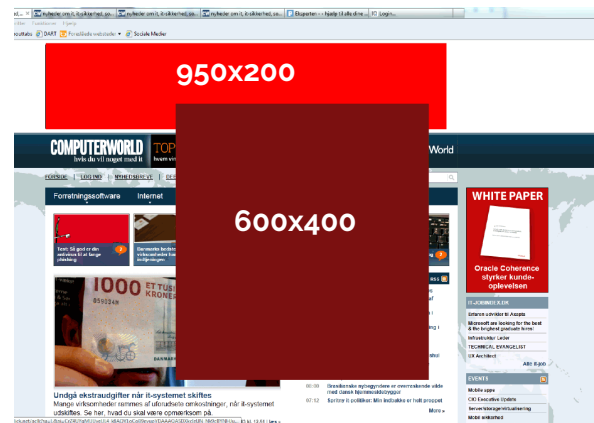


## Take over with interstitial

	Width, pixels	Height, pixels	Flash (Kb)	Gif/Jpeg (Kb)	FPS (max)	Animation, sec.
Top, take over	950	200	60	50	25	45
Interstitial	600	400	100	100	25	45

Interstitial must be max. 600 x 400 pixels.

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



### Creatives

We receive gif, jpg, png or 3rd party tags.

HTML5 creatives - please supply 3-party tags.

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

When delivering HTML5 material, it must comply with Google Ad Manager's requirements for HTML5, including dimensions and click tag.

[See technical requirements here](#)

### Expandable banners

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	50 kb	No	No
Security, Technology, CIO - 750x150	50 kb	No	No
Morning Briefing - 640x130	50 kb	No	No



### Material deadline

Materials must be received before 10 am., three working days before the commencement of the campaign and be sent to [kundeservice@cw.dk](mailto:kundeservice@cw.dk).

Bannermaterial for take overs must be delivered five days before.

---

### Practical information:

Banners on Computerworld's websites are hosted via Google Ad Manager.

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 - magazines

## Computerworld – if you are into IT

Computerworld is the go-to medium for Danish IT professionals. Denmark's largest and oldest IT medium delivers news, analyses and interviews about technology, strategic IT application in the business sector and IT industry.

The editorial staff, which consists of some of Denmark's sharpest IT journalists, follows how the market, technology and the political trends develop minute by minute from early morning to late afternoon. Credibility, topicality and expertise are the basis for journalism at Computerworld.

Every day, Computerworld.dk delivers IT news as they happen. Subsequently, the editors add new value to the stories and create perspective by applying the sources' and journalists' experience.

Coverage continues for as long as it creates value for the users. In our three daily newsletters, we gather Computerworld.dk's best stories from the night, morning and afternoon in a clear and readily understandable format delivered as an email directly to the user's inbox.

Various specialist newsletters about IT security, core technology and management make it possible to deliver more targeted content. And Computerworld's news tracking and RSS feeds allow users to tailor their news feeds from Computerworld.dk.

Computerworld's subscribers get all the good IT journalism on print once a month. Approx. 11 publications per year. All publications are designed and produced to give the subscribers a special experience both journalistically and graphically.

The magazine is our conventional journalistic product that with background stories, perspective, analyses and opinions create both overview and an opportunity to immerse yourself in the news and trends characterising IT in Denmark and the world.



### Facts:

Will be published 11 times in 2020.

### Target group:

IT professionals.

### Content:

Business, society and technology



## Releases and deadlines 2020

Week	Product	Release no.	Published	Deadline	Booking	
04	<b>Security</b>	2001	24. January	10. January	3. January	A4 magazine (210x297 mm + 3 mm bleed)
09	<b>Talents in IT</b>	2002	28. February	14. February	6. February	A4 magazine (210x297 mm + 3 mm bleed)
12	<b>Top 50</b>	2003	20. March	6. March	28. February	A4 magazine (210x297 mm + 3 mm bleed)
17	<b>Image</b>	2004	24. April	8. April	27. March	A4 magazine (210x297 mm + 3 mm bleed)
21	<b>Digitalisation management</b>	2005	22. May	7. May	1. May	A4 magazine (210x297 mm + 3 mm bleed)
24	<b>CIO of the year</b>	2006	12. June	29. May	20. May	A4 magazine (210x297 mm + 3 mm bleed)
32	<b>Digital transformation</b>	2007	7. August	24. July	13. July	A4 magazine (210x297 mm + 3 mm bleed)
39	<b>Top 100</b>	2008	25. September	11. September	26. August	A4 magazine (210x297 mm + 3 mm bleed)
42	<b>Digital Business Solutions</b>	2009	16. October	2. October	25. October	A4 magazine (210x297 mm + 3 mm bleed)
46	<b>Worklife Balance</b>	2010	13. November	30. October	16. October	A4 magazine (210x297 mm + 3 mm bleed)
50	<b>Growth in IT</b>	2011	11. December	27. November	11. November	A4 magazine (210x297 mm + 3 mm bleed)



# Ad specs - print

## Print ready material

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. 300 dpi.

## Media Types

We can accept compressed documents via the following media:

- FTP - ftp.idg.dk — userid: idg — password: f8hg
- kundeservice@cw.dk

## 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

A4 magazines: Offset.

## Ad production, completion of ads

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. 300 dpi.

## Ad formats

**Full page** 210 x 297 mm + 5 mm bleed

**Double page** 420 x 297 mm + 5 mm bleed





# Prices - online & print

## Computerworld.dk

Site	Banners 950x200, 336x280, 336x600 // Mobile 320x320, 320x160, 320xx80
Computerworld.dk	CPM 250
Eksperten	CPM 100

Supplement for keywords 5%.

## Take Over - Wallpaper and Interstitial

Site	Wallpaper	Interstitial
Computerworld.dk	CPM 500	CPM 1000
Eksperten	CPM 250	CPM 500

## Newsletters

### Computerworld newsletters, size 750x150/336x280

Computerworld, 2 x daily to 29.500 recipients	DKK 4.000 per newsletter
---	--------------------------

### Morningbriefing, size 640x130

Computerworld, Morningbriefing, 1 x daily to 27.500 recipients	DKK 4.500
--	-----------

### Special Newsletters, size 750x150

Computerworld CIO, Tuesdays to 5.600 recipients	DKK 3.000
Computerworld Technology, Wednesdays to 7.800 recipients	DKK 3.000
Computerworld Security, Thursdays to 6.100 recipients	DKK 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 working days prior to campaigns start at [kundeservice@cw.dk](mailto:kundeservice@cw.dk).



## Computerworld Magazines

Ad format	W x H	Price
2/1 page	400 x 277 (+3 mm til bleed)	DKK 25.000
1/1 page	189 x 277 (+3 mm til bleed)	DKK 15.000

## General conditions

Cancellations must take place in writing and be in the hands of Computerworld Denmark 10 working days prior to the ad deadline.

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, online:

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

### Agency reimbursement, print:

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

### Praktical 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.



## Contact



Maibritt Møller Bryding  
Sales Director

Email: [mmo@cw.dk](mailto:mmo@cw.dk)

Tel.: +45 27 28 40 41



Bettina Thomasen  
Key Account Manager

Email: [bth@cw.dk](mailto:bth@cw.dk)

Tel.: +45 77 300 104



Niels Steenberg  
Key Account Manager

Email: [nis@cw.dk](mailto:nis@cw.dk)

Tel.: +45 77 300 213



Jesper Holm  
Account Manager

Email: [jeh@cw.dk](mailto:jeh@cw.dk)

Tel.: +45 77 300 271

