

# Media info, solutions and prices 2021

**COMPUTERWORLD**

## Banners and banner formats



## Optimal visibility on **all** devices

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 500,000 monthly readers. You can choose between several different formats:

- Interstitial
- wallpaper
- keywords

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

[Computerworld](#), including the [Eksperten](#) (The Expert) section

**COMPUTERWORLD**

### Formats – desktop

- 336x280
- 950x200
- 336x600
- Wallpaper
- Interstitial

### Formats – mobile

- 320x80
- 320x160
- 320x320

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

# Banner formats

Top banner 950x200



Article banner 336x280



## Hvordan sikrer danske teknologivirksomheder deres konkurrencedygtighed i længden?

**Klumme:** Så længe der er mangel på højt kvalificerede it-ressourcer i Danmark, vil der være udfordringer med at få adgang til kvalificerede ressourcer. Det betyder, at der vil være behov for outsourcing eller som nogen vil sige: Udflagning af jobs.

Kl. 11:27

### Få nyeste viden og trends om it



**Enorm vækst i lønniveau i den danske it-branche**  
flader ud: Nu vil it-firmaer tiltrække medarbejdere med andre metoder  
KL. 09:00

11:27

Announceindlæg fra sdu



**Ny masteruddannelse skal optimere risikostyring og cybersikkerhed**

Master i Intelligence and Cyber Studies rustar organisationer til at navigere i en overflod af informationer og et hastigt skiftende verdensbillede.

4. marts 2021



**USA's pres på tele-gigant viser sin effekt: Huawei taber markedsandele**

Huawei begynder nu at mærke konsekvenserne af den blacklisting af kinesiske tech-virksomheder, som den tidligere USA-præsident, Donald Trump, har startet - og som hans efterfølger, Joe Biden, nu ser ud til at gøre endeligt.

11:27

09:00 Enorm vækst i lønniveau i den danske it-branche flader ud: Nu vil it-firmaer tiltrække medarbejdere med andre metoder O-m  
08:40 Lyd-plattformen Clubhouse tjekker dine kontakter og optager dine samtaler uden samtykke  
07:50 SolarWinds har ramt bredt i Danmark - BEC, Cowi og Statens IT blandt ofre  
07:00 Mindst 20.000 amerikanske virksomheder kompromitteret gennem Microsoft-sårbarheder

Vis flere artikler

### SENESTE PREMIUM - KUN FOR ABONNENTER

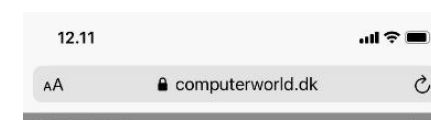
10:38 Salget af grafikort bunder afsted: Men udvikling af kryptovaluta står til snart at køle markedet ned O-m  
09:57 CEO Allan Mortensen forlader CSIS Security Group: Afleser allerede på plads O-m



IS Kilden  
Data Specialist søges til IS Kilden ApS

bec  
BEC Business Consultant for Pension

Mobile banner 320x160



Artikel oversigt Admin



Hvordan sikrer danske teknologivirksomheder deres konkurrencedygtighed i længden?



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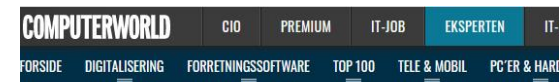


# Packages with 3 small banner formats

Approximately 135,000 views per week on 3 banner formats is sold as a weekly package and shared with one other advertiser.

Price DKK 12,500 per week.

540x30 (front page + articles)



## Samsungs første 5G-laptops ser lovende ud: Bomstærke og ultralette

Samsung stempler for alvor ind på markedet for bærbare maskiner.

Kl. 14:48

Få nyeste viden og trends om it » COMPUTERWORLD EVENTS



Så tal dog om informationssikkerhed!



Google sparer milliarder på hjemmeside



Computerworld mener: Vejen til et godt image når gennem dine

740x30 (long-form articles)



Grundlægger og administrerende direktør for GateHouse Group, Michael Bondo Andersen, træder tilbage som administrerende direktør for datterselskaberne for at udnytte sin erfaring som bestyrelsesformand for hvert datterselskab.

## Nordjyske GateHouse strammer ledelsegrebet om datterselskaber: Stifteren træder ud af den daglige ledelse

GateHouse Group fra Nørresundby, som sælger satellitudstyr og maritim teknologi, omkalfatr grebet om ledelsen af de tre datterselskaber. Stifter Michael Bondo Andersen træder til gengæld ud af den daglige ledelse af datterselskaberne. Driftsresultatet faldt til næsten en fjerdedel i seneste årsregnskab.

20. april 2021 kl. 14:03



NIELS V. VEILBORG  
Debatredaktør

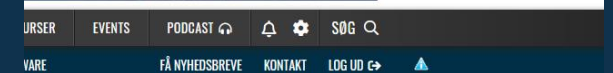
Overvejer du at skifte job? [Klik her](#)

datterselskaber, og topfolk fra holdingselskabet sættes ind som chefer i to af tre datterselskaber.

Selv skriver selskabet om ledelsesrokaden:

"I de seneste år har GateHouse Group oplevet en stigende interesse for dataindsigtstjenester og satellitkommunikationssoftwareløsninger i markedet. For at understøtte den positive udvikling foretager GateHouse Group nu omstruktureringer i ledelsen for yderligere at styrke det kommercielle potentiale i datterselskaberne GateHouse Maritime, GateHouse Satcom og CleanQuote."

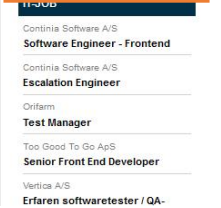
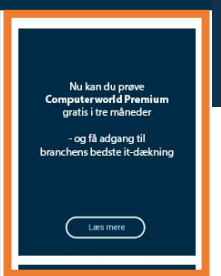
195x250 (front page)



### SENESTE ARTIKLER

RSS

- 14:55 USA og Storbritannien enige om at Rusland står bag SolarWinds-angrebet: Disse fem sårbarheder bør du patche
- 14:20 Hvordan kan Skat leve med at it-hovedleverandøren DXC Technology ikke betaler skat i Danmark? [O-m](#)
- 14:03 Nordjyske GateHouse strammer ledelsegrebet om datterselskaber: Stifteren træder ud af den daglige ledelse
- 13:18 Om få timer slår Apple dørene op for årets første hardware-event: Det kan vi forvente at se [O-m](#)
- 12:30 Stor undersøgelse: Disse elementer lægger de it-professionelle især vægt på når de skal vælge leverandør [O-m](#)
- 11:48 Lunar køber svenske Lendify: Overtager 40.000 kunder i Sverige [O-m](#)
- 11:20 Nu kan du (måske) spille Xbox på din iPhone og iPad
- 10:45 Den virtuelle virkelighed er blevet virkelig



COMPUTERWORLD

When you want the ultimate visibility and attention

[illegible]



# Examples of interstitial

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

The screenshot shows the Computerworld website with a large interstitial overlay for a seminar. The overlay is titled "Seminar invitation" and features the GlobalSequor logo. The text on the overlay reads: "How to minimize your attack-surface and make it harder for IT-criminals to break in". It specifies the date as "NOVEMBER 17TH 2020 9 - 11" and the format as "VIRTUAL SEMINAR". A prominent orange button says "READ MORE & REGISTER".

The background website layout includes a top navigation bar with categories like CIO, PREMIUM, JOB & KARRIERE, EKSPERTEN, IT-KURSER, and EVENTS. Below this is a secondary navigation bar with links to FORSIDE, DIGITALISERING, FORRETNINGS SOFTWARE, TOP 100, TELE & MOBIL, PC'ER & HARDWARE, and FÅ NYHEDSBREVE. The main content area on the left lists several articles with their respective reader counts (e.g., "328 læser", "254 læser"). The right sidebar features a "COMPUTERWORLD Whitepaper" section and a list of IT-JOB opportunities.

## Newsletters

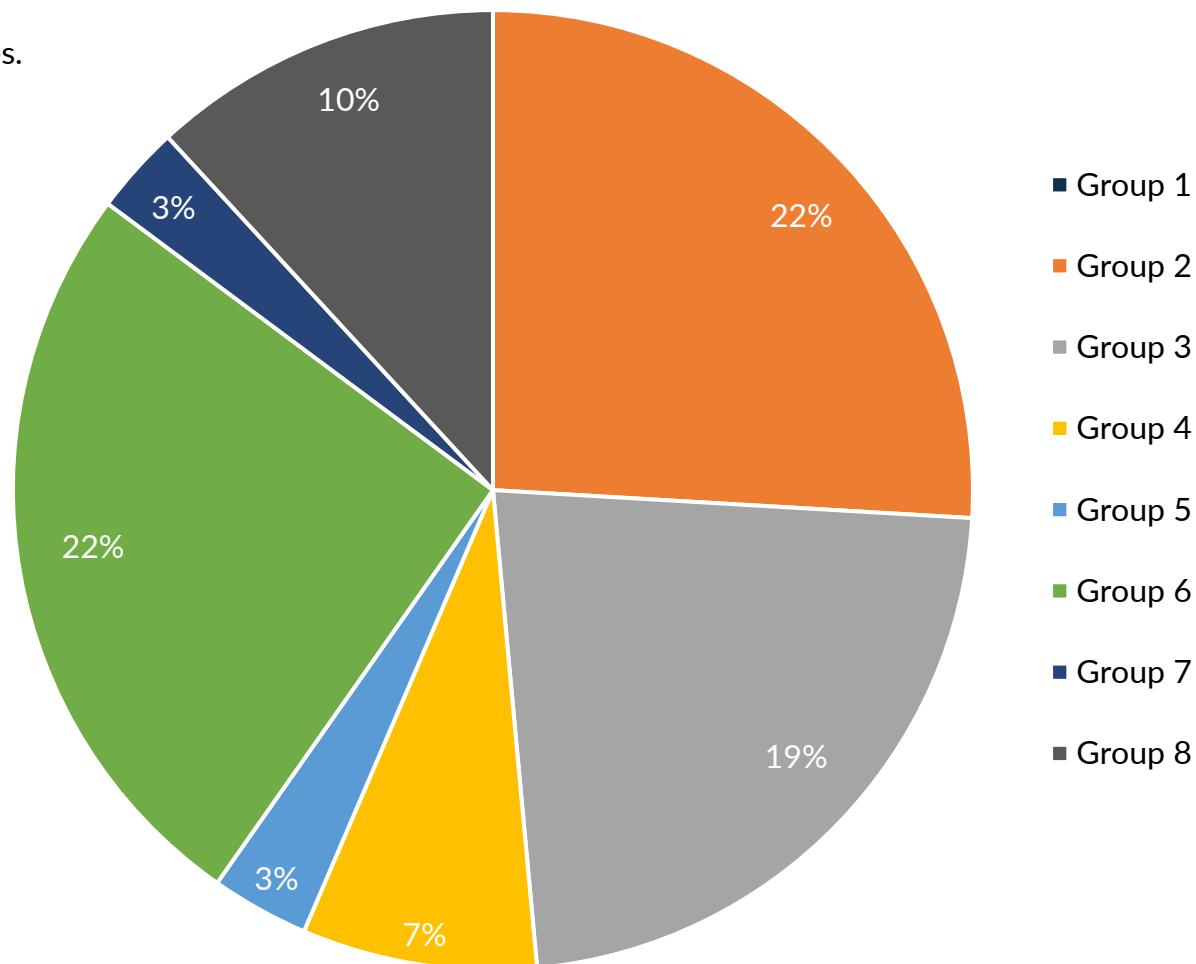


# Who reads our newsletters?

You have a unique opportunity to reach the most important decision makers in the Danish IT sector.

We cover both public and private and large and small companies.

**Group 1:** CEOs, Managing Directors, Directors  
**Group 2:** Department Heads, Chief Technology Officers, IT managers  
**Group 3:** IT support staff, IT employees, IT architects, developers  
**Group 4:** Sales staff, Account Managers, Account Executives, Account Directors  
**Group 5:** Marketing  
**Group 6:** Consultants, Head Consultants, project managers  
**Group 7:** Finance  
**Group 8:** HR  
**Group 9:** Other



# 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 Morning briefing

The morning briefing is sent out each morning at 6:30 a.m. to 22,300 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.



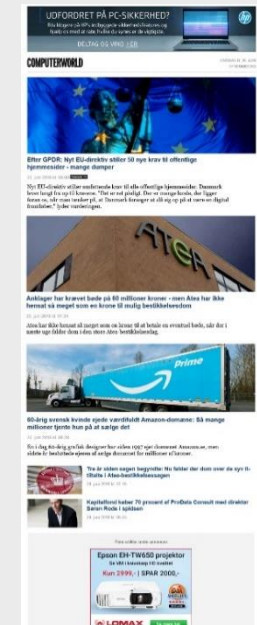
## Computerworld

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 24,000 recipients.





**Årets CIO 2020**  
**Eksklusiv CIO-klub søger nyt medlem**  
Er du blandt de bedste it-direktører i Danmark, vil vi gerne opfordre dig til at udfylde en indstilling til prisen på [www.aaretscio.dk](http://www.aaretscio.dk).  
Konference & middag i KBH, 16. september 2021  
[Indstil her](#)

**Årets CIO 2021**

COMPUTERWORLD

CIO



**Matas køber to it-selskaber i millionhandel: Indgår samarbejde med web-apotek**

12. april 2021 kl. 11:30 [Read more](#)

Den danske Matas-koncern tager en stor bid af markedet for e-handel med opkøbet af to it-virksomheder. De to selskaber har Matas erhvervet sig for et tocifret millionbeløb.



**Ny analyse: Investeringer i it giver massivt løft af produktionen på 1,4 milliarder kroner**

8. april 2021 kl. 08:00 [Read more](#)


Investeringer i it giver et afkast på 15 procent. Det viser en ny analyse fra erhvervsorganisationen DI, der nu sætter tal på, hvor meget investeringerne i it under coronakrisen, betyder for danske virksomheder. "Det giver konkrete gevinster at investere i it," siger underdirektør Morten Granzau.



**Microsoft anklages for systematisk at ødelægge kæmpemarked: Krav om milliard-erstatning på vej i Højesteret**

8. april 2021 kl. 12:40 [Read more](#)

Microsoft skal i Højesteret for at forsvare sig mod erstatningskrav på to milliarder kroner for bevidst og med fuldt overlæg at ødelægge et kæmpemarked.



**Hver femte danske virksomhed skal skifte hele sin it-infrastruktur i år: Her skal danske CIO'er opgradere deres it-setup**

# Special newsletters

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

Price per banner: DKK 3,000.

## CIO newsletter

Sent out every Tuesday  
to 4,700 subscribers

Format: 750x150.

## Technology newsletter

Sent out each  
Wednesday to 6,700  
subscribers

Format: 750x150

## Security newsletter

Sent out each  
Thursday to 5,300 subscribers

Format: 750x150

COMPUTERWORLD



Computerworld print



## Publication schedule, 2021

Week	Magazine theme	Publication no.	Issued
4	Job satisfaction	2101	29 January
8	Security	2102	26 February
11	Top 50	2103	19 March
16	Image	2104	23 April
20	Automation/ scaling	2105	21 May
23	Security	2106	11 June
31	Digital business solutions	2107	6 August
39	Top 100	2108	24 September
42	Integration	2109	22 October
47	IT Comet	2110	26 November
50	CIO of the Year	2111	17 December

# Special print editions

Ten 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.

DKK 10,000 for a full-page ad





# Computerworld Connect

# Extremely targeted marketing

Computerworld brings into play our large permission database and offers a unique opportunity to send exclusive and targeted messages to a highly unique group of IT professionals.

## Prices

- 1,000 permissions: DKK 15,000
- 3,000 permissions: DKK 25,000
- Each additional permission: DKK 4

Minimum amount is 1,000 permissions.

## Materials

Content in service mails can either be delivered as HTML or as graphics + text.


HTML set up is an additional fee of DKK 2,500.

If you are submitting a completed HTML file and more than 2 proofs are needed, there is also an additional fee of DKK 2,500.

Service mails can be used to invite people to your own events or product launch, to spread news or for branding purposes, etc. –

basically for any purpose where you need to reach a specific target group.


You decide the content, we provide the target group.

Salesforce Live: Danmark

## Er du klar til fremtidens arbejde?

27. april, 2021 | KL 10.00

[TILMELD DIG](#) [LÆS MERE](#)




Hej [NAME],


Sæt et stort X i kalenderen den 27. april, når vi afholder et af Danmarks største virtuelle tech-events **Salesforce Live: Danmark** - fyldt med med inspirerende talere, tankevækkende paneldebatter og engagerende kundehistorier.

Sammen med virksomheder som Solar, Topdanmark, Baln & Co. og Chr Hansen viser vi dig, hvordan din virksomhed kan tilpasse sig den nye normal, øge væksten ved at skabe fremtidens arbejdsplads og samtidig være platform for bæredygtig forandring. Lær best practices inden for din industri, bliv inspireret af succeshistorier fra andre virksomheder og hør fra eksperter, hvordan du kan gribe udfordringen an.


### Highlights



**Inspirerende kundepaneller**  
Værtinde Michele Bellalche vil føre an på tankevækkende paneldebatter sammen med vores Trailblazers



**Tankevækkende interviews**  
Få et eksklusivt indblik i racerfører Kevin Magnussens brug af data, og drag paralleller til din egen virksomhedsstrategi



**Breakout-sessioner**  
Dyk ned i de seneste trends og tendenser indenfor din branche sammen med eksperter og kunder i vores breakout-sessioner







### Agenda

10:00	Salesforce Live: Aftningssession
11:15	Industri-specifikke breakout-sessioner
12:45	Rolle-specifikke breakout-sessioner

[SE HELE AGENDAEN](#)


Vi håber at se dig til Salesforce Live: Danmark i april!

De bedste hilsener,  
Salesforce Danmark



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Salesforce.com BMEIA Limited, village 9, 26 Salesforce Tower,  
110 Bishopsgate, London, UK, EC2N 4AY.  
General Enquiries: 44 (0)2031477600 | Fax: +44 870 351 5473 |  
Sales: 00800 7253 3333



## BREAKFAST SESSION

Gratis LIVE morgenmøde

### Brugervenlig digitalisering

Den 15. april kl. 9-11 Inviterer Syspeople dig og dine kollegaer til gratis Breakfast Session.

Kom med til en spændende morgen, når **Anne Marie Kanstrup**, Professor ved Aalborg Universitet og **Morten Steenbach**, CPO hos Syspeople, stiller skarpt på brugervenlig digitalisering og drøfter:

- Hvad er vigtigt, når vi designer og udvikler nye digitale løsninger?
- Hvordan inddrager vi forskellige brugergrupper?
- Hvordan bygger vi bro mellem brugere, forretningen og teknikere?
- Hvordan skaber vi sammenhæng i vores løsninger?
- Hvad kan vi lære fra konkrete cases?


og meget mere ...

Det er selvfølgelig gratis at deltage!

Læs mere om vores event og tilmeld dig nedenfor.


Vi glæder os til at se dig!

[Tilmeld dig her](#)



Anne Marie Kanstrup, Professor ved Aalborg Universitet

Denne Breakfast Session afholdes af



# TARGET GROUPS

Our huge database Computerworld Connect includes around 30,000 IT professionals, and you can make selections based on the following criteria:

## Sector

Banking and finance

Construction/Architecture/Engineering firms

Wholesale/Retail (non-IT)

Air force/Military

Service business/Consultancy firm

Insurance/Real estate/Attorneys

Manufacturing

IT/Telecommunications sector: Other

IT/Telecommunications sector: Computer/Network Consultant

IT/Telecommunications sector: e-commerce/Internet

IT/Telecommunications sector: Wholesale/Distributor/Retailer

IT/Telecommunications sector: Retailer - hardware/software

IT/Telecommunications sector: IT/Network consultant

IT/Telecommunications sector: Manufacturer - Hardware/Software

IT/Telecommunications sector: Service provider

IT/Telecommunications sector: Telecommunications providers

Culture and Leisure/Recreation

Agriculture/Hunting/Forestry/Fishing

Mining/Gas/Oil

Pharmaceutical/Biotech

Region/Municipality/State

## Sector

Travel agency/Hotel

Ad agency/Marketing agency/PR agency, etc.

Healthcare sector/Medical

Transport/Energy and water utility companies

Education

Non-IT: Other

## Sector, categorised

Non-IT

The IT sector

## 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+ employees

## Job title, categorised

IT management

IT staff

Function managers

Function employees

## Geography

Zealand and the Islands

Funen & Jutland



# TARGET GROUPS

- continued

## Job function

IT management: Executive IT (CIO/CTO/CSO/EVP/SVP/VP)

IT management: Chief Technology Officers/IT managers/Heads of IT Departments

IT management: Network Manager

IT management: R&D/IT Development Managers

IT management: Web Design Managers/Online Content Managers

IT management: App Development Managers

IT management: Systems Engineering

IT management: Telephony Managers

IT management: Consultants/Integrators

IT management: Other IT management roles

IT management: Database Managers

Function areas: Top management (Managing Director/CEO/COO/VP)

Function areas: Chief Financial Officers (CFOs)

Function areas: Sales/Marketing Managers

Function areas: HR Managers/Chief Learning Officers (CLO)

Function areas: Legal/Compliance

Function areas: Other management roles not including CEO, partners, project managers, team managers, business develop managers

IT: IT employees/IT support staff/IT technicians

Other roles not including business developers, HR, engineers, consultants, Product Managers, project managers, purchasers, system consultants

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

**COMPUTERWORLD**

# Computerworld Whitepaper

# 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.

The screenshot shows the Computerworld Whitepaper website. At the top is a navigation bar with the Computerworld logo and links for CID, PREMIUM, JOB & KARRIERE, EKSPERTEN, IT-KURSER, EVENTS, and social media icons. Below this is a secondary navigation bar with 'Whitepaper' and categories: STRATEGI, PLANER & LEDELSE, FORRETNINGS SOFTWARE, SERVER & STORAGE, SIKKERHED, TELE & MOBIL, LOG UD, and SØG. The main content area is titled 'Computerworld Whitepaper' and includes a search bar with a 'Søg' button. Below the search bar is a grid of 9 categories, each with a download icon, a title, and a brief description. The categories are: FORRETNINGS SOFTWARE (302), BUSINESS INTELLIGENCE OG ANALYSE (99), HARDWARE (132), SIKKERHED (202), SOFTWARE (117), TELE OG MOBIL (154), STRATEGI, PLANER OG LEDELSE (545), SERVER OG STORAGE (251), and NETVÆRK (148). Below the grid is a section titled 'SENESTE WHITEPAPERS' featuring three featured whitepapers: 'Sådan automatiserer du Service Management i den digitale tidsalder', 'Sådan tager du kontrollen over dine Office 365 data', and 'Netværk uden vokseværk'. Each featured whitepaper includes a thumbnail image, a title, and a short summary.

COMPUTERWORLD  
Whitepaper

STRATEGI, PLANER & LEDELSE FORRETNINGS SOFTWARE SERVER & STORAGE SIKKERHED TELE & MOBIL LOG UD SØG

## Computerworld Whitepaper

Står du og skal analysere, vurdere og implementere nyt it-udstyr eller systemer, eller vil du bare vide mere om hvad, der bevæger sig på de globale it-markeder, så kan få kikk rundt i Computerworlds omfattende white paper database giv dig omfattende information hurtigt og ganske gratis.

Brug søgningen til højre eller gå på opdagelse i kategorierne herunder.

Lynsøgning  
Indsæt tekst ...  
Vælg evt. kategori  
SØG

9 KATEGORIER | 1.049 WHITEPAPERS

<b>FORRETNINGS SOFTWARE (302)</b> Computerworld har samlet de bedste whitepapers om forretningssoftware	<b>BUSINESS INTELLIGENCE OG ANALYSE (99)</b> Forstå hvordan du skaber bedre overblik i din virksomheds data og udnytter Business Intelligence-software	<b>HARDWARE (132)</b> Her kan du få hjælp til at vælge den rigtige hardware til din virksomhed
<b>SIKKERHED (202)</b> Forstå dine sikkerhedsmuligheder i en verden, hvor it-kriminelle i stigende grad hærger	<b>SOFTWARE (117)</b> Få overblik over softwareudvikling og niche-orienteret software	<b>TELE OG MOBIL (154)</b> Mobility og "bring-your-own-device" er vigtigt for en moderne virksomhed
<b>STRATEGI, PLANER OG LEDELSE (545)</b> Få projektet i din virksomhed til at lykkes med disse whitepapers	<b>SERVER OG STORAGE (251)</b> Sky, datacenter eller egen server – Server og Storage er kernen i enhver virksomhed	<b>NETVÆRK (148)</b> Få forståelse for dine muligheder med netværket i din virksomhed

SENESTE WHITEPAPERS

**Sådan automatiserer du Service Management i den digitale tidsalder**  
EMA research afslører en voksende rolle for service management eller it-management teams. Både i forhold til at forberede end-user oplevelsen og i forhold til at optimere it-performance generelt. Denne rolle for service management gør det, i stigende grad, til et strategisk innovationsben.

**Sådan tager du kontrollen over dine Office 365 data**  
Moderne SaaS applikationer såsom Microsoft Office 365 giver flere fordele fremfor den traditionelle softwaremodel, som mange forretningskunder benytter sig af. Den agede fleksibilitet i den cloud-baserede licensering og tilgængeligheden af shared cloud storage, skaber

**Netværk uden vokseværk**  
Tilpasning af traditionelle netværk til stadigt nye krav, udvidelser og forandringer er dyrt, besværligt og usikkert. En enkelt forkert lavet indstilling kan føre til skråbrød. En måde til at forenkle installationen og administrationen er at gå over til virtual cloud networks, skriver VMware. AI netværkstræfik går gennem et cloud-baseret

**Hvad er prisen for gammeldags netværk?**  
Netværk får mere og mere at lave. Derfor ages besværet og risiciene med traditionelle netværksenheder - ofte med forskellige proprietære regler og indstillinger. Alternativet er virtuelle netværk. I dem skal hardwaren bare udføre instruktioner fra et koordinerende program, der styres fra et centralt panel.

**5 ting vi lærte da vi byggede en chatbot til kundesupport**  
Gennembrud med AI, machine learning og voice recognition, har gjort det muligt at lave virkelighedstro "menneske til maskine" interaktioner via chatbots. Hos firmaet Citrium har de for ganske nyligt startet rejsen med at bygge en chatbot, til et firma med over 15 millioner

**Lav din egen robot på få minutter med Fable**  
Tilbage i 2011 startede Shape Robotics udviklingen af Fable, et robotsystem bygget enkelt op på moduler. Det gør at studerende kan bygge deres egen robot på få minutter ved brug af interaktive blokke eller Python API. I denne video fortæller Moises Pacheco, CTO i Shape Robotics om processen med at skabe

**Spændende undersøgelse: Her ligger forretningsværdien i print-sikkerhed**  
En undersøgelse fra IDC viser, at der for virksomheder er en solid business case i at prioritere sikkerhed på print, og ethvert it-

**Hvad gør du? Printsikkerhed er en trussel for din virksomhed!**  
Du tænker nok: Er printere virkelig så stort en sikkerhedstrussel? Få mange måder ja, for i en tid med konstante angreb, er en



**Giv nemt og sikkert  
medarbejderne mulighed  
for at vælge klient**  
– og styrk tilfredshed og produktivitet

Price: DKK  
60,000

Whitepap

# 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 50 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** 50 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 Native

# Reach out to Computerworld's readers in a brand new way via Native

Native is an effective format for contacting readers. The look and feel is the same as other editorial content, and the journalistic approach means that you meet your target group while their guard is down since this is not a traditional form of 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 reads of the article. The article will be featured in Computerworld's news bulletin with Native banners. The banner often gets up to 150,000 exposures.

COMPUTERWORLD

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CIOPREMIUMJOB & KARRIERE

EKSPERTIT-KURSEREVENTSPodcast

FORSIDE

DIGITALISERING

FORRETNINGS- SOFTWARE

TOP 100

TELE & MOBIL

PC'ER & HARDWARE

PÅ NYHEDSBREVE

KONTAKT

LOG UD

SØG

Kontrolpanel

Log ud

Computerworld Content Partner

IBM

Annonsørindlæg fra IBM



### Den rigtige teknologi med den forkerte kultur giver et skidt resultat

Teknologien er kun en del af arbejdet - Kultur og holdninger skal følge med, når applikationer skal moderniseres.

AF IBM | Udgivet 4. december 2020

Kulturen i en organisation er utrolig vigtig og meget vanskelig at håndtere i de forandringsprojekter, hvor teknologien er involveret. Den inkluderer alt fra holdninger i samfundet som helhed, industristandarder og ens egen virksomhedskultur til hvordan de enkelte medarbejdere i en virksomhed tænker.

Med en kultur der ikke matcher de teknologiske ændringer, er der en åbenlys risiko for, at den teknologiske ændring går galt, ofte uden varsel. Folk vil ganske enkelt ikke.

I udfordringer med forandring, det vil sige transformation, findes der et mellemliggende niveau mellem kultur og implementering af teknologi: ændring af forretningsmodeller. De tre niveauer er naturligvis forbundet, og koblingerne mellem dem gør kun forandringsprojekter endnu vanskeligere.

Det er noget, som Derek Barclay har arbejdet meget med. Han er ansvarlig for investeringer i modernisering af applikationer hos IBM i Norden. Fordi han har boet i Sverige siden år 2000, har han bemærket de særlige kendetegn, der generelt findes i de nordiske lande og i særdeleshed i Sverige. Det er en kompleks situation, som han beskriver:

- I Sverige er du nødt til at kommunikere ændringer tidligere ud end i for eksempel Storbritannien og USA. Og du skal have hele holdet med på forandringsrejsen, forklarer Derek Barclay.

[Maksimer værdien af dine digitale kanaler og minimer omkostningerne](#)

Der findes sågar forskelle i måderne, som der kommunikeres på:

- Når vi hiver eksperter ind fra andre lande for at holde foredrag, er vi omhyggelige med at forklare, at de skal have en mere ydmyg holdning, end de er vant til, siger Derek Barclay, som har forstået kulturens betydning.

Men i sidste ende handler det om at skabe nye forretningsmuligheder og øge virksomhedens ved hjælp af teknologiske ændringer. I dette tilfælde for at modernisere applikationer, ofte ved hjælp af cloud-teknologi. Hvor skal man starte?

En mulig taktik er at udvælge et afgrænset område og foretage en hurtig teknologisk ændring i, hvad der vil have en positiv indvirkning på medarbejderne i en virksomhed. Tanken er, at det herefter bliver lettere at gennemføre de nødvendige kulturelle ændringer sammen med medarbejderne.

Hvorfor sløppe cloudrejsen her bud?

Hybrid strategi og realistisk planlægning viser vejen videre, når infrastrukturen skal gemmes og forretningskritiske løsninger gøres tilgængelige.

Smukke løsninger og hvordan de findes

I dag er data en stor del af arbejdet, de fleste virksomheder.

Det begynder at blive klart, hvor store datamængder der kræves til smart AI

AI-algoritmer kræver pålidelig dataindsamling, der er på plads, åbne og for store mængder og cloud-løsninger.

Podcast: Hvorfor cloud - og hvorfor ikke?

Følg med, når Computerworlds chefredaktør og IBM Danmarks adm. dir. taler med ledende CIOs om strategi og ansvarligheder på den digitale rejse.

Hvad fordelene ved decabernet og skyen - på samme tid

En pragmatisk hybrid multi-cloud strategi kombinerer fleksibilitet med fordelagtig automatisering, så man kan være mere effektivt end mange andre.

Effektiv hybridstrategi er en bedre investering end en cloud.

IBM har investeret milliarder i cloud-teknologi, men skyen kan ikke stå alene. Derfor vil IBM også arbejde med forklarer den nordiske CIO.

IBM

Kontaktinfo: IBM  
Provinsvej 1  
2605 Brøndby  
<https://www.ibm.com/dk-en>

Vil du vide mere om annoncerindlæg?

SENDEST ARTIKLER FRA COMPUTERWORLD

17-12

Facebook giver nu tilfældige TikTok-videos mere magt

16-12

Sådan kan du sikre din virksomhed mod cyberangreb

15-12

Microsoft klar med AI-strategi: Bedste måde at bruge AI på

15-12

IBM er klar til at tage på IBM's nye infrastruktur-arkitektur med 90.000 arkitekter, designere, ingeniører og konsulenter

14-12

Google har lanceret AI-strategi for at forbedre den digitale platform

13-12

Apple rækker ud til produktionen: Kan man gøre det til kommerciel succes

12-12

Om AI i virksomheden: Alle danskere har en adgang til hurtig båndbredde: Røgten i hovedsagen kommer til at blive mere bagefter

12-12

Når du på vej med kompagnigrader: Vil du være afsluttet og indføre flere inden i

IT-JOB

Walter Jørgensen  
Senior software developer with knowledge of system architecture

Job Solutions  
Microsoft-konsulent søger

Digitaliseringsspecialisten  
Digitaliseringsstrategi søger  
forretnings- og b-arkitekt til at skabe digital sammenhæng i den offentlige sektor

Agile HR  
IT Operatører med fokus på netværk

TrustCommerce Danmark og  
Customer Connection Specialist  
med teknisk know-how og et stærkt servicefokus

Nascom  
Teknisk Team Lead til IT Core  
Infrastruktur/Nascom

Varmag Jørgensen  
Senior softwareudvikler søger

Lennig-Møller Jørgensen  
Team Manager til IT-afdelingen

VIG FLERE JOBS +

Så flere IT-jobs hos  
COMPUTERWORLD  
it@ibm.dk

DIVS

CIO Trends 2021 - trends, teknologi, innovation og organisationer

Sådan gør IT-bæredygtighed til en god forretning

The Successful Journey to the Cloud

IT Security 2021

Flere artikler +

WHITE PAPERS

Hvilke data skal du have til rådighed i din virksomhed?

Sådan bliver du hovedingeniør i dine data

Infrastruktur: Dyrk de værdifulde Data Center i dit net

Sådan rammer ledelsen virksomheder, medarbejdere og support

Flere white papers +

UDGIVELSE

Azure Architect Design Track (AZ-301)

Om AI i virksomheden - Håndbog i AI

ITX Grundkursus

Microsoft Azure Cloud Solutions

# 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 315,000 monthly users on Computerworld.dk.
- The company gets full access to a number of exposures and views of the company's content on Computerworld.dk.
- There is the opportunity to generate leads by including additional materials such as white papers and case studies behind a registration wall.

Computerworld writes, interviews and publishes: Price is DKK

25,000 Publish your own content instantly: DKK 15,000

**COMPUTERWORLD**

**COMPUTERWORLD**

CIOPREMIUMJOB & KARRIEREEKSPERTEN

FORSIDEDIGITALISERINGFORRETNINGS SOFTWARETOP 100TELE & MOBILPC'ER & HARDWARE

Kl. 15:30

Skal du snart videre i din it-karriere? Overvåg jobmarkedet her



**Facebook giver nu Helle Thornings Tilsynsråd mere magt**  
Kl. 17:12




**Seks danske energiselskaber ramt af Solarwinds-hack**  
Kl. 16:42



**Her er navnet på IBM's nye infrastruktur-selskab med 90.000 ansatte: Ocean-navnet droppes i Danmark**  
Kl. 15:03

Annonceindlæg fra NetApp



**Undgå kompleksiteten i, og overprovisioning af, multiple clouds**  
Det stigende antal europæiske virksomheder, der benytter hybride multi cloud miljøer, ser ofte omkostningerne stige langt over det forventede  
1. marts 2021

**Native banner**



**Skatteministeren skruer op for kontrollen med digitale platforme**  
Regeringen vil intensivere kontrollen med it-platforme, når det gælder indbetaling af skat. Sammen med resten af EU skruer man nu op for kontrollen med skatteindbetalingen hos de mange nye digitale platforme.  
Kl. 14:20



**Apple ramt af produktionsproblemer: Kan mangle dele til kommende iPad**  
Produktionen af den kommende iPad-model kan blive ramt af problemer, da Apple ser ud til at mangle væsentlige komponenter til den kommende enhed.  
Kl. 13:30

# Computerworld Podcast





# 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.

# Podcast - continued

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.<sup>2</sup>

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](#)

## Computerworld Events & Conferences

## 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 "How to?" seminars.





## Partner up with Computerworld and 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. The conference starts and ends with a plenary session with Danish and international keynote speakers. Typically, the day includes different focus areas.

**Price for partnership: (speaking time within an area) DKK 40,000**

**Price for a gold partnership: (speaking time during the plenary session) DKK 60,000**

**COMPUTERWORLD**

### **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
- A stand 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.
- A list of participants for your specific presentation.
- Marketing via all of Computerworld's media.
- Logo and description on the event site.
- Teaser text on live transmission.
- A full-length recording of your presentation.
- 2-3 minute summary of your presentation.
- Evaluations from participants.

**Price for partnership: (speaking time for an area) DKK 50,000**

**Price for a gold partnership: (speaking time during the plenary session) DKK 75,000**



# How to



## How To? ... Become part of an established success

Computerworld's countrywide 'How To?' seminars are undeniably a success. Thousands of IT professionals have been inspired and gained new, important knowledge.

### This is how the concept works:

- A morning seminar with approx. 4 speakers (partners) - each partner has 25 minutes of speaking time
- The seminar ends with a panel debate where the 4 partners also participate
- 50-80 participants The partners receive a list of the participants, including email permissions

**Price for partnership: DKK 40,000**

### Typical participants:

- |                       |                                |
|-----------------------|--------------------------------|
| ▪ CIOs                | ▪ System Managers              |
| ▪ IT Managers         | ▪ Sales and marketing managers |
| ▪ IT consultants      | ▪ CEOs                         |
| ▪ IT project managers | ▪ Developers                   |
| ▪ Architects          | ▪ Business developers          |



# Do you need your own How To? ...



## A How To seminar includes:

- 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

**Price for ownership of an entire How To?: DKK 125,000**



# Digital HowTo

A Digital HowTo seminar, where you as an exclusive partner will 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.

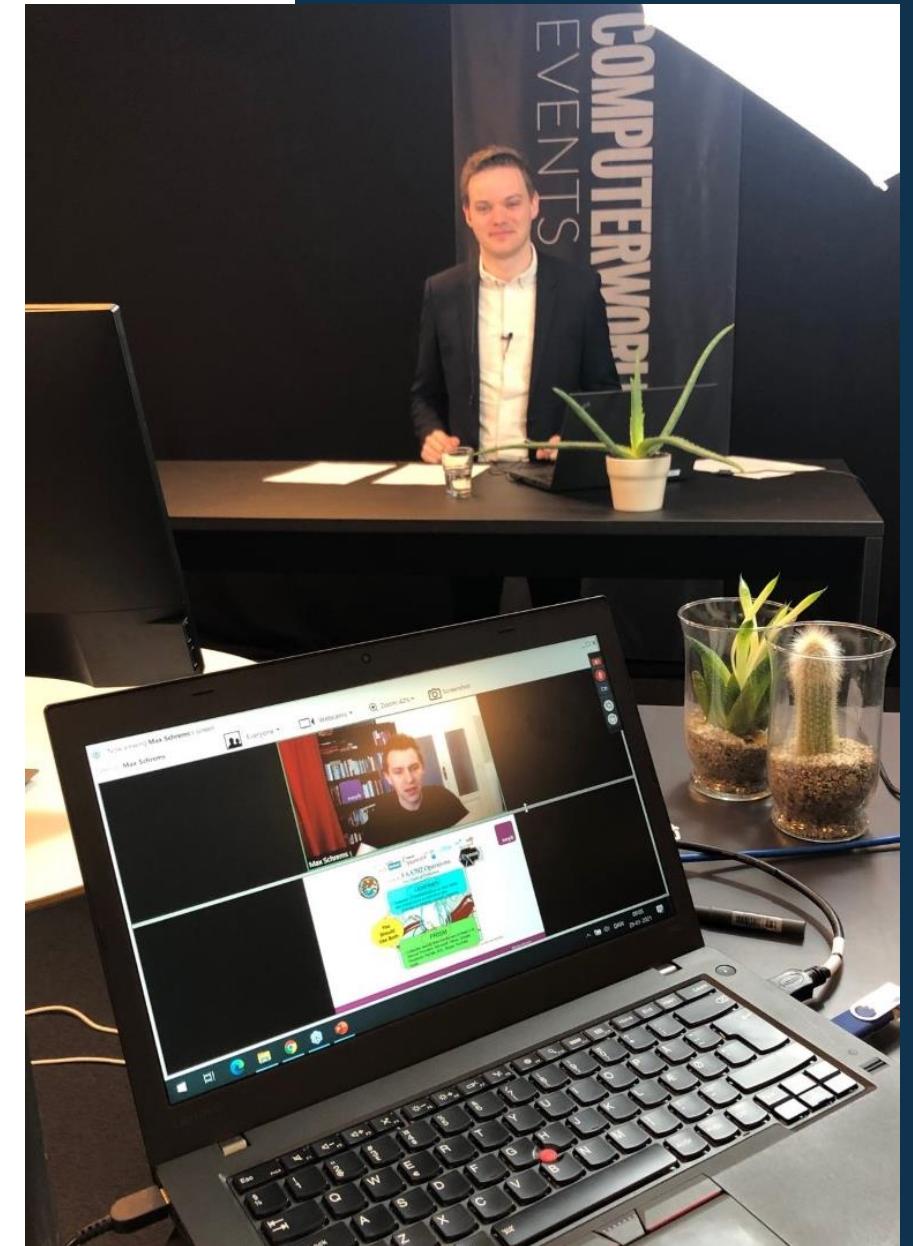
The target group is IT decision makers, ranging from major corporations to SMEs and the public sector.

Price for partnership: DKK 40,000

You can also own the entire event for DKK 125,000 (excluding VAT).

## As a partner, you will get:

- 20 minutes of speaking and presentation time
- 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.





## 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.



## 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.

**Price for partnership: DKK 150,000**

### 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.

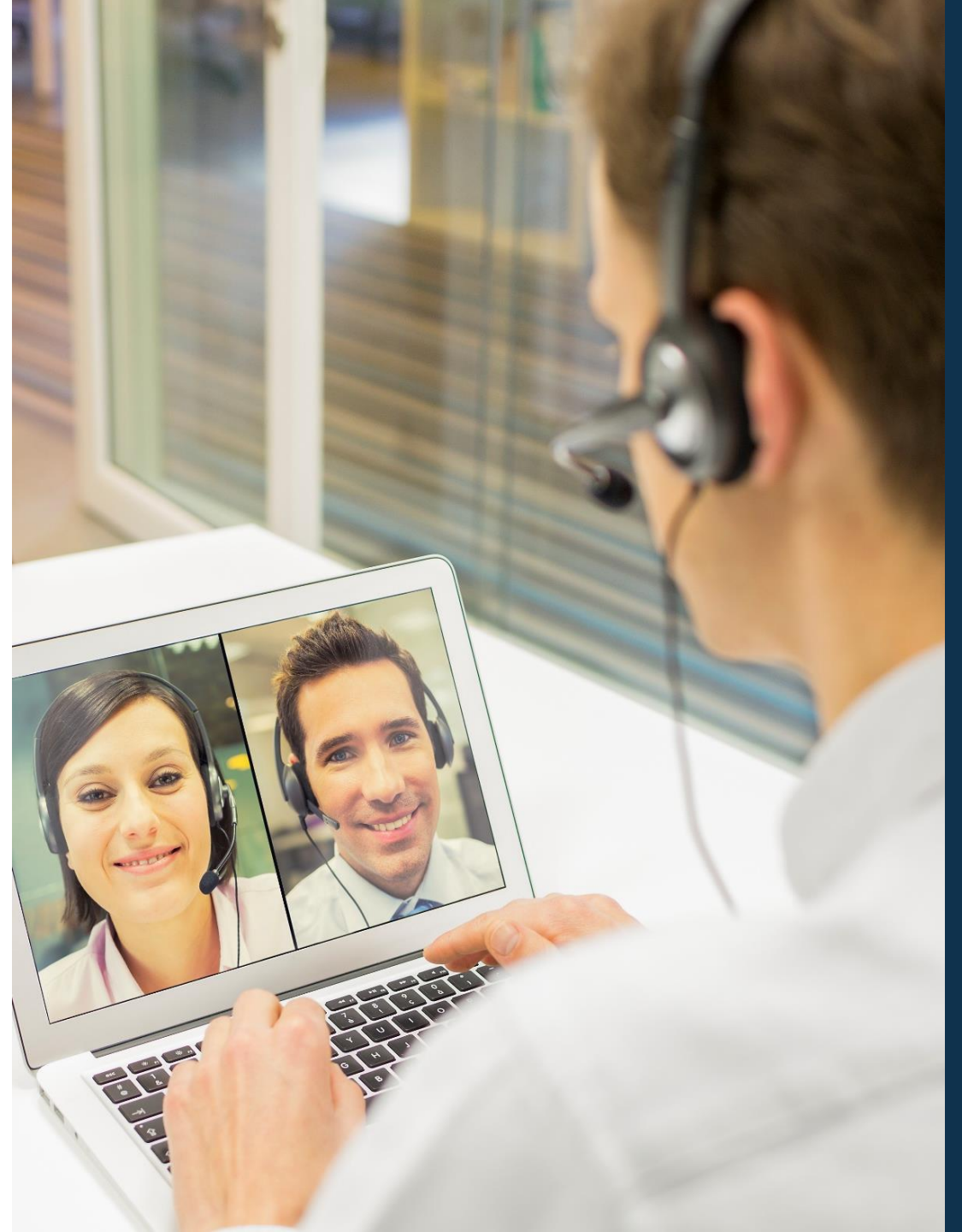
# Digital Roundtable

A Digital Roundtable held by Computerworld, with a moderator via an interactive online video platform. The event involves an open group debate where you as a partner will have the opportunity to hear about the participants' challenges and thoughts, where you can also position yourselves as thought leaders in the CIO's minds.

Computerworld takes care of everything. All you have to do is define the topic in cooperation with us and be present as a host/case at the roundtable.

Computerworld writes the invitation and recruits participants.

**Price: DKK 125,000**





# Digital Roundtable - what is included?

## Pre-production

- Co-branded event marketing - confirmation of date, schedule and topics
- Information on best practice for webcam/audio and practical remarks

## Online event

- 2-hour digital event
- 10 minutes opening speech by the partner
- Open discussion chaired by Lars Jacobsen, Computerworld's Editor-in-chief and moderator.
- 8-12 participants.

## After the event

- Contact information on all participants
- Final report, collecting participant feedback

### Participant profile:

- IT decision-makers: CIOs, Chief Technology Officers and IT executives
- All sectors
- We prioritise the partner's wish for participant lists

### Format/timeline for the actual event:

- Sign-in and name/company/position registration
- Discussion of topics in a 2-hour roundtable discussion with Computerworld's Editor-in-chief Lars Jacobsen as chair
- Live polls, content sharing - introductory and closing remarks from all participants



Computerworld job

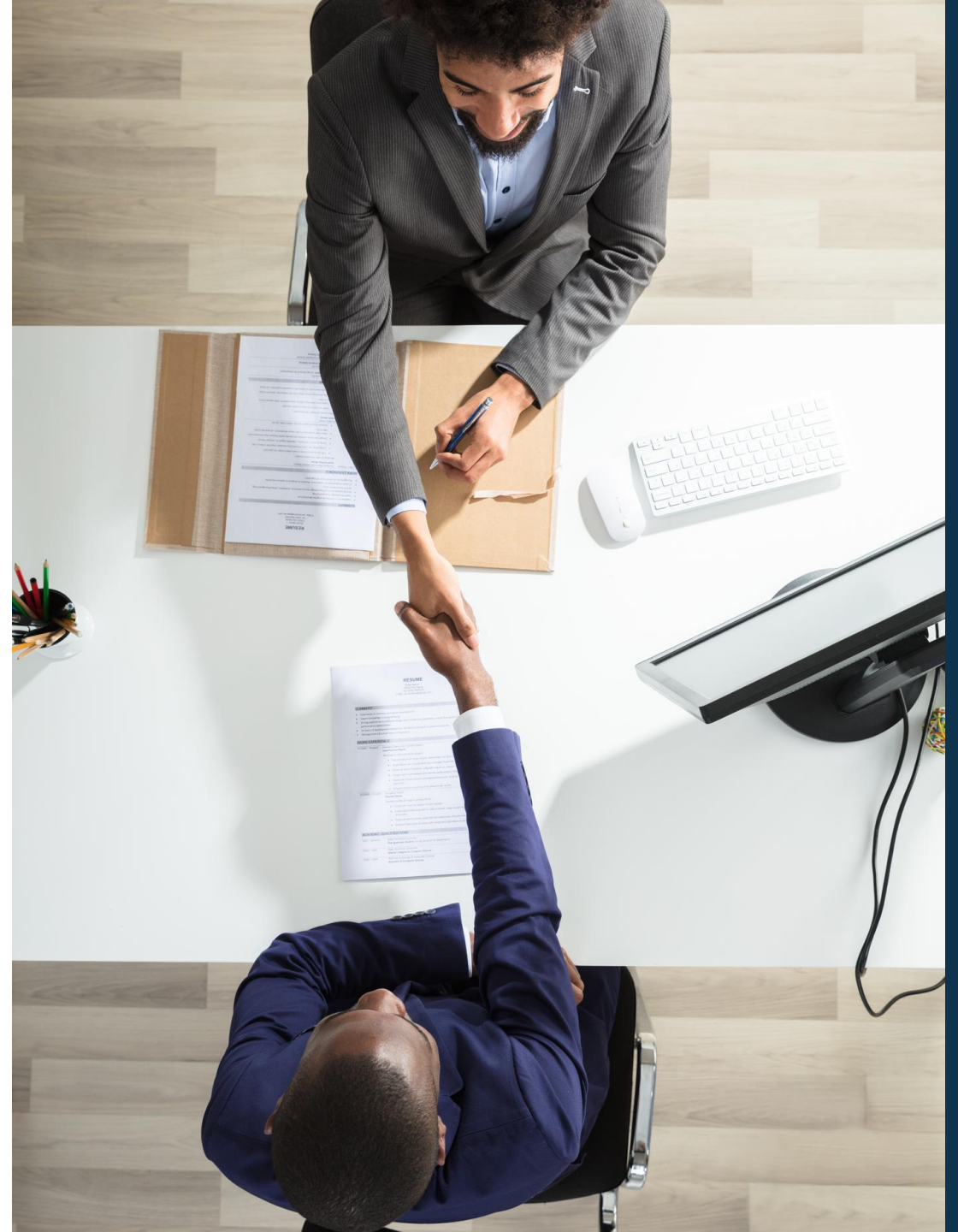
# Do you need to hire new IT staff?

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.

**COMPUTERWORLD**  
it-j**o**bbank



# WANT TO KNOW MORE?

Contact us today for more detailed information and to get a great quote.



Maibritt Møller Bryding  
Sales Director  
Email: mmo@cw.dk  
Tel.: +45 27 28 40 41



Jesper Holm  
Key Account Manager  
Email: jeh@cw.dk  
Tel.: +45 77 300 271



Niels Steenberg  
Key Account Manager  
Email: nis@cw.dk  
Tel.: +45 77 300 213



Dennis Flenting  
Key Account Manager  
Email: defl@cw.dk  
Tel.: +45 50 86 78 44