

# 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 [Eksperthen](#) (The Expert) section

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### 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

**Salg af grafikort bunder afsted: Men udvikling af kryptovaluta står til snart at køle markedet ned**

Kl. 10:38

**CEO Allan Mortensen forlader CSIS Security Group: Afleser allerede på plads**

Kl. 09:57

Annoncetilbud 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.

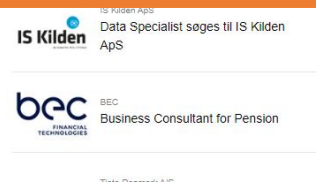
14. marts 2021



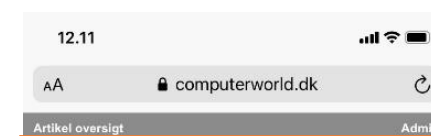
### SENESTE PREMIUM - KUN FOR ABONNENTER

10:38 Salget af grafikort bunder afsted: Men udvikling af kryptovaluta står til snart at køle markedet ned

09:57 CEO Allan Mortensen forlader CSIS Security Group: Afleser allerede på plads



Mobile banner 320x160



Hvordan sikrer danske teknologivirksomheder deres konkurrencedygtighed i længden?



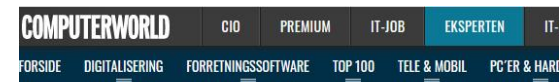
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# Packages with 3 small banner formats

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, omkalfatrer 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 VEILBOG Debatedaktør

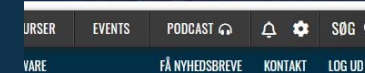
Overvejer du at skifte job? Klik her

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

Selv skriver selskabet om ledelsesrokaden:

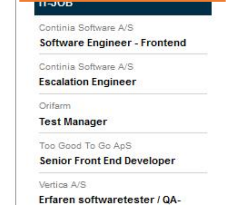
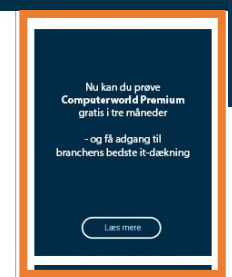
"I de seneste år har GateHouse Group oplevet en stigende interesse for dataindsigtstjenester og satellitkommunikationssoftwareløsninger i markedet. For at understøtte den positive udvikling foretager GateHouse Group nu omstruktureringer i ledelsen for yderligere at styrke det kommercielle potentiale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

195x250 (front page)



## SENESTE ARTIKLER

- 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



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# Examples of wallpapers

When you want the ultimate visibility and attention

**CRAZY DAYS HOS HP**

**hp**

**VANVITTIGE PRISER PÅ BUSINESS NOTEBOOKS**

**ProBook 440 & 450 GS**

**Kun 4.999,- inkl. moms**

**KØB NU!**

**14-16 NOVEMBER 2018**

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**CRAZY DAYS HOS HP**

**SMUGKIG HER!**

**Windows 10 Pro**

**KØB HOS HP**

**SPAR OP TIL 33%**

**KØB NU!**

**14-16 NOVEMBER 2018**

**Microsoft, Dell, HP og Intel i samlet modstand mod straffold på kinesiske produkter: Se deres statement her**

Microsoft, Dell, HP og Intel protesterer i samlet flok mod amerikansk plan, der kan forøge pc-priserne med op til 20 procent.

**SENESTE ARTIKLER**

- 10:30 Microsoft, Dell, HP og Intel i samlet modstand mod straffold på kinesiske produkter: Se deres statement her
- 10:00 Microservices - næste bølge inden for moderne software-udvikling
- 09:38 Fagforbund: Omstridt byggefirma fortsat i gang på Facebook-byggeri i Odense
- 09:00 Disse danske it-selskaber æder sig ind på det offentlige marked: Se højdespringerne her
- 08:31 Visma køber dansk virksomhed med 31 ansatte
- 08:04 Apple vil flytte 15 til 30 procent af produktionen væk fra Kina
- 07:06 Nets afviser at fremlægge topchefs potentielle gigant-gevinster
- 06:40 Morgen-briefing: Undersøgelse af fejl i politiets dataindsamling kan være på vej / Advokat: It-fejl hos Politiet kan have haft konsekvenser for mordsag / EU giver IBM grønt lys for Red Hat-opkøb / Engelsk datatilsyn i brøler

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# Examples of interstitial (size max 600x400 pixel)

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

The screenshot shows the Computerworld website with a large interstitial overlay. The overlay is a dark blue rectangle with a background image of a person's face and binary code. It contains the following text:

- Har I den rette ERP-partner?**  
- Vi udfordrer vanetænkningen. Få professionel sparring til jeres Dynamics ERP-løsning.  
bredana Axcite
- COMPUTERWORLD** CIO PREMIUM Q JOB & KARRIERE EKSPERTEN IT-KURSER EVENTS SØG
- FORSIDE DIGITALISERING FORRETNINGS SOFTWARE TOP 100 TELE & MOBIL PC'ER & HARDWARE FÅ NYHEDSBREVE KONTAKT MIT PREMIUM**
- Seminar invitation**  
How to minimize your attack-surface and make it harder for IT-criminals to break in  
GlobalSeur
- NOVEMBER 17TH 2020 9 - 11**  
**VIRTUAL SEMINAR**  
**READ MORE & REGISTER**
- Læses lige nu**  
328 læser Enorm vækst i lønniveau i den danske it-branche flader ud: Nu vil it-firmaer  
254 læser SolarWinds har ramt bredt i Danmark - BEC, Cowi og Statens IT blandt ofre  
189 læser Lyd-plattformen Clubhouse tjekker dine kontakter og optager dine samtaler uden  
189 læser Mindst 20.000 amerikanske virksomheder kompromitteret gennem  
167 læser Salget af grafikort bunder afsted: Men udvikling af kryptovaluta står til snart at
- Nyeste kommentar**  
USA's pres på tele-gigant viser sin effekt: Huawei taber markedsandele  
Rettingservice er nu nå
- Hvordan 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
- COMPUTERWORLD Whitepaper**  
-Få adgang til omfattende database over whitepapers  
IT-JOB  
TV2 Product Owner til Platform Services hos TV 2  
Netcompany Testkonsulenter til udvikling af samfundskritiske systemer  
Netcompany IT-sporer til Netcompany  
Systematic A/S Kundeorienteret Test Manager  
Uddannelses- og Forskningsministeriet Områdeleder til e-grant tilskudsadministrativt system  
Perfion ApS Teknisk support til kampagne

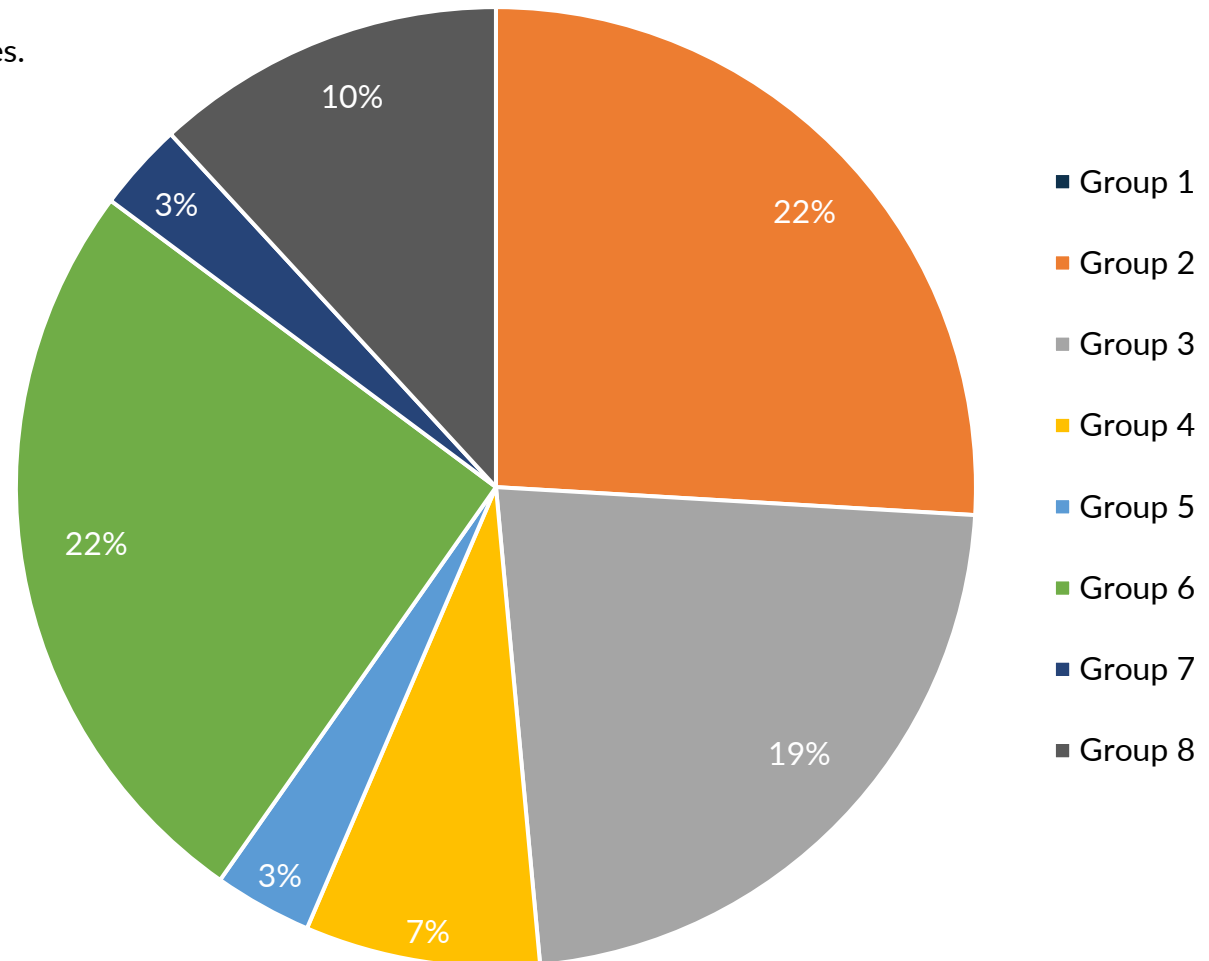
# Newsletters

# 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**  
Peter Cabellé  
Matas Group

**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.aaretcio.dk](http://www.aaretcio.dk).

Konference & middag i KBH, 16. september 2021

[Indstil her](#)

Årets CIO 2021

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### CIO



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

12. april 2021 kl. 11:30

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

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

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

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Computerworld print



## Publication schedule, 2022

Week	Publication no.	Magazine theme	Issued	Deadline
3	1	IT Security	January 21	January 7
9	2	Job Satisfaction	March 4	February 18
13	3	Top 50	April 1	March 18
17	4	Automation / scaling	April 29	April 13
21	5	Image	May 27	May 12
24	6	CIO of the year	June 17	June 3
31	7	Automation / scaling	August 5	July 22
38	8	TOP 100	September 23	September 9
42	9	Integration	October 21	October 7
47	10	Recruitment	November 25	November 11
50	11	It-comet 2022	December 16	December 2

# 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 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 fore 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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Sales: 00800 7253 3333

## syspeople 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 nedentor.

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 links for CID, PREMIUM, JOB & KARRIERE, EKSPERTEN, IT-KURSER, EVENTS, and social media icons. Below this is a 'Whitepaper' section with a search bar and a list of 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 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 four featured whitepapers: 'Sådan automatiserer du Service Management i den digitale tidsalder', 'Sådan tager du kontrollen over dine Office 365 data', 'Netværk uden vokseværk', and 'Hvad er prisen for gammeldags netværk?'. Each featured whitepaper includes a thumbnail image, a title, and a brief description.



**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 25 sales leads.

## The concept works like this:

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

# Market segments

Computerworld has approx. 29,000 people in the database, and the market segments are classified as follows:

Geography	
Zealand & The islands	approx. 14,200
Fyn & Jutland	approx. 5,300
Jobtitle categorised	
IT executives	approx. 2,765
IT staff	approx. 4,235
Line managers	approx. 7,160
Line staff	approx. 4,235
Number of employees	
Fewer than 50	approx. 7,680
50-99 employees	approx. 1,620
100-249 employees	approx. 2,180
250-499 employees	approx. 1,770
500-999 employees	approx. 1,505
1,000-4,999 employees	approx. 3,240
5,000-9,999 employees	approx. 1,025
10,000-19,999 employees	approx. 645
20,000 + employees	approx. 1,372
Categorised by industry	
The IT industri	approx. 8,720
Outside IT	approx. 12,193

Industry	
Banking and finance	approx. 1,075
Construction/Architectural and engineering	approx. 525
Wholesale/Retail trade (non-IT)	approx. 650
Air force/Defence	approx. 155
Business services/Consultancy	approx. 1,410
Insurance/Real estate/Legal	approx. 475
Manufacturing	approx. 920
IT/Telecommunications: Other	approx. 545
IT/Telecommunications: Computer/Network Consult.	approx. 1,855
IT/Telecommunications: E-commerce/Internet	approx. 575
It/tele-branchen: Wholesale / Distributor / Retail	approx. 175
IT/Telecommunications: Dealers – hardware/software	approx. 715
IT/Telecommunications: IT/Network consultancy	approx. 1,115
IT/Telecommunications: Prod. – Hardware/Software	approx. 1,735
IT/Telecommunications: Service provision	approx. 1,555
IT/Telecommunications: Telecommunications provision	approx. 455
Culture and amusements/Recreation	approx. 195
Farming/Hunting/Forestry/Fishing	approx. 110
Mining/Gas/Oil	approx. 130
Phamaceutical/Biotech	approx. 345
Region/Municipality/State	approx. 1,710
Travel agency/Hotel	approx. 70
Advertising agencies/Marketing agencies/PR	approx. 285
Health service/Medicinal	approx. 370
Transport/Energy and water supply	approx. 945
Education	approx. 1,140
Outside IT: Other	approx. 1,685

# Market segments - continued

Job function - Function area	
HR Manager/Training Manager	approx. 120
Legal/Compliance	approx. 130
Sales/Marketing Manager	approx. 1,040
Chief Executive (Managing Director/CEO/COO/VP)	approx. 1,400
Chief Financial Officer/ Finance Director (CFO/Control/Treasurer)	approx. 315
Other management	approx. 4,245

Job function - IT	
Application Development Manager	approx. 75
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	approx. 575
IT Managers	approx. 1,340
IT Security Managers/Compliance	approx. 90
Consultants/Integrators	approx. 70
Network Managers	approx. 235
R & D / IT Development Managers	approx. 85
Other IT Managers	approx. 155
IT employee/IT Supporter/ IT Technician	approx. 4,235
Other	approx. 6,135

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

FÅ NYHEDSBREVE

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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 møderne, 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 gennemgås og forretningskritiske løsninger påbegyndes.

Smukke visioner og hvordan de findes



I dag er det en stor del af arbejdet at skabe visioner.

Det begynder at blive klart, hvor store udfordringer der kræves for at nå AI



AI-algoritmer kræver pålidelig dataindsamling, der er på plads, åbne og for store mængder af 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 ansvarlighed 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 på spring af nye muligheder.

Effektiv hybridstrategi er en bedre investering end ren cloud



IBM har investeret milliarder i cloud-teknologi, men du kan ikke køle alle. Derfor vil IBM også arbejde med hybridstrategier den nordiske CIO.

IBM

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<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-nyttige værktøjer: Endelig undgår du at skulle bruge Excel

14-12

IBM er klar til at give nye infrastruktur-eksperter med 50.000 ansatte: De kan være de næste CIOs

13-12

Google har lanceret et nyt værktøj til at sikre din virksomheds data

12-12

Om du er en af de mange, der har brug for en hurtig løsning: Rådgivning og ekspertise kommer til at være mere vigtig

11-12

Når du er på vej med kompagnierne: Vil du være en af de mange, der har brug for en hurtig løsning

No kan du gøre Computerworld Premium gratis i tre måneder

- og få adgang til brevselskabets it-dokumentation

Læs mere

IT-JOB

Walter Jørgensen  
Senior software developer with knowledge of system architecture

Job Solutions  
Microsoft-konsulent søger

Digitaliseringsspecialisten  
Digitaliseringsstrategi søger  
forretnings- og it-eksperter til at skabe digital sammenhæng i den offentlige sektor

AgileHR  
IT Operatører med fokus på netværk

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

Nascom  
Teknisk Team Lead til IT Core  
Infrastruktur i Nascom

Varmag Jørgensen  
Senior softwareudvikler søger

Lennig-Møller Jørgensen  
Team Manager til it-afdeling

VIG FLERE JOBS +

Se flere it-job hos  
COMPUTERWORLD  
it@ibm.dk

EVENTS

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 events +

WHITE PAPERS

Hvilke data skal du samle ind og hvordan?

Sådan bliver du hovedingeniør i dine data

Infrastruktur: Dyrer og velfungerende Data Center i et trin

Sådan rammer ledelsen virksomheder, medarbejdere og support

Flere white papers +

UDGIVELSE

Azure Architect Design Track (AZ-301)

Om AI- og IT-udviklingen i Danmark

ITX Grundkursus

ITX Grundkursus

# 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**


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CIOPREMIUMJOB & KARRIEREEKSPERTEN

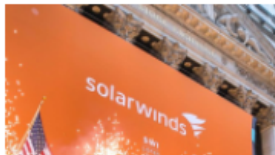
FORSIDEDIGITALISERINGFORRETNINGS SOFTWARETOP 100TELE & MOBILPC'ER & HARD

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.



# Rental of professional studio

We offer you the opportunity to rent Computerworld's studio in Herlev.

You can either stream directly from the studio or record video material in a professional setting in the studio.

The studio works ideally for both webinars, lead generations and for the production of on demand video material and other live recordings where a professional studio is desired.

There is focus on the good viewing experiences with perfect sound, light and image.



## What is included?

- Two camera angles and individual sound for up to four people.
- Possibility to invite guests on remote.
- Professional studio manager who manages the technique and is in charge of your settlement.
- Speaker Lounge with coffee, water, etc. for guests.

## Price:

Three hours: DKK 25,000

Six hours: DKK 35,000





## 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.

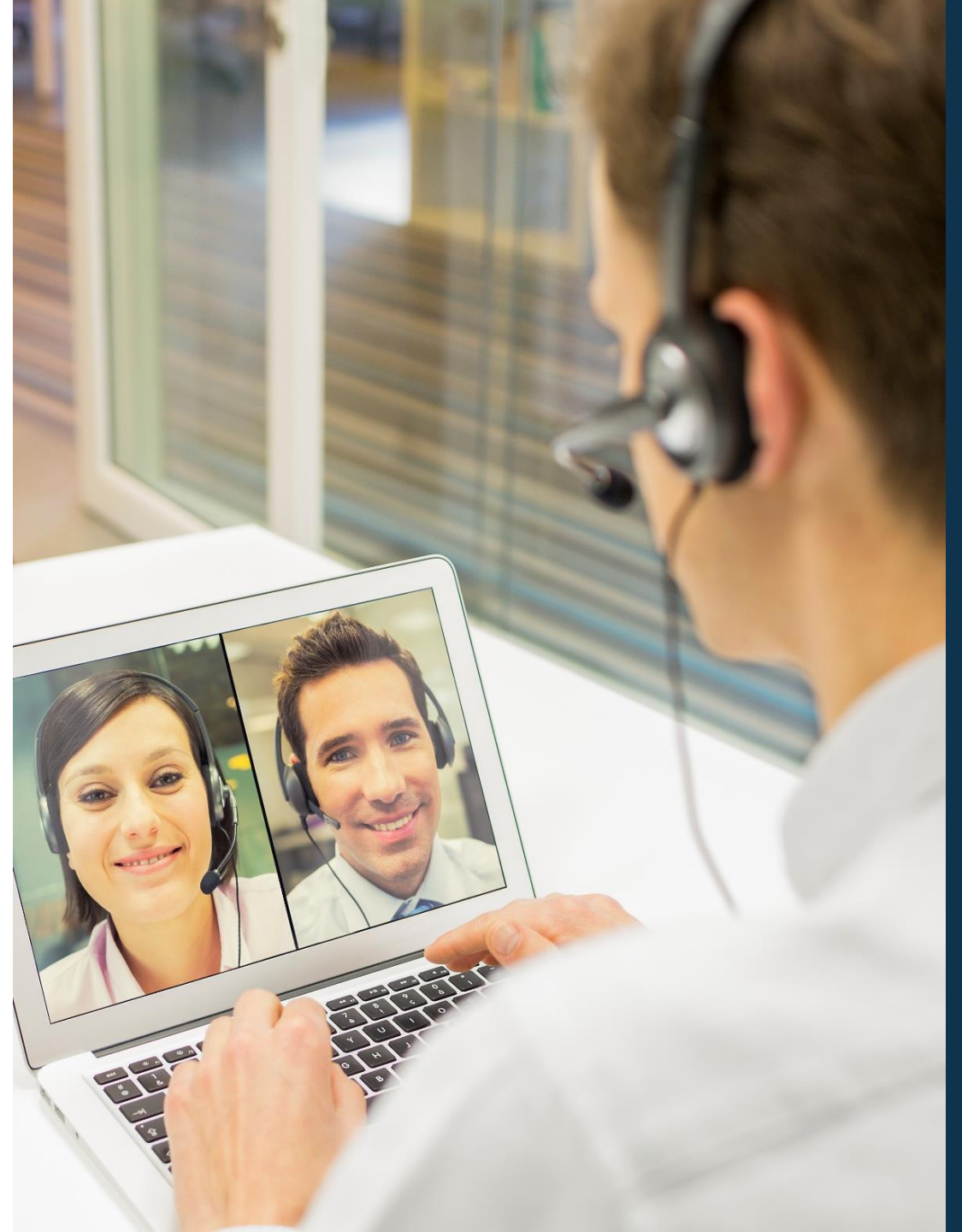
# Digital Roundtable

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.

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it-j**o**bbank

