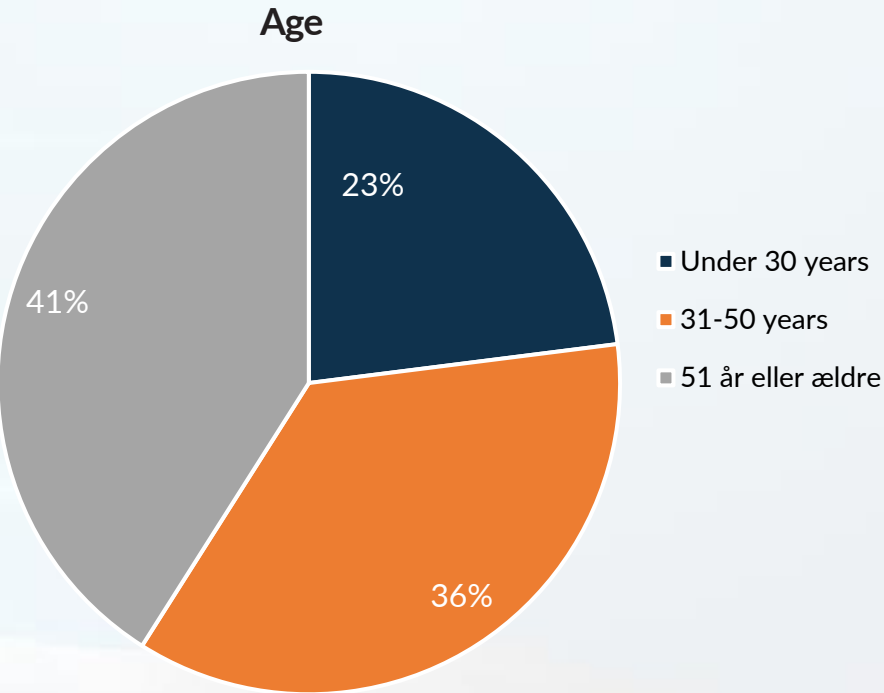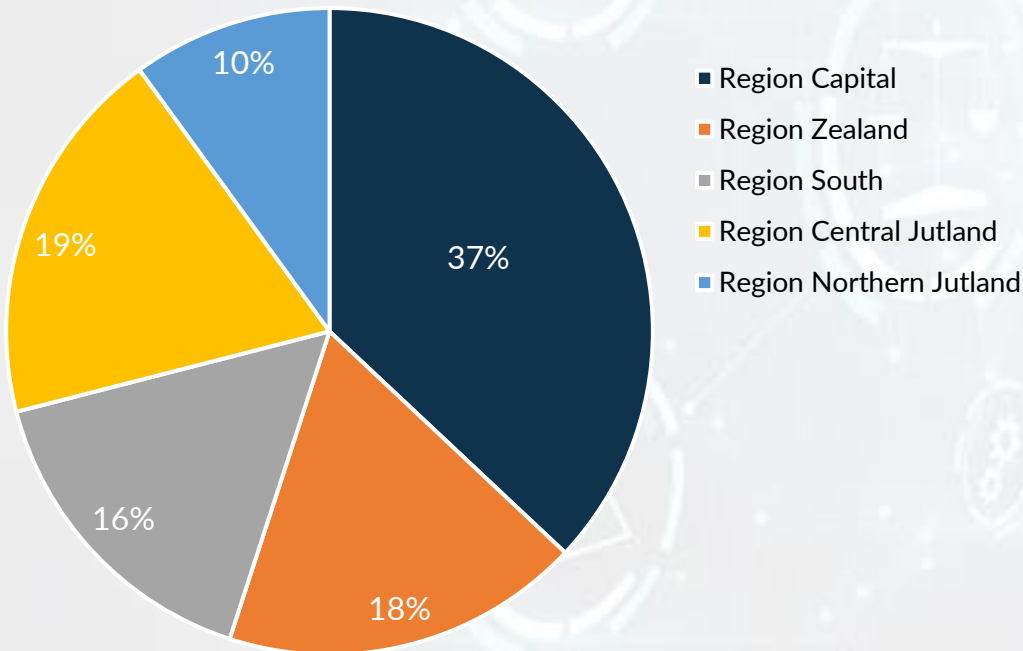MEDIA INFO, SOLUTIONS AND PRICES 2023

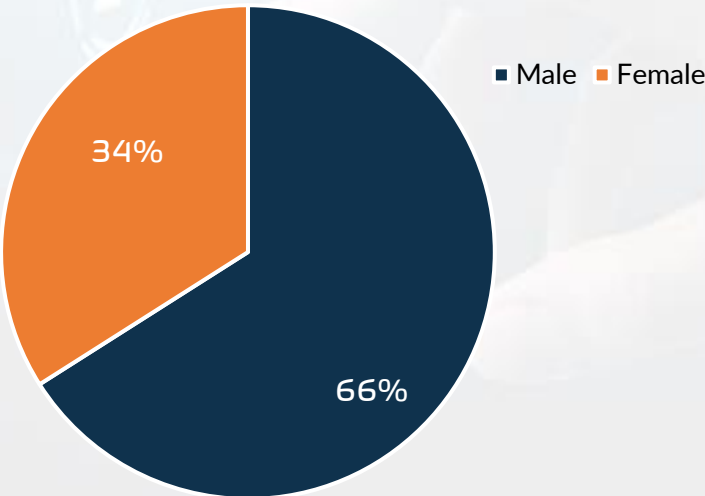COMPUTERWORLD

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

Age

- Under 30 years: 23%
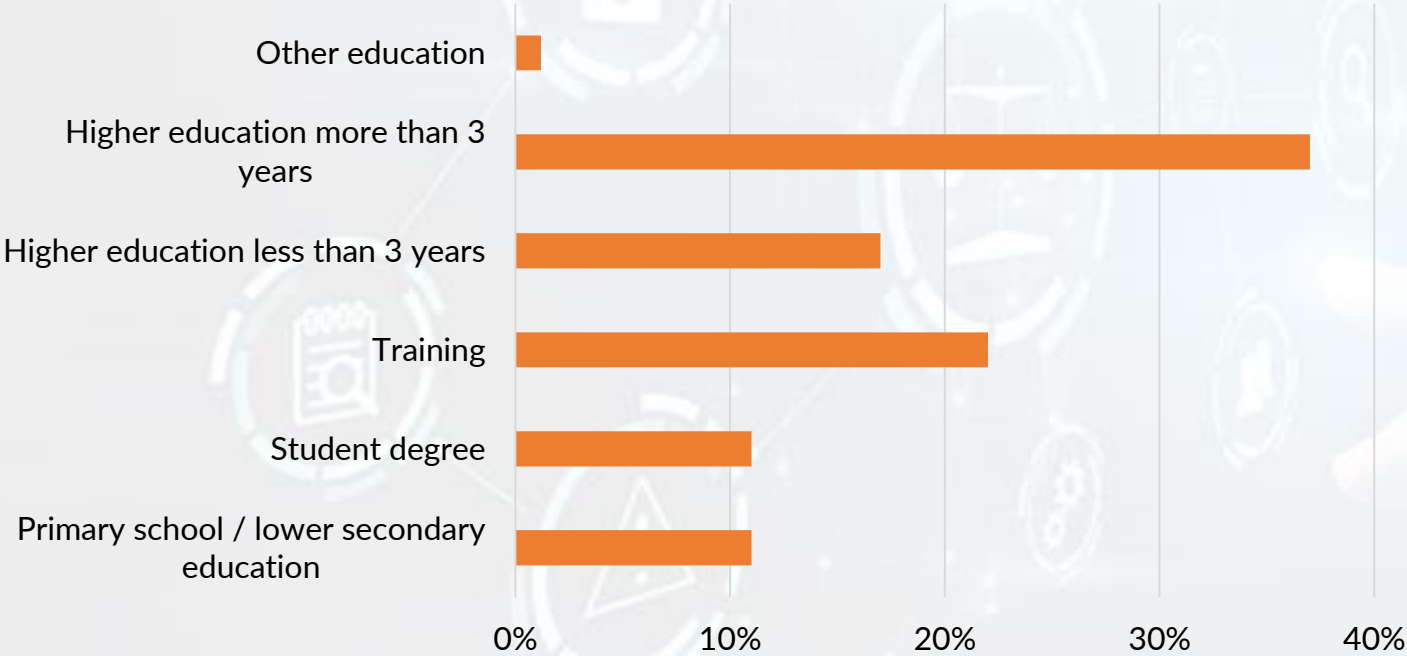- 31-50 years: 36%
- 51 år eller ældre: 41%

This is where the readers live

- Region Capital: 37%
- Region Zealand: 18%
- Region South: 16%
- Region Central Jutland: 19%
- Region Northern Jutland: 10%

Gender

- Male: 66%
- Female: 34%

COMPUTERWORLD

Gemius March 2022.

Computerworld's readers - educational level

Chart: Educational level of Computerworld's readers

- Other education: ~1%
- Higher education more than 3 years: ~37%
- Higher education less than 3 years: ~17%
- Training: ~22%
- Student degree: ~11%
- Primary school / lower secondary education: ~11%

X-axis: 0%, 10%, 20%, 30%, 40%

COMPUTERWORLD

BANNERE AND BANNER FORMATS

COMPUTERWORLD

CPM 250 - 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.

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

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

Formats - desktop

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

Formats – mobile

- 320x80
- 320x160
- 320x320

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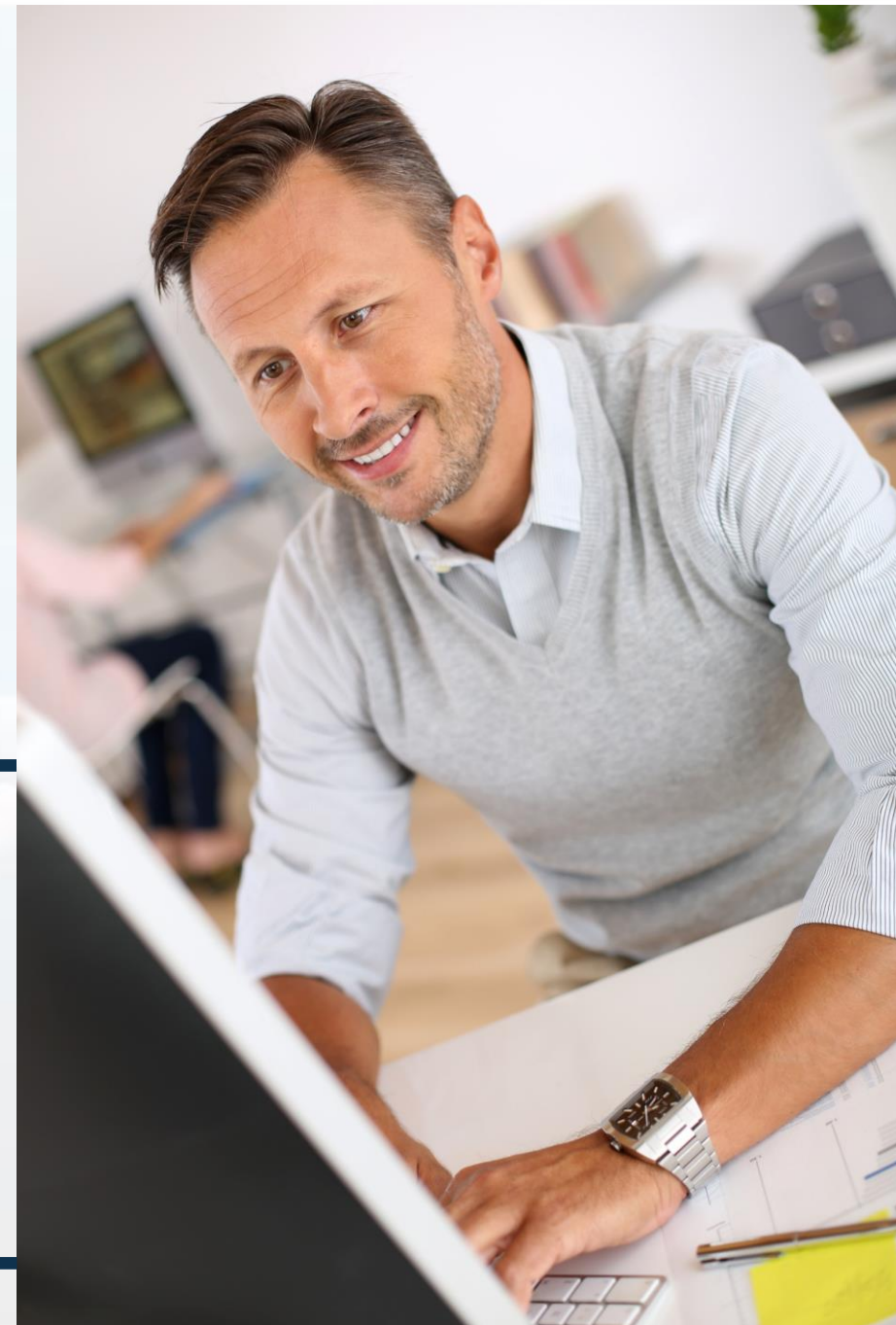
Banner formats

Top banner 950x200

Article banner 336x280

Mobile banner 320x160

COMPUTERWORLD

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.

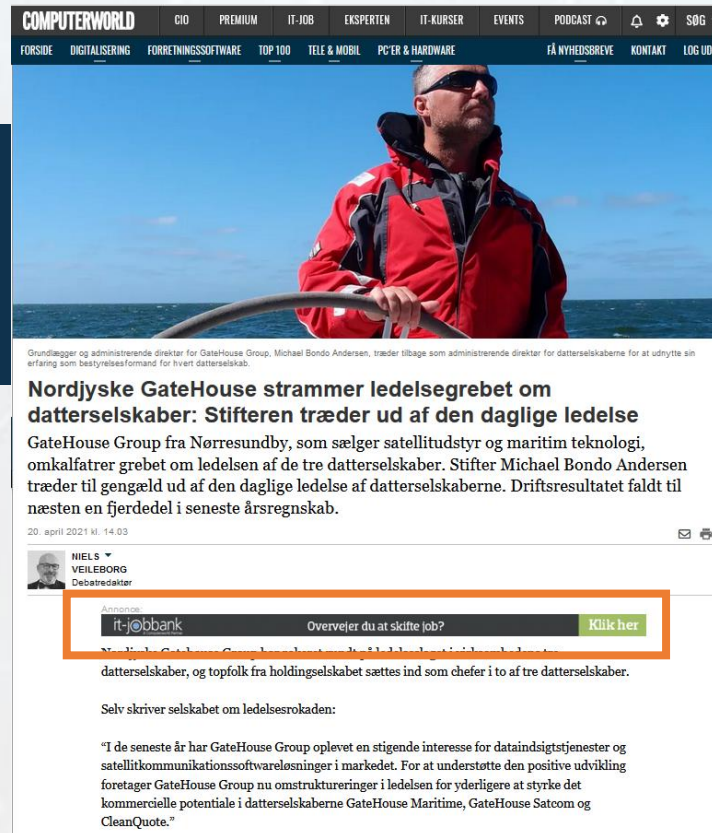**Price DKK 12,500 per week.**

540x30 (front page + articles)   **740x30 (long-form articles)**   **195x250**

2 x Sticky-Skyscraper

Sold as a weekly package and shared with one other advertiser.

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

Size: 160x600 pixel.

Price DKK 15,000 for one week and DKK 20,000 for 2 weeks.

Examples of wallpaper

- When you want the ultimate visibility and attention
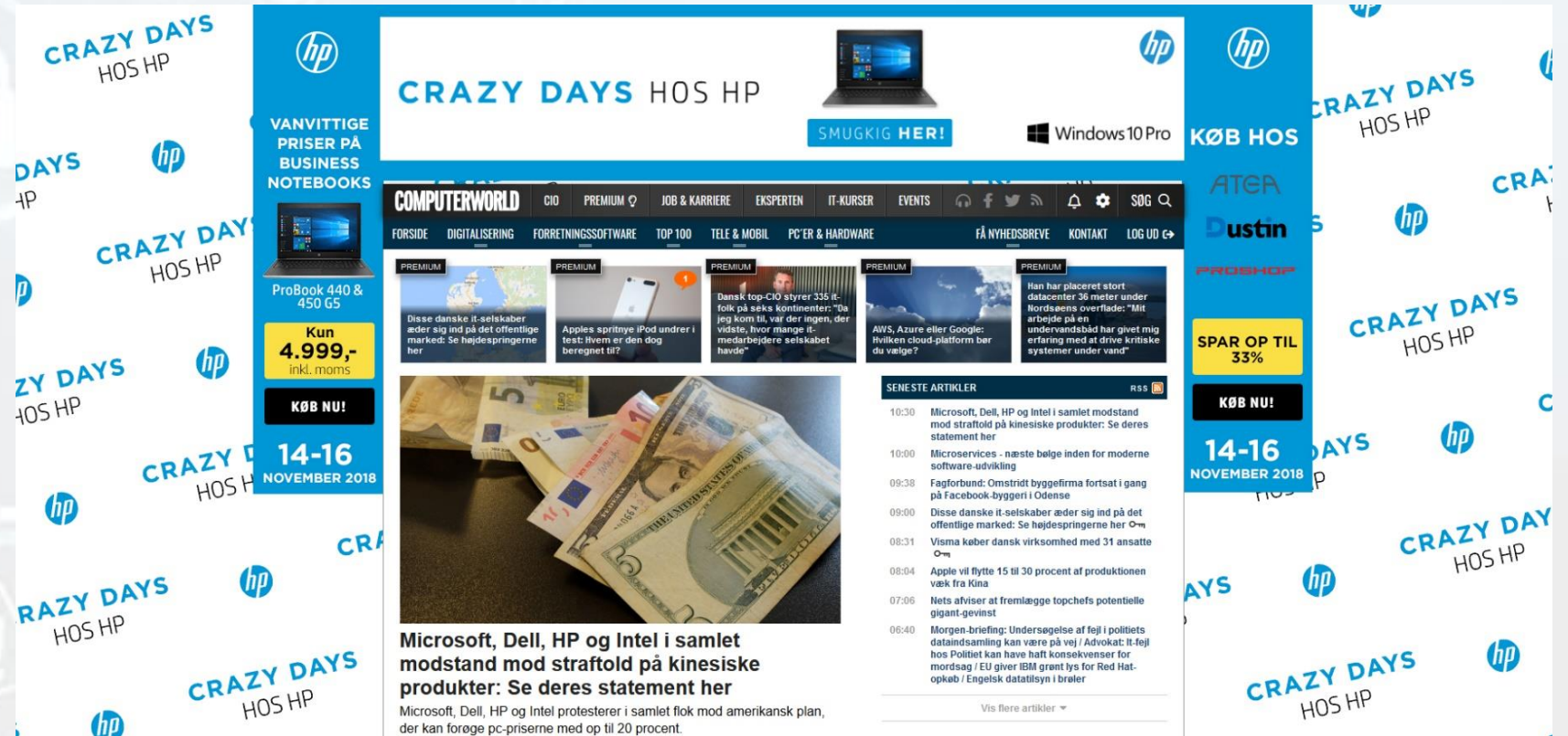
Examples of interstitial

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

Size: max 600x400 pixel.

Price DKK 3,000 per day.

NEWSLETTERS

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

COMPUTERWORLD

Pie chart segments:
- 22% (orange) – Group 2
- 19% (grey) – Group 3
- 7% (yellow) – Group 4
- 3% (light blue) – Group 5
- 22% (green) – Group 6
- 3% (dark blue) – Group 7
- 10% (dark grey) – Group 8

Legend:
- Group 1
- Group 2
- Group 3
- Group 4
- Group 5
- Group 6
- Group 7
- Group 8
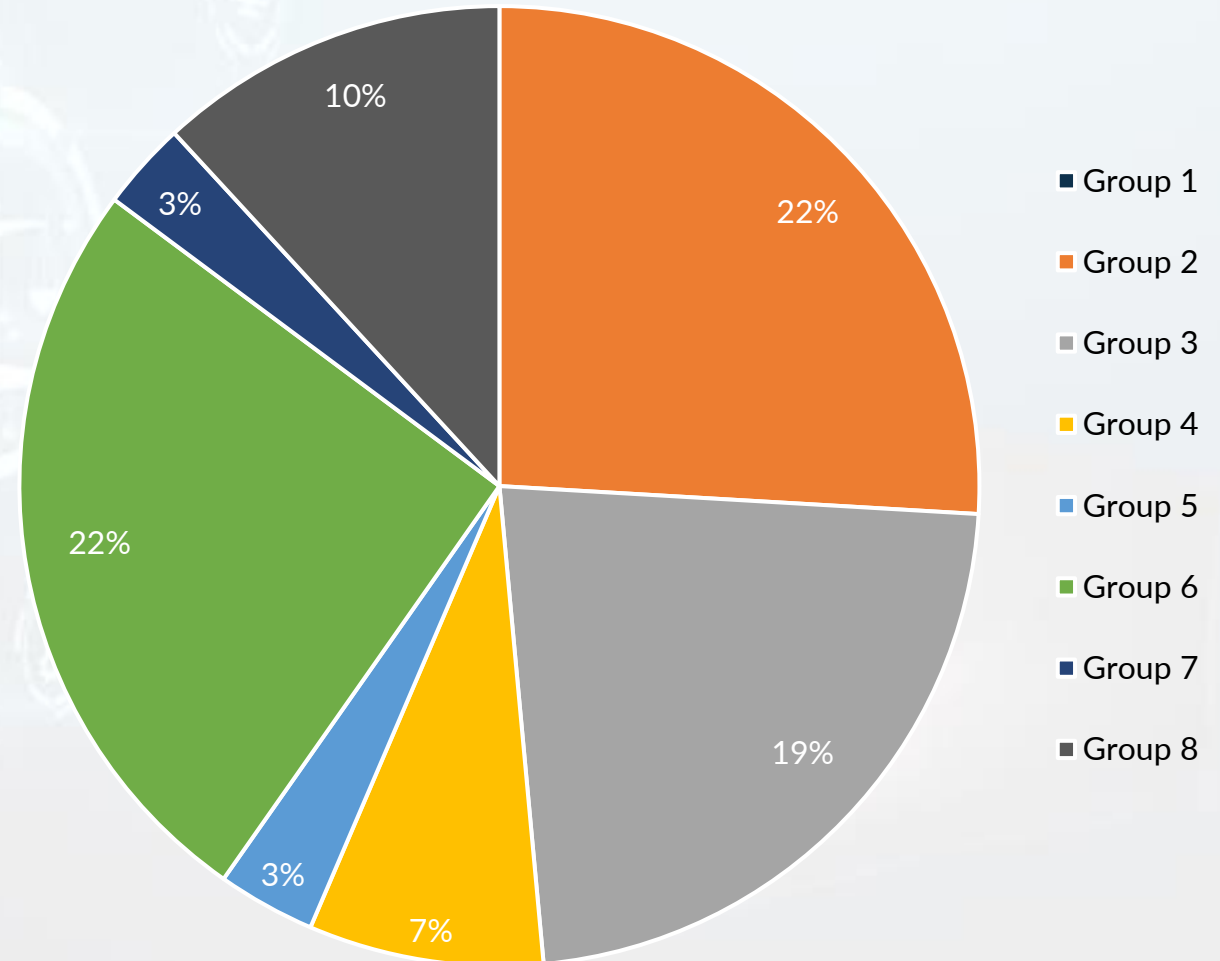
Be seen several times a day

Every day, we send relevant articles and information about important trends that are not to be missed to the inboxes of IT professionals.

Do YOU want to miss this opportunity?

Computerworld Morgen-briefing

The morning briefing is sent out each morning at 6:30 a.m. to 17,300 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.
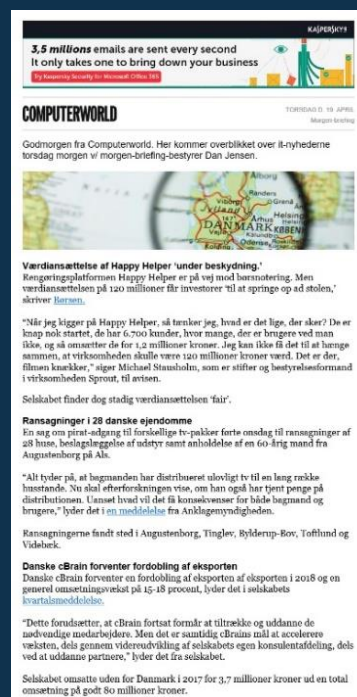
Computerworld

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 20,400 recipients.

COMPUTERWORLD

Special newsletters

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

Price per banner: DKK 3,000.

CIO

Sent out every Tuesday

to 3.830 subscribers.

Format: 750x150.

Technology

Sent out each Wednesday

to 7.620 subscribers.

Format: 750x150

Security

Sent out each Thursday

to 4.430 subscribers.

Format: 750x150

COMPUTERWORLD

COMPUERWORLD PRINT

Publication schedule, 2023

Week	Publication no.	Theme	Issued	Deadline
4	1	IT Security	January 20	January 6
9	2	Salary/ Job Satisfaction	March 3	February 17
13	3	TOP 50 / entrepreneurship	March 31	March 17
17	4	Automation / scaling	April 28	April 14
21	5	Image	May 26	May 12
25	6	CIO of the year	June 23	June 9
31	7	Digital business solutions	August 4	July 21
38	8	TOP 100	September 22	September 8
42	9	CISO of the year	October 20	October 6
47	10	Recruitment	November 24	November 10
51	11	It-comet 2023 / Resiliens	December 22	December 8

Special print editions

11 times per year we publish our Computerworld special magazines, which are available to read

in the Danish IT companies – where you will get the readers' full attention.

DKK 10,000 for a full-page ad

COMPUTERWORLD CONNECT

COMPUTERWORLD

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.

TARGET GROUPS

Our huge database Computerworld Connect includes around 29,000 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/Telecommucations 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 |
| Phamaceutical/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 WHITE PAPER

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.

Price: DKK 60,000

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.

Target groups

You choose which target group you want leads from. Computerworld has approx. 29,000 people in the database to whom we can market your whitepaper - and the target groups are distributed as follows:

Target groups

Geography	
Zealand & The islands	approx. 13,700
Fyn & Jutland	approx. 5,550
Jobtitle categorised	
IT executives	approx. 3,000
IT staff	approx. 4,335
Line managers	approx. 7,190
Line staff	approx. 6,280
Number of employees	
Fewer than 50	approx. 7,390
100-249 employees	approx. 1,545
250-499 employees	approx. 2,130
500-999 employees	approx. 1,745
1,000-4,999 employees	approx. 1,500
5,000-9,999 employees	approx. 3,235
10,000-19,999 employees	approx. 1,035
20,000 + employees	approx. 650
100-249 employees	approx. 1,420
Categorised by industry	
The IT industri	approx. 8.,425
Outside IT	approx. 12,210

Target groups

Industry	
Banking and finance	approx. 1,050
Construction/Architectural and engineering	approx. 490
Wholesale/Retail trade (non-IT)	approx. 660
Air force/Defence	approx. 150
Business services/Consultancy	approx. 1,410
Insurance/Real estate/Legal	approx. 500
Manufacturing	approx. 900
IT/Telecommunications: Other	approx. 500
IT/Telecommunications: Computer/Network Consult.	approx. 1,865
IT/Telecommunications: E-commerce/Internet	approx. 530
It/tele-branchen: Wholesale / Distributor / Retail	approx. 145
IT/Telecommunications: Dealers – hardware/software	approx. 695
IT/Telecommunications: IT/Network consultancy	approx. 1,080
IT/Telecommunications: Prod. – Hardware/Software	approx. 1,640
IT/Telecommunications: Service provision	approx. 1,545
IT/Telecommunications: Telecommunications provision	approx. 430
Culture and amusements/Recreation	approx. 185
Farming/Hunting/Forestry/Fishing	approx. 120
Mining/Gas/Oil	approx. 125
Phamaceutical/Biotech	approx. 380
Region/Municipality/State	approx. 1,780
Travel agency/Hotel	approx. 70
Advertising agencies/Marketing agencies/PR	approx. 290
Health service/Medicinal	approx. 370
Transport/Energy and water supply	approx. 935
Education	approx. 1.,080
Outside IT: Other	approx. 1,715

Target groups - continued

Target groups	
Job function - Function area	
HR Manager/Training Manager	approx. 145
Legal/Compliance	approx. 185
Sales/Marketing Manager	approx. 1,075
Chief Executive (Managing Director/CEO/COO/VP)	approx. 1,355
Chief Financial Officer/Finance Director(CFO/Control/Treasurer)	approx. 310
Other management	approx. 4,235
Job function – IT	
Application Development Manager	approx. 80
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)	approx. 605
IT Managers	approx. 1,320
IT Security Managers/Compliance	approx. 125
Consultants/Integrators	approx. 70
Network Managers	approx. 255
R & D / IT Development Managers	approx. 85
IT employee/IT Supporter/IT Technician	approx. 4,430
Other IT Managers	approx. 170
Other	approx. 6,278

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

Native = Maksimal 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 PODCAST

COMPUTERWORLD

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.

COMPUTERWORLD

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.

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

COMPUTERWORLD EVENTS AND CONFERENCES

COMPUTERWORLD

Meet the IT professionals on equal terms

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

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

Become a partner at Computerworld's physical themed conferences

Become known for focused knowledge sharing

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

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

Price for partnership: (speaking time during the plenary session) DKK 80,000

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

A partner package for a physical event includes the following:

- 25 minutes of speaking time for an area or during the plenary session

- A list of participants with contact details and email permissions

- Meeting point in a networking area where there is also catering

- Logo plus a company mention and description on the registration site as well as a logo on the event schedule

- Follow-up evaluation via a report

Become a partner for Computerworld's digital events

A partnership package for a digital event includes the following:

- 20 minutes of speaking time.

- A list of ALL participants, including email permissions and phone numbers.

- Logo and description on the event site.

- A full-length recording of your presentation.

- Evaluations from participants.

Price for partnership: DKK 50,000

COMPUTERWORLD

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](#)

COMPUTERWORLD

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.

Do you want to have your own physical event?

Become known for focused knowledge sharing

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

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

A standard event contains:

- A morning seminar with 4 presentations and a potential panel debate

- Computerworld will advise on the programme structure

- The seminar is moderated by one of Computerworld's journalists

- 40-80 participants, recruited by Computerworld

- Computerworld will book and organise the venue

- Computerworld will handle all the practical issues on the day

- A list of participants with contact details and email permissions

- Statistical data on the participant's evaluations

- A list of participants who are open to additional dialogue

Price for ownership of an entire physical event: DKK 150,000

Do you want to have your own digital event?

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

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

Price for ownership of your own digital event: DKK 125,000

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.

Leje af professionelt studie

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

Close dialogue with top level CIOs

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

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

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

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

Price for partnership: DKK 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.

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-jobbank