

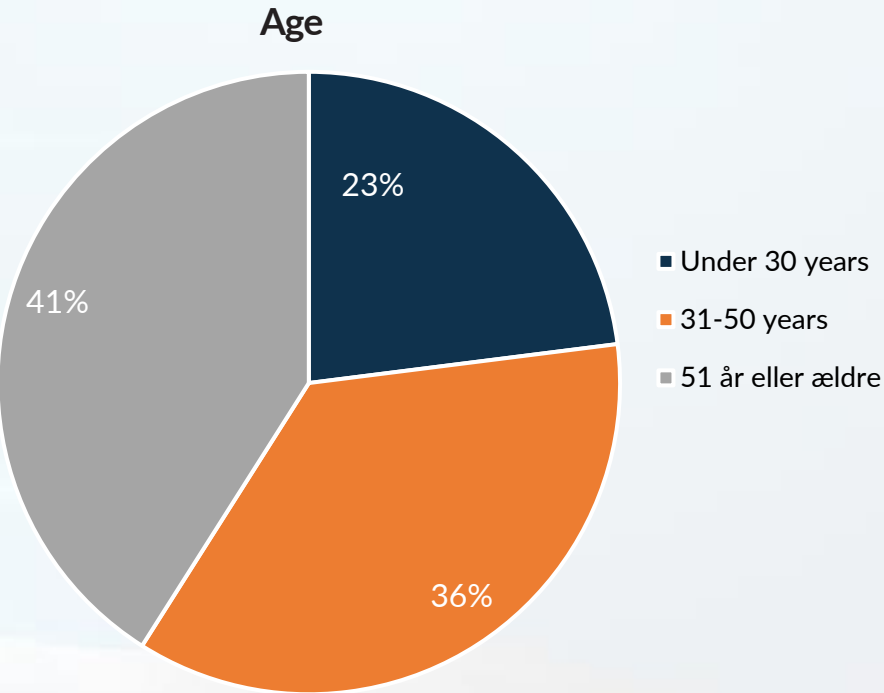
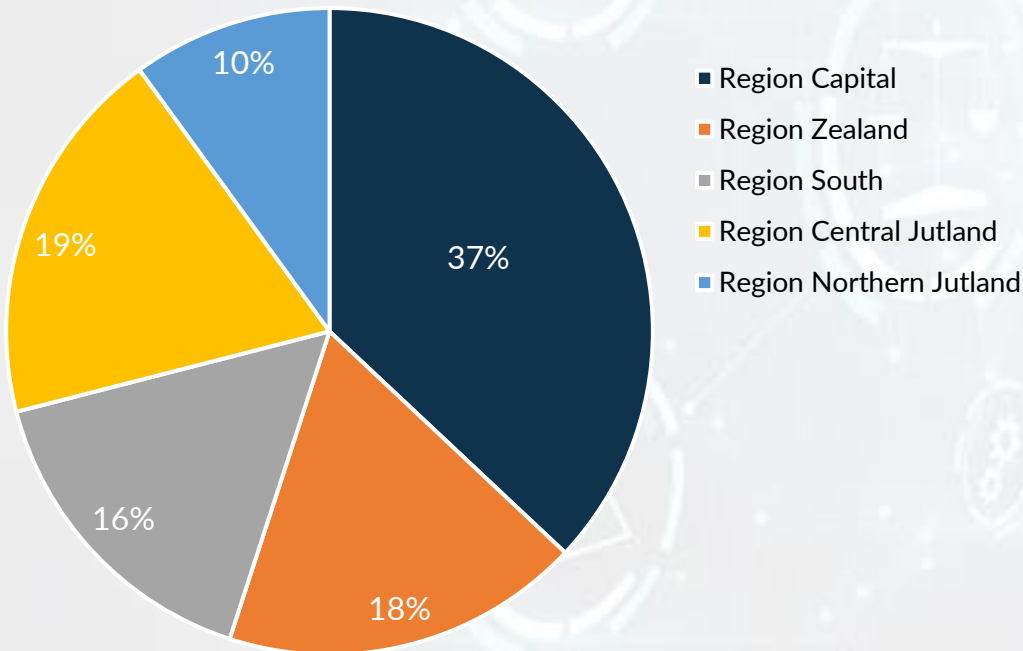
# MEDIA INFO, SOLUTIONS AND PRICES 2023



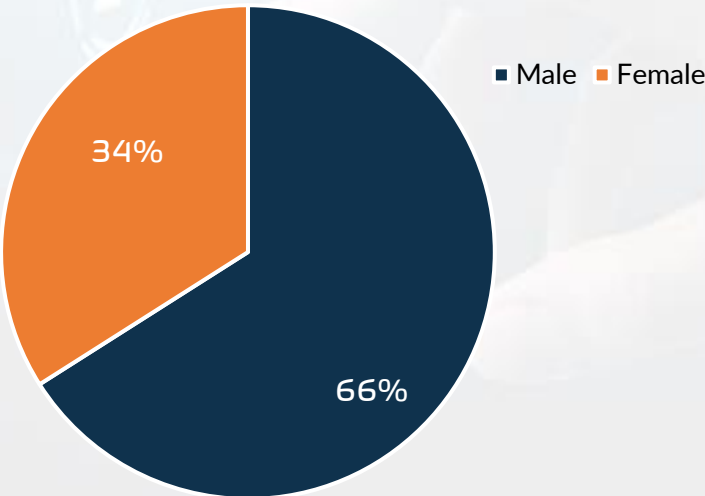
**COMPUTERWORLD**

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

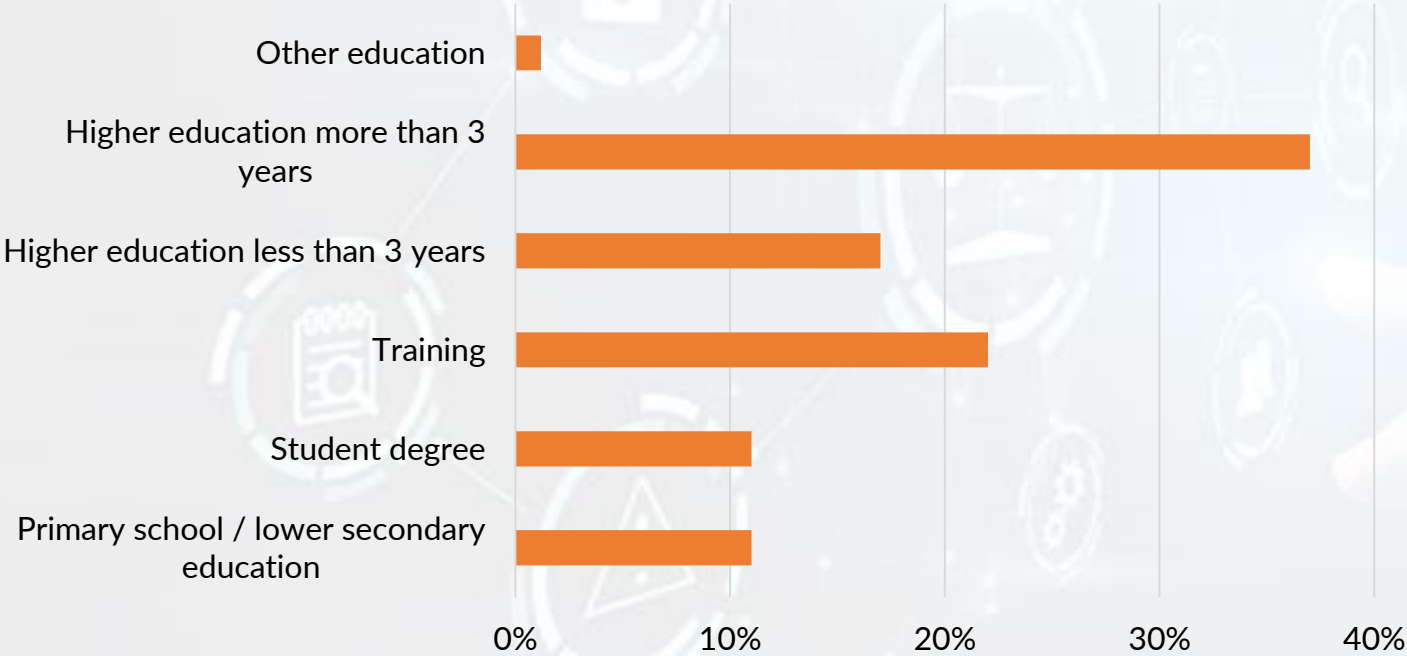
This is where the readers live



Gender



# Computerworld's readers - educational level





# BANNERE AND BANNER FORMATS



# 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](#)

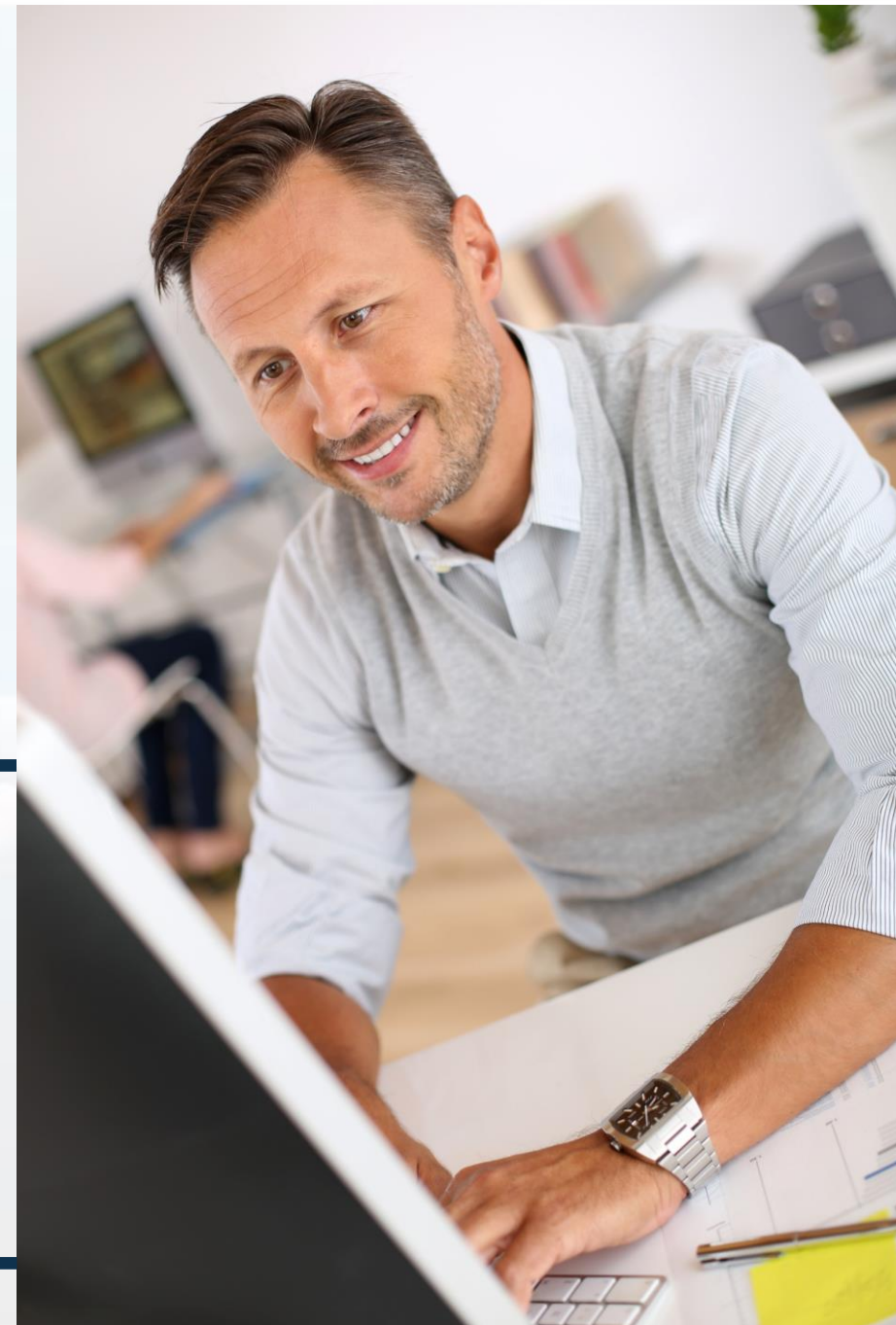
## Formats - desktop

- 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



## 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

**Salget 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 rustet 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.

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

Vis flere artikler

### SENESTE PREMIUM - KUN FOR ABONNENTER

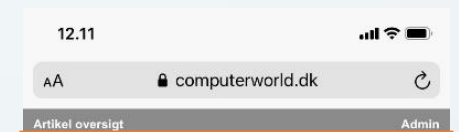
10:38 Salget af grafikort bunder afsted: Men udvikling af kryptovaluta står til snart at køle markedet ned  
09:57 CEO Allan Mortensen forlader CSIS Security Group: Afleser allerede på plads



IS Kilden  
Data Specialist søges til IS Kilden ApS

bec  
BEC Business Consultant for Pension

Mobile banner 320x160



Hvordan sikrer danske teknologivirksomheder deres konkurrencedygtighed i længden?





# Packages with 3 small banner formats

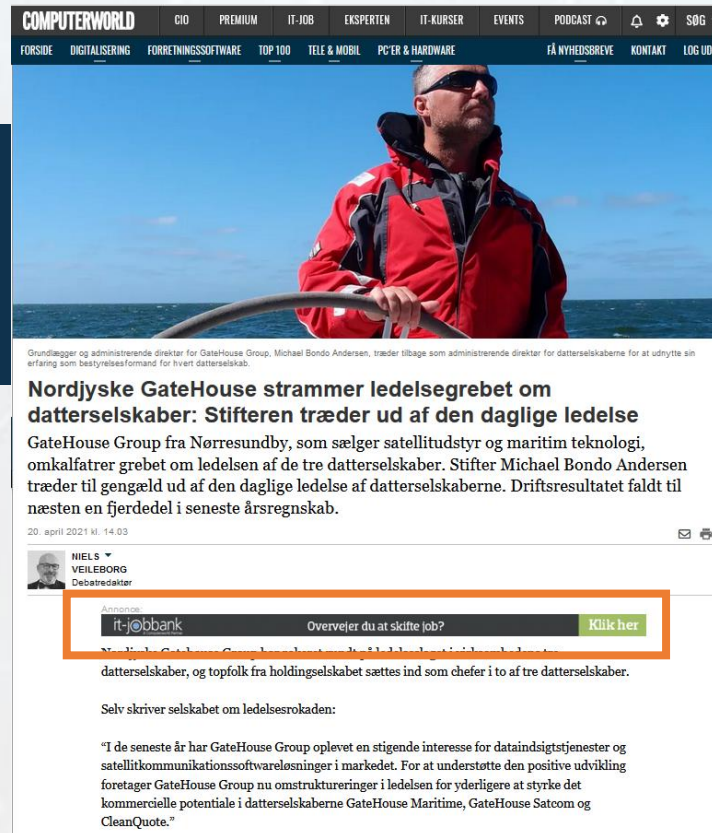
Approximately 135,000 views per week on 3 banner formats is sold as a weekly package and shared with one other advertiser.

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.



**COMPUTERWORLD** CIO PREMIUM IT-JOB EKSPERTEN IT-KURSER EVENTS PODCAST SØG

FORSIDE DIGITALISERING FORRETNINGS SOFTWARE TOP 100 TELE & MOBIL PC'ER & HARDWARE FÅ NYHEDSBREVE KONTAKT LOG IND

**Teamleder kursus**  
– Kom med og sæt skarp fokus på personaleledelse  
TILMELD HER  
Se programmet >>

**opinion** Computerworld ... grobund for markante meninger om it  
Har du en holdning? Del din viden på Computerworld >

Konference  
København 23. august  
Århus 25. august

**Strategisk it-sikkerhedsdag**  
– Identifier, beskyt og forsvær

Peter Kruse  
Head of eCrime Unit, CSIS  
COMPUTERWORLD EVENTS

Carsten Vraa-Jensen  
Jesper Lund Hedegaard  
Kristian Kristensen  
Mogens Nørgaard  
Jim Nielsen  
Benjamin Rüdinger  
Per Østergaard Jacobsen og Torsten Ringberg  
Per Østergaard Jacobsen og Torsten Ringberg

**opinion** Carsten Vraa-Jensen  
Manglende prototyping i app-udviklingen kan koste dyre lærepenge  
Læs indlæg

Jesper Lund Hedegaard  
Den forretningsorienterede CISO kan både spare forretningen penge og sikre virksomheden bedre

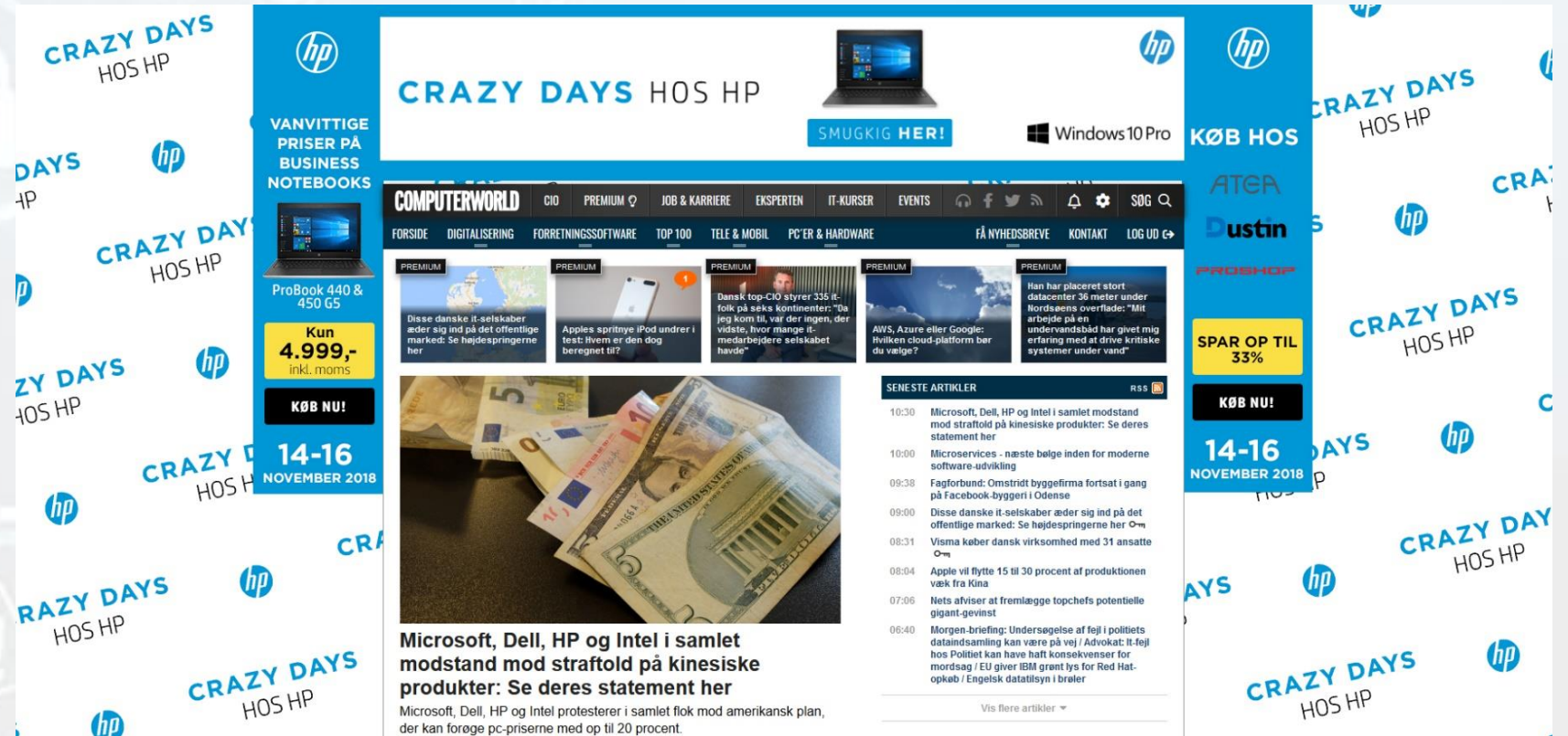
Kristian Kristensen  
It-sikkerhed begynder i produktudviklingen: AI udvikling bør helt naturligt også omfatte it-sikkerhedsspecialister,

Mest læste klummer og blogs  
Manglende prototyping i app-udviklingen kan koste dyre lærepenge  
Klumme: Min erfaring er entydig: Jo bedre prototypen er, desto bedre rammer man forretningsbehovene og udvikler en app, der er brugervenlig og holder sig inden for budget. Af: Carsten Vraa-Jensen  
Den forretningsorienterede CISO kan både spare forretningen penge og sikre virksomheden bedre  
Klumme: Rigtigt mange virksomheder investerer dyrt i cybersikkerhed, men de lykkes alligevel ikke med at sikre virksomhedens vigtigste informationer godt nok. Af: Jesper Lund Hedegaard  
Det er kun et spørgsmål om tid, før passwordet vil være helt forsvundet  
Klumme: Der går en rum tid, inden passwords er fuldstændigt uddøde. Men eftersom teknologien konstant



# 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.

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

The background website header includes the "COMPUTERWORLD" logo and navigation links: CIO, PREMIUM, JOB & KARRIERE, EKSPERTEN, IT-KURSER, EVENTS, and search/social media icons. A secondary navigation bar lists categories: FORSIDE, DIGITALISERING, FORRETNINGS SOFTWARE, TOP 100, TELE & MOBIL, PC'ER & HARDWARE, FÅ NYHEDSBREVE, KONTAKT, and MIT PREMIUM.

On the left side of the page, there is a "Læses lige nu" (Reading now) section with several article teasers, each showing a reader count and a "PREMIUM" tag. Below this is a "Nylæste kommentar" (Latest comment) section.

On the right side, there is a "COMPUTERWORLD Whitepaper" section with the text "-Få adgang til omfattende database over whitepapers". Below that is an "IT-JOB" section listing various job opportunities.

At the bottom of the overlay, there is a link "Vis flere artikler" (Show more articles) and a note "SENESTE PREMIUM - KUN FOR ABONNENTER" (Latest Premium - Only for subscribers).



# NEWSLETTERS

**COMPUTERWORLD**



# 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

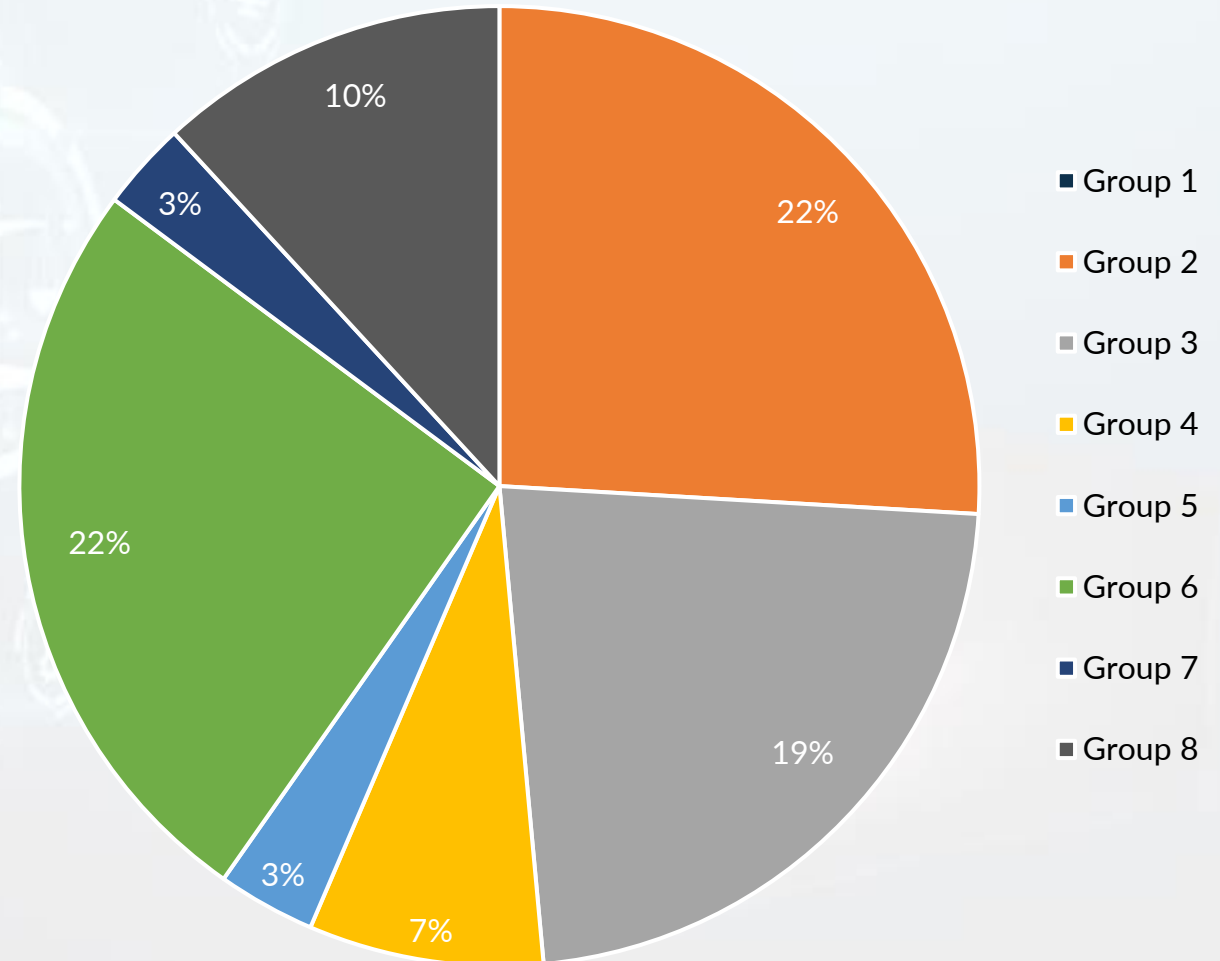
**Group 5:** Marketing

**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.

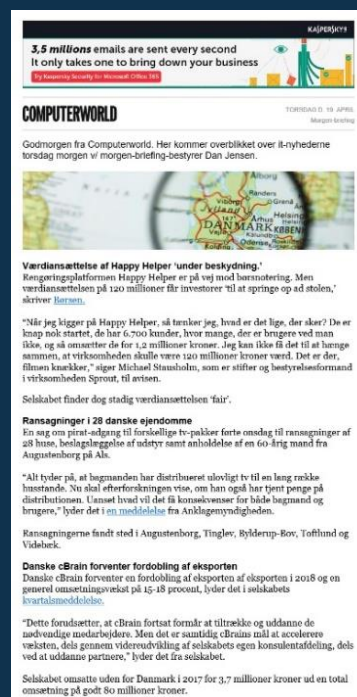
Do YOU want to miss this opportunity?

## Computerworld 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.



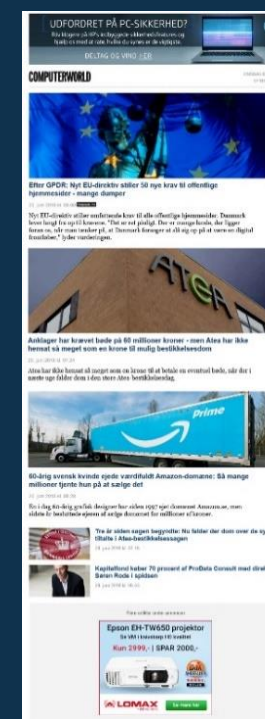
## Computerworld

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.



**Eksklusiv CIO-klub søger nyt medlem** årets **CIO** 2021

Årets CIO 2020  
Peter Gadeberg  
Matas  
Fikant Group

Er du blandt de bedste ledere i Danmark, vil vi gerne udbyrde dig til at udfylde en indstilling til prisen på [www.computerworld.dk](http://www.computerworld.dk)

Indstil her

Forberedelse & åbning: 17.09.21, 16. september 2021

COMPUTERWORLD

TRADITION 115 ÅRS  
CIO

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 toiført millionbeløb.



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

19. april 2021 kl. 09.00

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**

12. 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

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

**COMPUTERWORLD**



## 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





The background features a light blue and white color scheme with a network of faint, glowing lines and nodes. Several circular icons are scattered throughout, including a padlock, a warning triangle, and a gear. In the lower right corner, a hand is visible, with fingers pointing towards the center of the image.

# 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.

Salesforce Live: Danmark

## Er du klar til fremtidens arbejde?

27. april, 2021 | Kl. 10.00

[TILMELD DIG](#) [LÆS MERE](#)




Hej [NAME],


Søet 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, Bain & 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 succes historier fra andre virksomheder og hør fra eksperter, hvordan du kan gribe udfordringen an.


### Highlights



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



**Tankevækkende interviews**  
Få et eksklusivt indblik i racerkarer 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: Åbnings-session
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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110 Bishopsgate, London, UK, EC2N 4AY.  
General Enquiries: 44 (0)203 1477800 | 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 Stenbach**, 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 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/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 WHITE PAPER

**COMPUTERWORLD**

# 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 CIO, PREMIUM, JOB & KARRIERE, EKSPERTEN, IT-KURSER, EVENTS, and social media icons. Below this is a secondary navigation bar with categories like STRATEGI, PLANER & LEDELSE, FORRETNINGS SOFTWARE, SERVER & STORAGE, SIKKERHED, TELE & MOBIL, and a search bar. The main content area is titled 'Computerworld Whitepaper' and includes a search form with a 'Lynsøgning' (Quick search) section. Below the search form 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 (645), SERVER OG STORAGE (251), and NETVÆRK (148). Below the grid is a section titled 'SENESTE WHITEPAPERS' (Latest Whitepapers) featuring several whitepaper thumbnails with titles and brief descriptions.

COMPUTERWORLD CIO PREMIUM JOB & KARRIERE EKSPERTEN IT-KURSER EVENTS

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 klik rundt i Computerworlds omfattende white paper database give dig omfattende information hurtigt og ganske gratis.

Brug søgningen til højre eller gå på optagelse 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 (645)</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

<b>Sådan automatiserer du Service Management i den digitale tidsalder</b> BIA research afslører en voksende rolle for service management eller it-management teams. Både i forhold til at forbedre end-user oplevelsen og i forhold til at optimere it-performance generelt. Denne rolle for service management gør det, i stigende grad, til en strategisk innovationsledd.	<b>Sådan tager du kontrollen over dine Office 365 data</b> 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
<b>Netværk uden vokseværk</b> Tilpasning af traditionelle netværk til stadigt nye krav udvider og forandrer sig dybt, besværligt og usikkert. En enkelt forkert lavet indstilling kan føre til skrammel. En måde til at forenkle installationen og administrationen er at gå over til virtual cloud networks, skriver Viltware. AI netværkstrafik går gennem et cloud-baseret	<b>Hvad er prisen for gammeldags netværk?</b> Netværk får mere og mere at lade. Derfor ager besværet og risikoen 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.
<b>5 ting vi lærte da vi byggede en chatbot til kundesupport</b> Gennemløb med AI, machine learning og voice recognition, har gjort det muligt at lave virkelighedsnære "menneske til maskine" interaktioner via chatbots. Hos firmaet Citium har de for ganske nyligt startet rejsen med at bygge en chatbot, til et firma med over 15 millioner	<b>Lav din egen robot på minutter med Fable</b> 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
<b>Spændende undersøgelse: Her ligger forretningsværdien i print-sikkerhed</b> En undersøgelse fra IDC viser, at der for virksomheder er en solid business case i at prioritere sikkerhed på print, og ethvert it-	<b>Hvad gør du? Printsikkerhed er en trussel for din virksomhed!</b> Du tænker nok: Er printere virkelig så stort en sikkerhedstrussel? På 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

# 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

**COMPUTERWORLD**

# 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

EKSPERTENIT-KURSEREVENTSPODCAST

FORSIDE

DIGITALISERING

FORRETNINGS-  
SOFTWARE

TOP 100

TELE & MOBIL

PC'ER & HARDWARE

FA NYHEDSBREVE

KONTAKT

LOG UD

SOG

Computerworld Content Partner

IBM

Kontrolpanel

Log ud

Annonsendag 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.

At 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 lønsomheden 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 udvalgte 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 skoppe cloudrejsen her bud?

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

Simulke skabelninger og hvordan de findes

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

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

Udvalgte kræver pålidelig dataindsamling, når data er på plads, åbnes og for store muligheder og cloud-løsninger.

Podcast: Hvilken cloud - og hvilken ikke?

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

Hvordan fortælle om datacentret og skyen - på samme tid

En pragmatisk hybrid multi-cloud strategi kombinerer fleksibilitet med fordelagtige omkostningsniveauer, men kræver en styring af de mange elementer.

Effektiv hybridstrategi er en bedre investering end en cloud.

IBM har investeret milliarder i cloudteknologi, men skyen kan ikke stå alene. Derfor valgte IBM også at købe Red Hat, forklarer den nordiske CTO.

IBM

Kontaktinfo:  
IBM  
Priseniveau: IT  
2020 Grundlægger  
<https://www.ibm.com/dk-en>

Vil du vide mere om annoncering?

SENGTARTIKLER FRA COMPUTERWORLD

17-12

Facebook giver nu Lilla Thornblaga, Tågnær, lidt mere magt

16-12

Sådan danske energikalkulatorer af Solaruldrer-  
fakti

15-12

Microsoft leder med eksperimentelle løsninger: Deltag  
inddragelse af en forskningsgruppe

12-12

Hier er en samlet på 100 nye infrastruktur-analysen med  
90.000 analyser: Ocean-viewer dropper i Danmark

14-12

Skærmtilskærmen skaber op for kontrollen med digitale  
platforme

12-12

Apple rans af produktionsproblemer: Kan mangle dele  
til kommende iPad

12-12

Om 13 år vil næsten alle danskere have adgang til  
hurtig bredbånd: Reglen i Nordvesten kommer til at  
have mere bagfærd

12-12

Nordlys på vej med kampagneaktivitet: Vil udføre, så det  
cøser og buffere fiber inden nytår

Nu kan du prøve  
Computerworld Premium  
gratis i tre måneder

- og få adgang til  
eksklusive indhold

Læs mere

IT-JOB

Vil du se  
Senior software developer with  
knowledge of system architecture

Jørns Solutions  
Microsoft-konsulent søger

Digitaliseringsrejsen  
Digitaliseringsrejsen søger  
formidlere- og i-aktører til at  
skabe digital sammenhæng i den  
offentlige sektor

Agilework  
IT Operatører med fokus på  
netværk

TrueCommerce Danmark ApS  
Customer Connection Specialist  
med teknisk know-how og et  
akademisk niveau

Niescompany  
Teknisk Team Lead til IT Core  
Infrastruktur i Niescompany

Varmag ApS  
Senior softwareudvikler søger

Lærigh-Holter ApS  
Team Manager til IT-afdelingen

VG FLORE JOBS

Se flere job hos  
COMPUTERWORLD  
it-jobs.dk

DIGITS

CIO Trends 2021 - trends,  
teknologi, innovation og  
organisationsformer

Sådan gør IT-beregningskraften  
god formidling

The Successful Journey to the  
Cloud

IT Security 2021

Flere analyser

WHITEPAPERS

Hvilke data dine applikationer og  
dine hovedkvaliteter?

Sådan skaber du hovedkvaliteten til  
jeres data

Infrastruktur: Dug af  
vælgende Data Center i latin  
en

Sådan skaber du hovedkvaliteten til  
jeres data

Flere white papers

UDGIVNING

Azure Architect Design Track  
(AZ-301)

Dokumentation - Håndbøgerne i  
en

DAI Grundkursus

Azure Architect Design Track



# 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**

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CIOPREMIUMJOB & KARRIEREEKSPERTEN

FORSIDEDIGITALISERINGFORRETNINGS SOFTWARETOP 100TELE & MOBILPC'ER & HARDWARE


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-plattforme, 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

The background features a light blue and white color scheme. It includes several faint, stylized icons: a padlock, a warning triangle, and a gear, all enclosed in circular frames. These icons are connected by thin lines, suggesting a network or data flow. On the right side, there is a faint image of a hand with fingers slightly curled, as if interacting with a digital interface.

# 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.



# 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 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

**COMPUTERWORLD**

# 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

