

COMPUTERWORLD

Media Information, Solutions and Pricing 2026

Reach Denmark's most important
IT decision-makers

Who reads Computerworld



37%

live in the Capital Region



58%

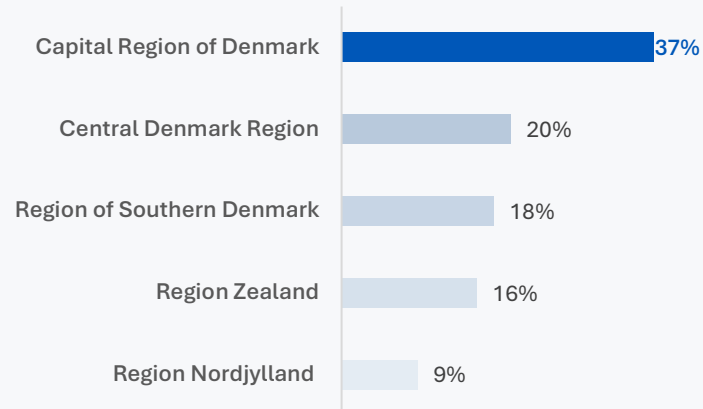
are 50 years old or older



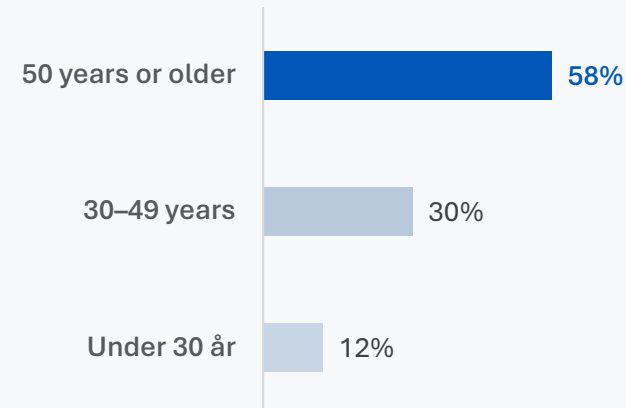
70%

of readers are men

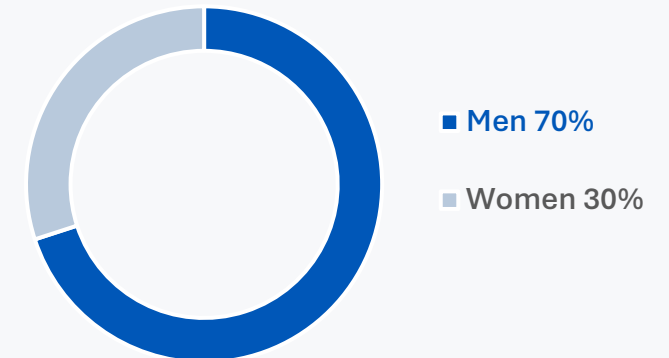
Where our readers live



Age distribution



Gender



Who reads Computerworld



43%

have a long-cycle higher education



25%

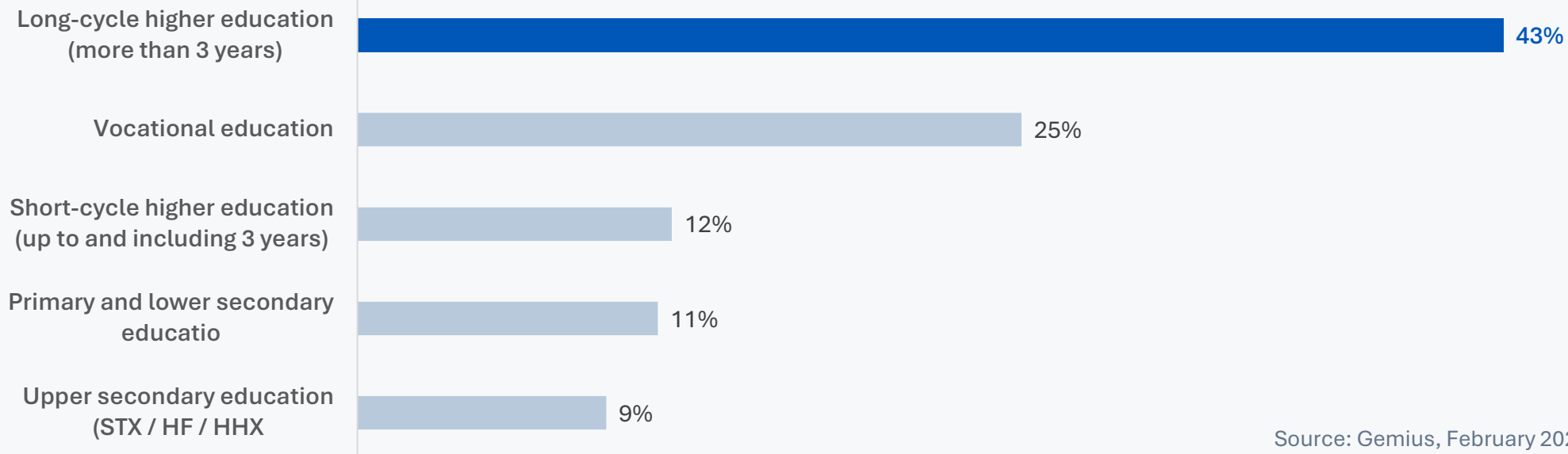
have a vocational education



12%

have a short-cycle higher education

Educational background



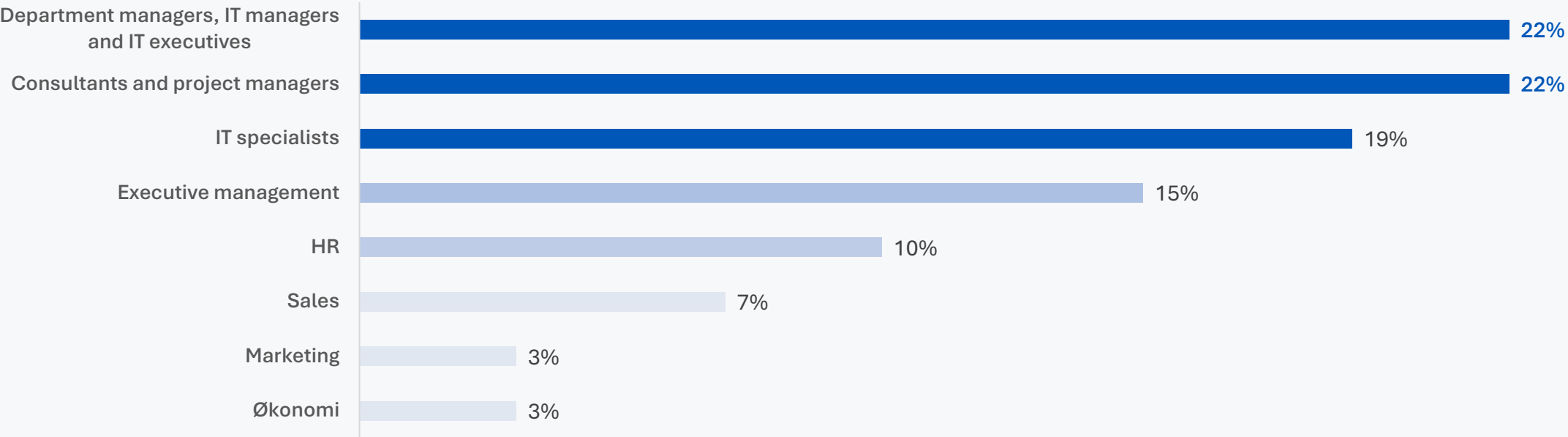
Source: Gemius, February 2026 – April 2026.

Computerworld's readers

Insights into the IT decision-makers we reach – across industries and company types.



Distribution of readers by job function



Target audience profile

Computerworld reaches an attractive target audience with strong purchasing power and a high proportion of managers and decision-makers.



40%

Managers and executives



34%

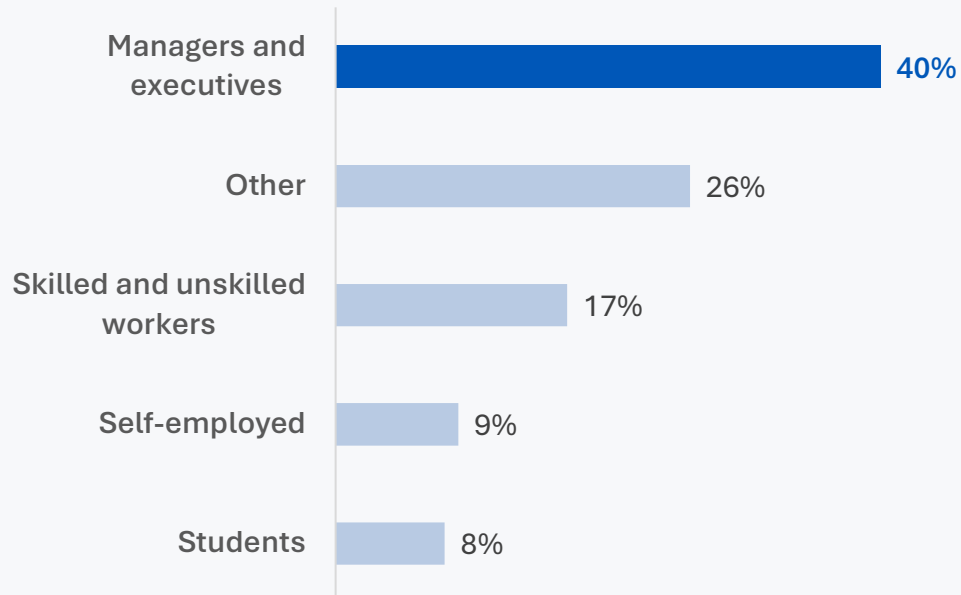
Personal income above
DKK 500,000



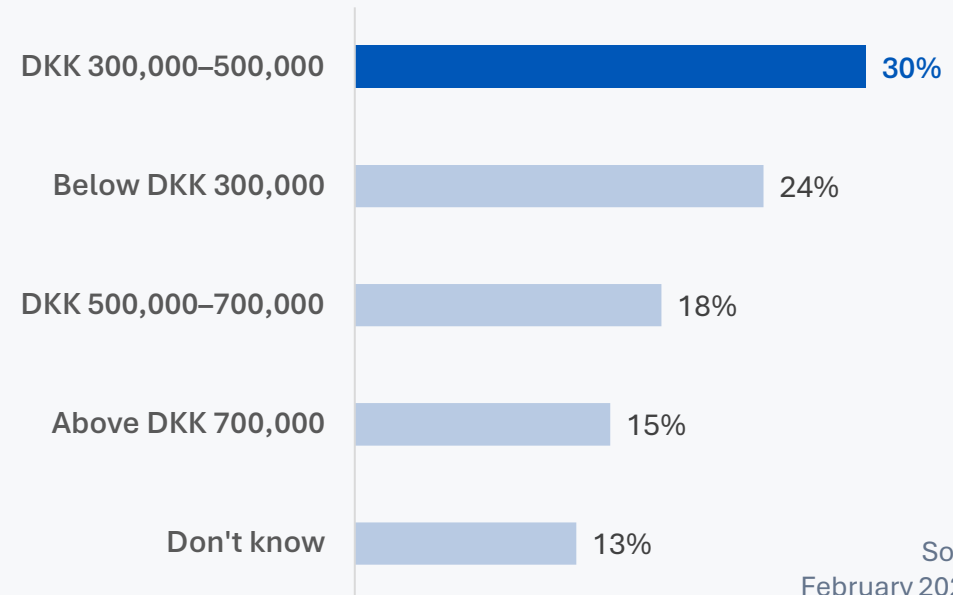
15%

Personal income above
DKK 700,000

Employment



Personal income



Source: Gemius,
February 2026 – April 2026

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Banners & banner formats

ROS campaign

Create visibility across Computerworld's platforms



CPM 250

Effective exposure at a attractive price



Targeted exposure

Place your message in a relevant context



Mobile + desktop

Your campaign is displayed on both mobile and desktop

A ROS campaign gives your company broad visibility across Computerworld's digital platforms and reaches relevant IT decision-makers on both desktop and mobile.

Banner formats



DESKTOP

- 336x280
- 950x200
- Wallpaper (CPM 500)
- Interstitial (DKK 3,000 per day)



MOBILE

- 320x320



MATERIALS

GIF, JPG, PNG, MP4, 3rd-party tags or HTML5 banners.



HIGH IMPACT

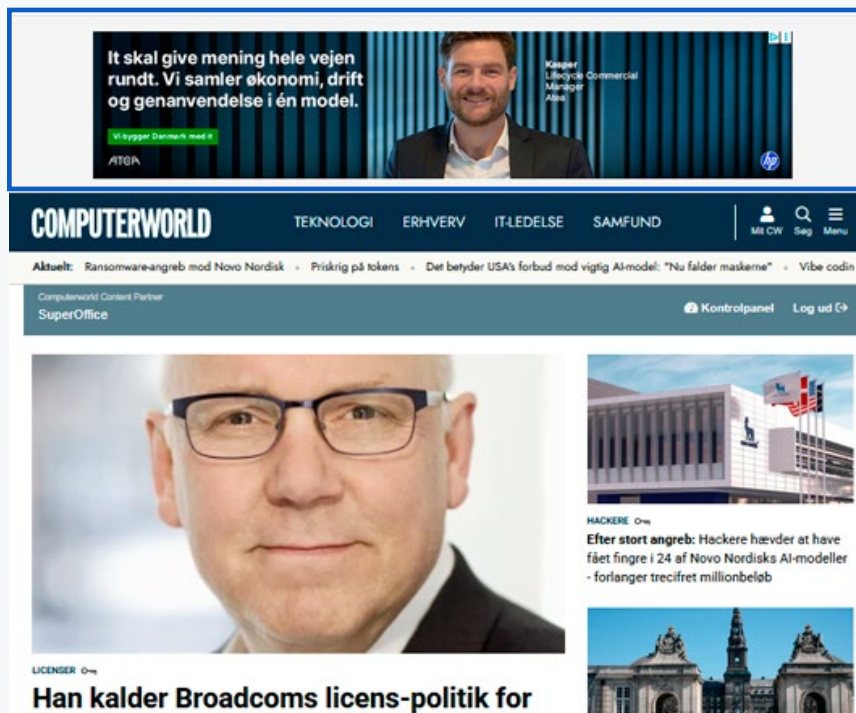
You can also use High Impact formats as part of your ROS campaign.

Banner formats

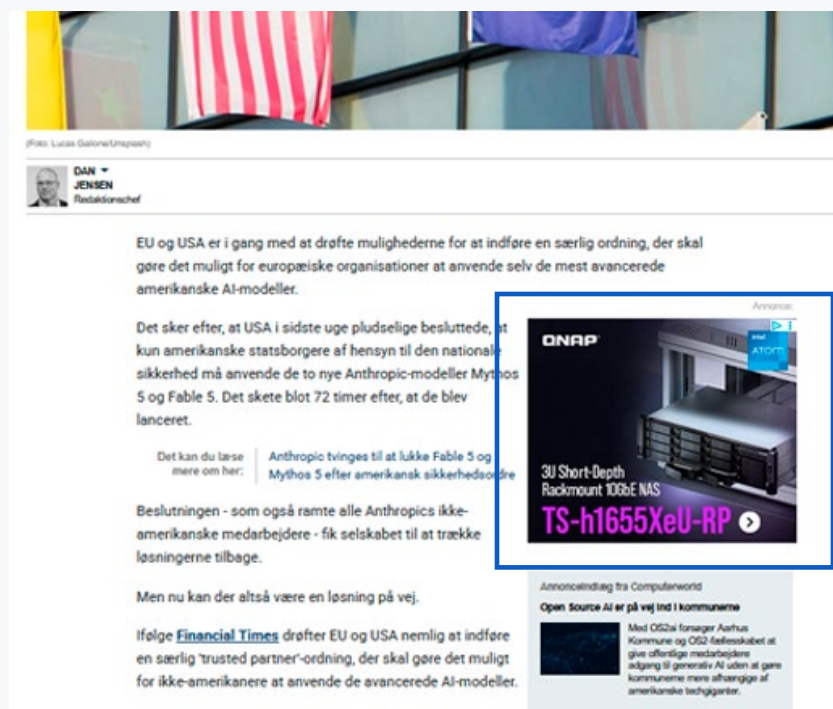
Examples of banner placements on Computerworld.dk



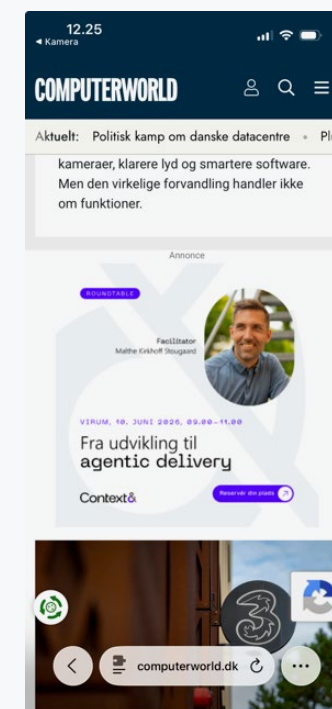
Top banner · 950x200 px



Article banner · 336x280 px



Article banner · 320x320 px

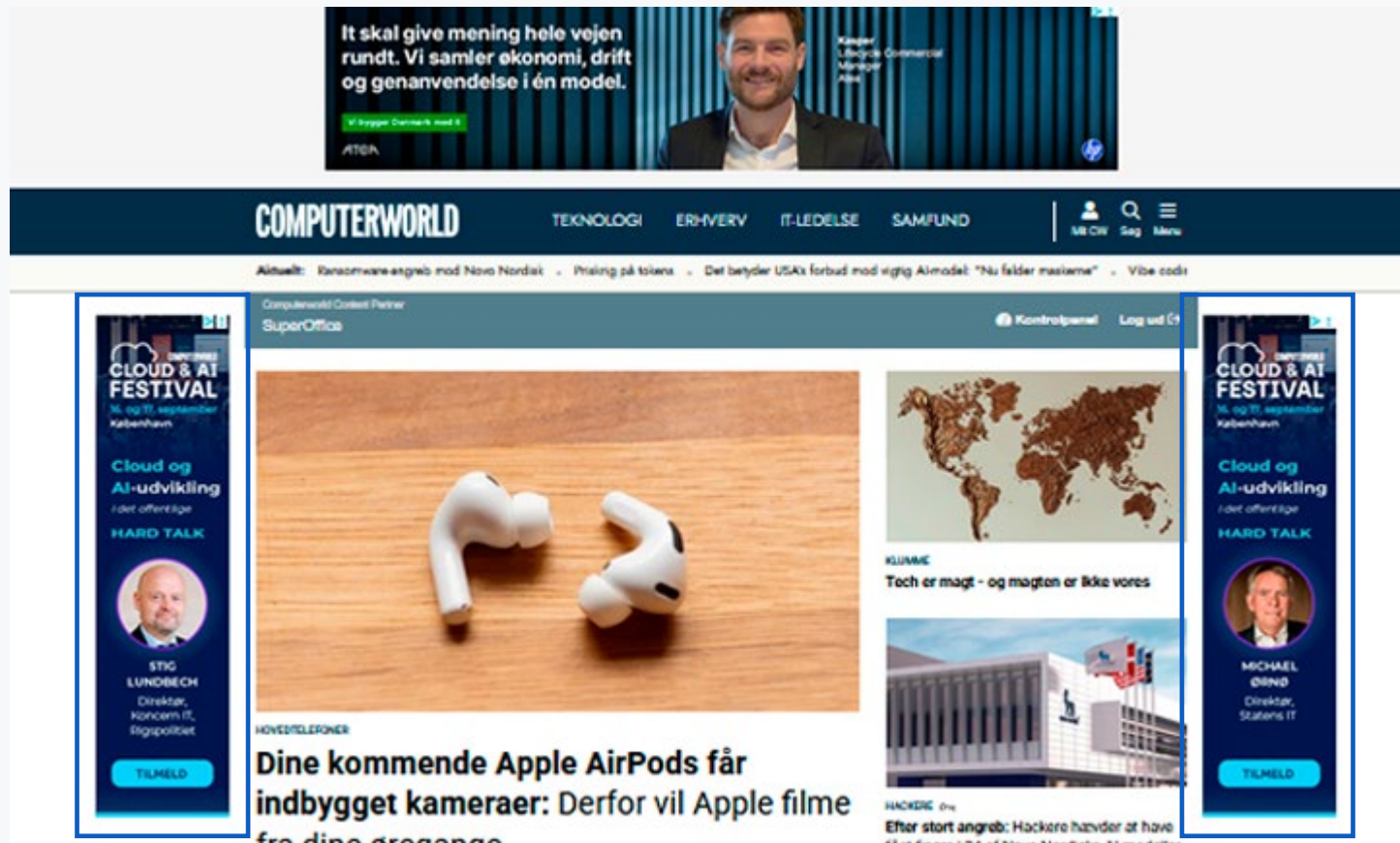


2 × sticky skyscrapers

Prominent visibility on both sides of Computerworld.dk



Sticky skyscraper · 160x600 px



The two sticky banners are sold as a weekly package, with the placement shared with one other advertiser.

The banners are displayed on both the Computerworld.dk homepage and article pages.

Price: DKK 15,000 for one week
and DKK 20,000 for two weeks

COMPUTERWORLD

Banner formats

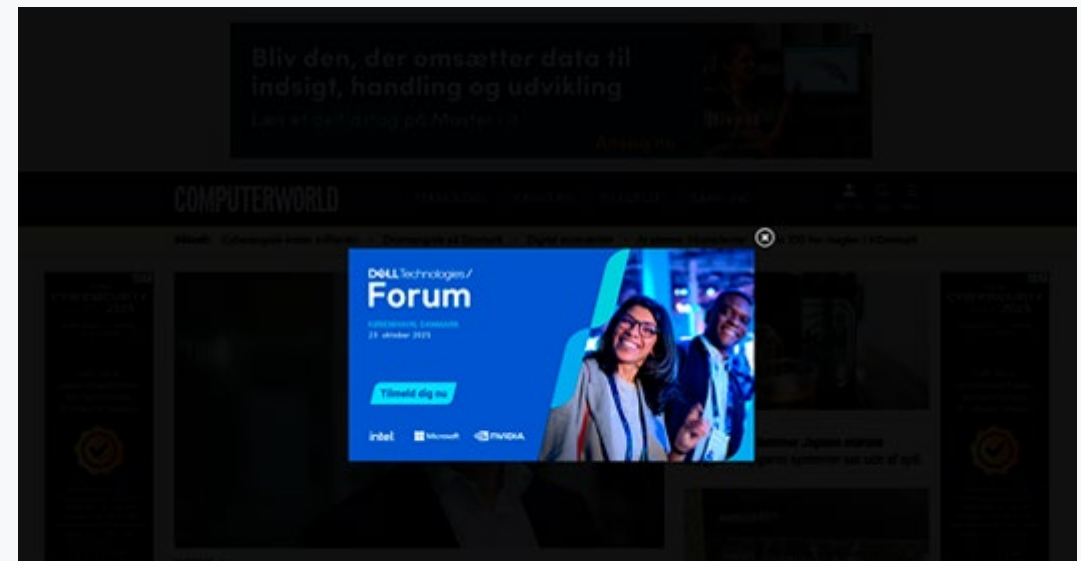
Examples of banner placements on Computerworld.dk



Wallpaper · 2560x1440 px



Interstitial · 600x400 px



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High impact banners

On Computerworld, you can also run high impact banners.

CPM 350



High visual impact

Create attention with large banner formats.



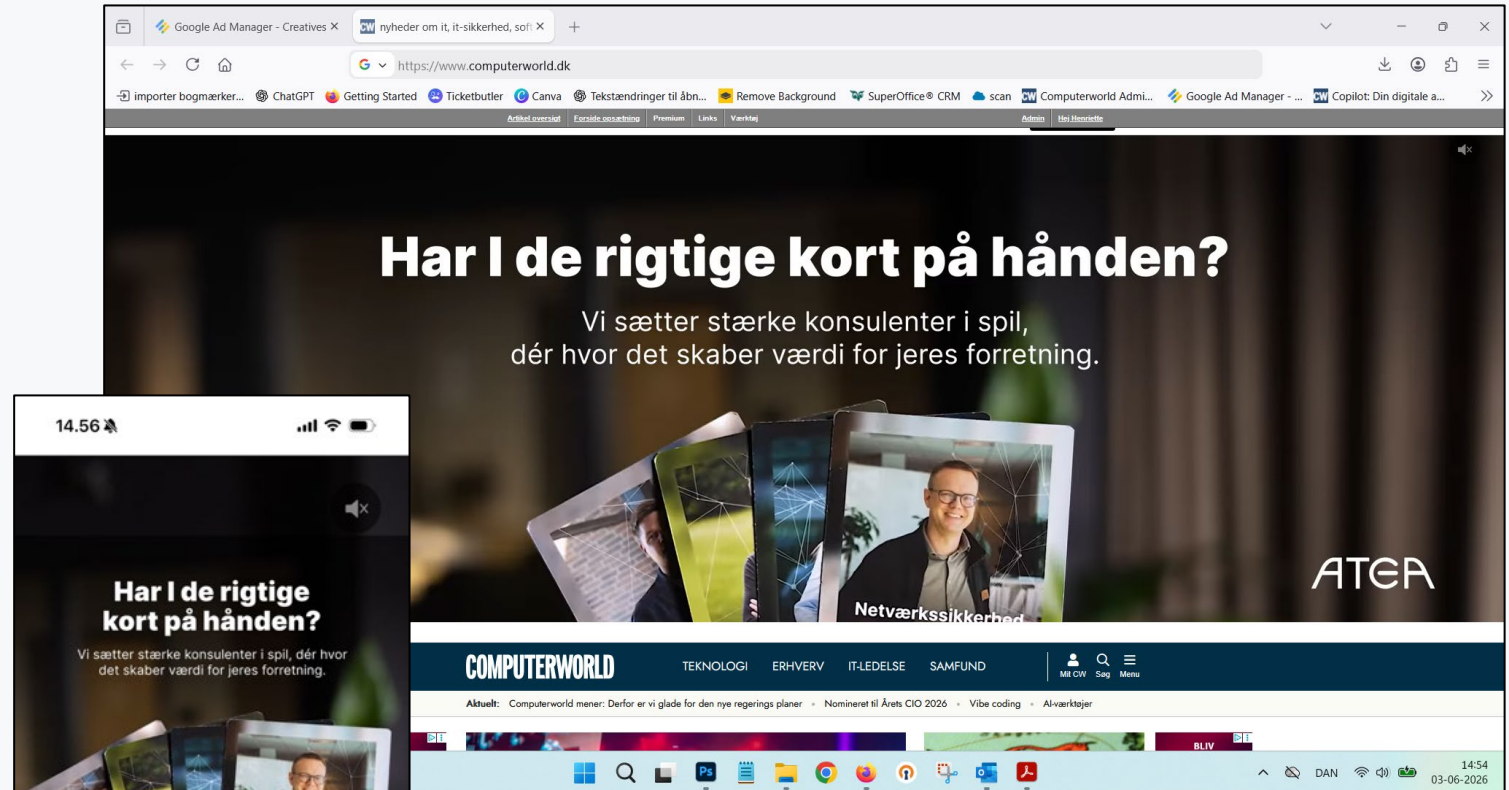
Targeted impact

Reach IT decision-makers in a trusted media environment.



Cross-platform

Maximise your campaign's impact across desktop and mobile.



Topscroll

Desktop

HTML: 2560 x 1440 px

Image: 2560 x 1440 px

Video/MP4: 1920 x 1080 px

Mobile

HTML: 1080 x 1920 px

Image: 1080 x 1920 px

Video/MP4: 1080 x 1920 px

Midscroll

Desktop

HTML: 2560 x 1440 px

Image: 2560 x 1440 px

Video/MP4: 1920 x 1080 px

Mobile

HTML: 1080 x 1920 px

Image: 1080 x 1920 px

Video/MP4: 1080 x 1920 px

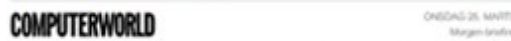
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Newsletters



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COMPUTERWORLD MARCH 15, 1993

Price
DKK 4,500
per banner

Banner advertising in specialised newsletters

Computerworld publishes three specialised newsletters targeting IT leaders, specialists and decision-makers.

Price per banner: DKK 3,000

CIO



COMPUTERWORLD
CIO

Microsoft-CIO: Det bør man gøre, hvis bestyrelsen kræver digital suverænitæt, de fem største ledelses-talenter i dansk it, og det taler top-CIO'erne om netop nu

Dan jer et fuldt overblik, inddelt derefter risiciene i fem til syv grupper og priorité dem efter sandsynlighed og konsekvens.

Sådan lyder opskriften på at øge den digitale suverænitæt fra en af de mest kompetente og erfarne chief information officers hertjemme, Rasmus Knappe fra Microsofts danske afdeling.

Læs hans gode råd til CIO'ere, som af bestyrelsen har fået til opgave at granske og justere resiliens-strategien for it i deres virksomhed.

Ved uddelingen af prisen som Årets CIO 2026 satte Computerworld og Dansk IT også fokus på de kommende it-ledestæstalter.

Med fem af dem, som gik hjem fra CIO-kåringen med deres egen pris og blomster.

Herunder kan du også komme med ind i det forum, hvor den dygtigste af de dygtige CIO'ere hertjemme udpeges. Det blev i år Claus Thomsen fra Lundbeck, men inden han fik overrakt prisen, bød begivenheden i København på et overflødighedshom af vedkommende debat, indsigt og diskussion om tilstanden i dansk it netop nu.

God fornøjelse.



3,200 subscribers • Sent on Tuesdays
Format: 750x150

Technology



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TECHNOLOGY

Hurtigere Windows er kun en opdatering væk

Din Windows-computer står overfor en lille, men vigtig opdatering, hvor Microsoft implementeret såkaldt 'Race to sleep' i styresystemet.

Opdateringen rulles bredt ud i disse dage og det er værd at sikre sig, at den er slået til.

En ny klasse af Windows-pc'er begynder samtidigt at dukke, hvor en stribe pc-producenter nu tager udfordringen fra Apples prisvenlige Macbook Neo op.



10. juni 2026 kl. 15.30

Ny opdatering kan gøre din Windows 11 hurtigere: Sådan aktiverer du den nye turbo-knap



15. juni 2026 kl. 15.58

Disse nye Windows-pc'er skal tage kampen op med Apples billige Macbook Neo

6,400 subscribers • Sent on Wednesdays
Format: 750x150

Security



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SECURITY

Forsvarsministeriet har hemmeligholdt graverende it-sikkerhed

Der er rod i it-sikkerheden i Forsvaret.

Sådan konkluderer Rigsrevisionen i et hidtil hemmeligholdt notat, som Computerworld er i besiddelse af.

Endnu værre noterer den statslige vagthund, at Forsvarsministeriet har givet "mangelfulde og modstridende oplysninger," da Rigsrevisionen kom på besøg for at tjekke, hvordan Forsvaret behandler de mest sensitive og hemmelige oplysninger, som fløder rundt i de inderste netværk af staten.

"Helt generelt er det et problem, fordi det er meget svært at lave et tilsyn, hvis man får nogle forkerte oplysninger. Man er afhængig af rigtige oplysninger, og myndighederne er i øvrigt også forpligtet til at give rigtige og fyldestående oplysninger. Så det er i snit med reglerne for den slags," siger professor i forvaltningsret på Aalborg Universitet, Sten Bensing, til Computerworld.

Forsvaret har kendt til problemerne med sikkerheden i mindst syv år.

Samtidig konkluderes, at der er et it-efterløb på mindst 20 milliarder kroner i Forsvaret.

Den nye forsvarsminister får nok at se til.

God læselyst

Venlig hilsen

Frederik Therkildsen

Cyberredaktør

3,790 subscribers • Sent on Thursdays
Format: 750x150

COMPUTERWORLD



Print



Print special editions

11 annual special editions targeting IT leaders and decision-makers.



15,000
Readers per issue



11
Special editions per year



Full-page ad
DKK 15,000

Computerworld publishes 11 special edition magazines each year focusing on technology, IT leadership and digital strategy.

Each issue reaches approximately 15,000 readers, including CIOs, CTOs, IT managers and other decision-makers.

Our audience is looking for knowledge, inspiration and practical insights into technology, digitalisation and business development.

All special editions are also published digitally and are available to Computerworld Premium subscribers. The magazines are also distributed at many of Computerworld's conferences.



Publication schedule 2026

Plan your advertising in this year's 11 special editions.

Week	Publication no.	Theme	Issued	Deadline
4	1	Security	January 23	January 9
9	2	Public digitalization	February 27	February 13
13	3	Salaries in the IT industry	March 27	March 13
17	4	AI Top list	April 24	April 10
21	5	ERP & CRM	May 22	May 8
25	6	CIO of the Year	June 19	June 5
35	7	Power 2026	August 28	August 14
38	8	Cloud & AI	September 18	September 4
43	9	Security & CISO of the year	October 30	October 16
48	10	Top 100	November 27	November 13
51	11	Future Technologies	December 18	December 4



COMPUTERWORLD



Email & whitepaper leads

Computerworld Email

Send an exclusive message to a carefully selected audience of IT professionals.



22,000

Profiles in our permission-based database



Targeting by industry, job function and company size



Your message only

Computerworld Email enables you to send a targeted message to exactly the audience you want to reach.

Computerworld Email can be used for event invitations, product launches, webinars, reports, lead generation and branding campaigns.

You provide the message – we deliver it to the right audience.

pwc

Cybercrime Survey 2026:
Bidrag med din indsigt



Bidrag med din indsigt i cyber- og informationssikkerhed i Danmark

Hvad udgør de største cybertrusler, og hvor langt er de danske virksomheder i arbejdet med informations- og cybersikkerhed?

For 12. år i træk undersøger PwC niveauet af cyber- og informationssikkerhed i dansk erhvervsliv og i den offentlige sektor.

Vi håber, at du med din besvarelse vil være med til at præge debatten og bidrage til, at vi sammen kan give et retvisende billede af erhvervslivets modenhed inden for cyber- og informationssikkerhed.

Undersøgelsen tager 5-10 minutter, og alle besvarelser er anonyme, medmindre du ved undersøgelsens afslutning vælger at blive kontaktet i forbindelse med fremtidige surveys.

Analysen udgives i efteråret 2026.

[Deltag i undersøgelsen](#)

Pricing

- 2,000 recipients: DKK 20,000
- 5,000 recipients: DKK 25,000



High open rates ensure visibility among the right recipients.

Whitepapers & lead generation

Generate qualified B2B leads among IT decision-makers and specialists.



22,000

Qualified profiles in our permission-based database



Targeted leads

Target by industry, job function and company size



Continuous delivery

Leads are delivered on an ongoing basis with contact details

Whitepapers play an important role in the decision-making process of IT professionals as they evaluate new technologies and solutions.

Computerworld promotes your whitepaper on Computerworld.dk, in newsletters, email campaigns and other relevant channels, helping you reach the right IT decision-makers.

Each lead includes: name, job title, company, email address, phone number, address, industry and company size.



Pricing

Your own whitepaper

- Setup: DKK 5,000
- Base package: DKK 1,000
- Minimum: 20 leads

Lead pricing varies depending on the target audience and segmentation.

We can also produce your whitepaper

Professional journalism creates stronger content and better leads.



Complete production

6–8-page whitepaper written and designed by Computerworld



25 guaranteed leads

Delivered within the agreed campaign period



DKK 70,000

Including production and lead generation

Computerworld's journalists produce a whitepaper based on your expertise, key messages and specialist knowledge.

We handle the research, interviews, writing, design and distribution, while you contribute your expertise and professional direction.

The whitepaper is published in Computerworld's whitepaper library and promoted on Computerworld.dk, in newsletters and through email marketing.



What's included?

- ✓ Interviews and research
- ✓ 6–8 pages of journalistic content
- ✓ Design and publication
- ✓ Marketing
- ✓ 25 guaranteed leads



Price: DKK 70,000

COMPUTERWORLD

Advertorial & native



Advertorials

Tell your story through an article – not an advertisement.



Relevant storytelling

Tell your story through a journalistic format.



Natural integration

Integrated into the editorial environment.



High credibility

Builds trust with your target audience.

Advertorials combine your company's message with a journalistic format that engages readers.

Typically used for:

- ✓ Thought leadership
- ✓ Product launches
- ✓ Customer cases and success stories
- ✓ Reports and analyses
- ✓ Branding and positioning

Advertorial example

Two options

Choose between a fully produced advertorial or your own content. You receive performance statistics for both solutions.



Computerworld produces the advertorial

We take care of the entire process for you.

DKK 30,000

- ✓ Interview
- ✓ Journalistic article
- ✓ Editing and quality assurance
- ✓ Publication
- ✓ Native exposure
- ✓ Minimum 500 article views



You provide the article

You provide the article – we take care of publication and exposure.

DKK 20,000

- ✓ Your own article / advertorial
- ✓ Published on Computerworld.dk
- ✓ Native exposure
- ✓ Minimum 500 article views



Additional article views

Increase your reach and get even more from your campaign.

100 additional article views:
DKK 5,000

500 additional article views:
DKK 15,000

COMPUTERWORLD



Events & conferences



Events & conferences

Meet IT decision-makers through Computerworld's conferences, events and networking formats.



In-person conferences

Relevant conferences featuring current case studies, inspiring keynotes and valuable networking opportunities.



Digital events

Live events with speaking opportunities, participant lists and recordings of your presentation.



Tailored solutions

Computerworld can plan and deliver the entire event.

Computerworld Events brings together executives, specialists and decision-makers around current topics in technology, digitalisation and IT strategy.

As a partner, you have the opportunity to share knowledge, build relationships and engage in dialogue with relevant decision-makers – both in person and online.





In-person conferences

Position your company as an industry expert through speaking opportunities, networking and direct dialogue with IT decision-makers.



25-minute speaking slot

Present case studies, insights and solutions to the audience.



Attendee list

Contact details for all participants who have given permission.



Logo on the event website

Company profile and visibility before the conference.

Become a partner at Computerworld's conferences

Computerworld's conferences bring together decision-makers, specialists and executives around current topics in technology, digitalisation and IT strategy.

As a partner, you have the opportunity to share your expertise, meet participants face to face and position your company as an industry expert in your field.

A typical partner package includes:

- ✓ 25-minute speaking slot in a track or plenary session
- ✓ Attendee list with contact details
- ✓ Logo and company profile on the event website and in the programme
- ✓ Post-event evaluation and report



Prices from DKK 50,000 excl. VAT

Event Management

We plan, recruit and deliver your event from start to finish.



Project management

We handle planning, registrations and event delivery.



Attendee recruitment

Targeted recruitment of relevant IT decision-makers.



Venue & logistics

Venue, AV equipment, catering and event delivery.

Event management typically includes:

- ✓ Programme development and advisory services
- ✓ Project management and registrations
- ✓ Attendee recruitment
- ✓ Venue, AV equipment and catering
- ✓ Evaluation and reporting
- ✓ Attendee list with permission



Tailored solution

We tailor the event to your target audience, objectives and requirements.

Computerworld acts as your event partner and can manage all or part of your event.

We help with programme development, project management, attendee recruitment and practical event delivery, so you can focus on the content and engaging with your audience.

All solutions are tailored to your target audience, format and objectives.



Digital Event Management

Get your own digital event – produced, promoted and delivered by Computerworld.



Professional studio

Your event is produced in Computerworld's professional studio.



Targeted recruitment

We recruit relevant IT decision-makers for your event.



Attendee list & recording

Receive an attendee list (with permission) and a recording of the event.

Computerworld produces and delivers digital events for companies that want to share expertise, case studies and solutions with a selected audience of IT professionals.

We help with programme development, attendee recruitment, marketing and technical production, allowing you to focus on the content and engaging with your audience.



As a partner, you receive:

- ✓ Moderator from Computerworld
- ✓ Technical rehearsal and speaker briefing
- ✓ Minimum 50 participants
- ✓ Marketing through Computerworld's channels
- ✓ Attendee list with permission
- ✓ Participant evaluation
- ✓ Recording of the event for future use

DKK 125,000
per digital event

Excl. VAT

Executive Roundtable

Exclusive dialogue with Denmark's leading IT decision-makers.



10-14 C-level participants

CIOs, CTOs and CISOs from major Danish organisations.



Moderated by Computerworld

An experienced editor facilitates the discussion and ensures valuable dialogue.



Third-party consent

Receive participants' contact details after the event.

Computerworld Executive Roundtable brings together an exclusive group of IT leaders around a current topic, developed in collaboration with you. The format creates an open and qualified dialogue between IT decision-makers, with your company participating as an active part of the discussion.

The event concludes with networking and a shared lunch.



As a partner, you receive:

- ✓ Topic developed in collaboration with Computerworld
- ✓ Invitations and attendee recruitment
- ✓ Moderation by a Computerworld editor
- ✓ Venue, registration and event management
- ✓ Attendee list with permission
- ✓ Networking lunch with participants

DKK 170,000
per roundtable

Excl. VAT

Executive Dinner Roundtable

Exclusive dialogue with Denmark's leading IT decision-makers in an informal setting.



Exclusive dinner

Hosted at the Michelin-starred Restaurant Formel B with a four-course menu and wine.



10-14 C-level participants

CIOs, CTOs, CISOs and other decision-makers from major organisations.



Moderated dialogue

A Computerworld editor facilitates the discussion and ensures valuable insights.

As a partner, you receive:

- ✓ Topic developed in collaboration with Computerworld
- ✓ Invitations and attendee recruitment
- ✓ Moderation by a Computerworld editor
- ✓ 10-14 C-level participants
- ✓ Attendee list with permission
- ✓ Exclusive dinner and networking
- ✓ Participants' contact details after the event

Computerworld Executive Dinner Roundtable brings together an exclusive group of IT leaders around a current topic, developed in collaboration with you.

The format combines professional discussion and networking in an informal setting, where participants share experiences, challenges and perspectives.

As a partner, you take part in the discussion and engage directly with the participants.



DKK 200,000
per roundtable

Excl. VAT

Contact us

COMPUTERWORLD

We'll help you find the solution that best fits your goals and target audience.



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