



COMPUTERWORLD

MEDIA INFO, SOLUTIONS
AND PRICES 2024

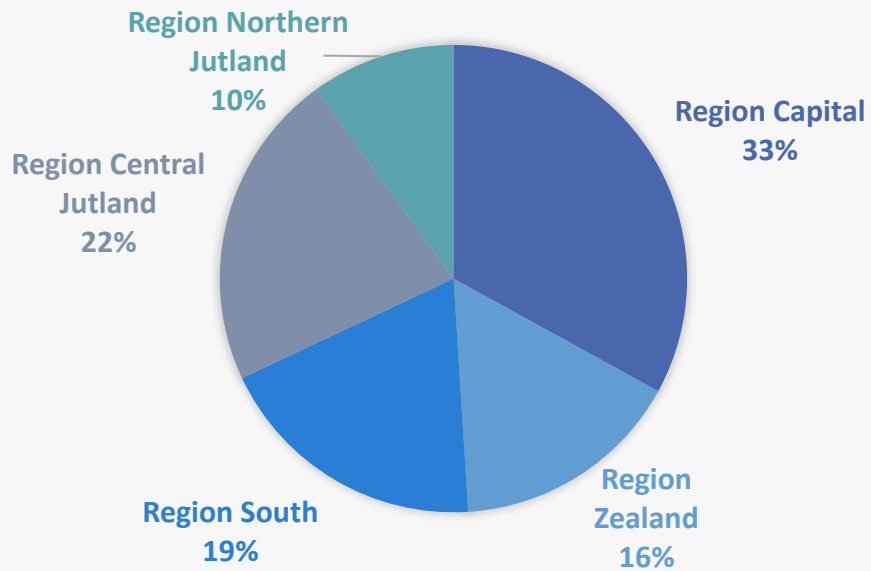


Table of Contents

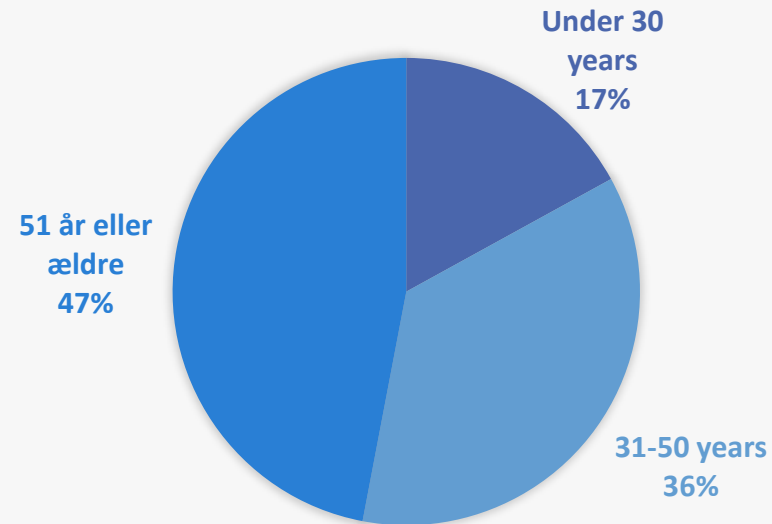
Demographics	Page 3-4
Banners and banner formats	Page 5-11
Newsletters	Page 12-15
Print	Page 16-21
Servicemails & whitepapers	Page 22-27
Advertorial & native	Page 28-30
Podcast	Page 31-33
Computerworld TechTalks	Page 34-36
Events & Conferences	Page 37-46
Computerworld Job	Page 47-48

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

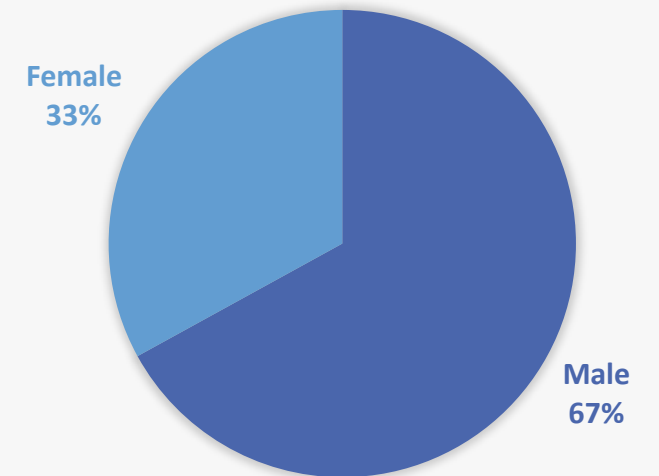
This is where the readers live



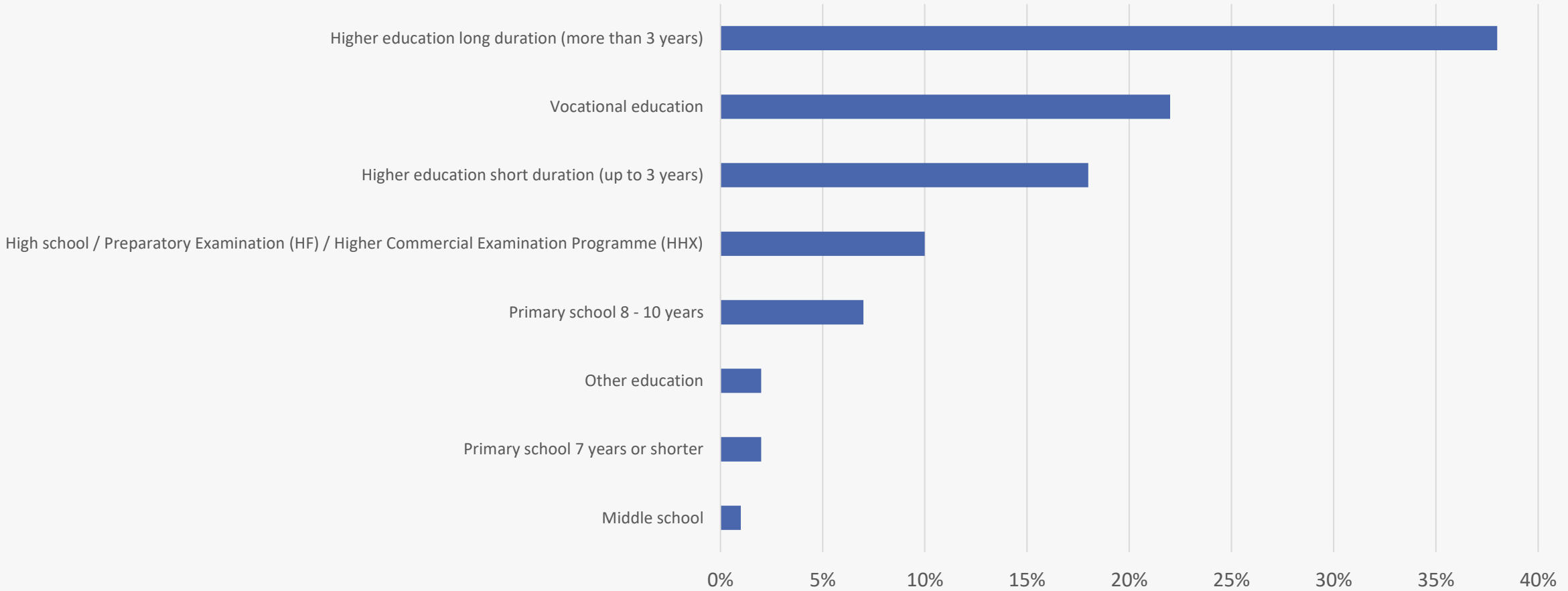
Age

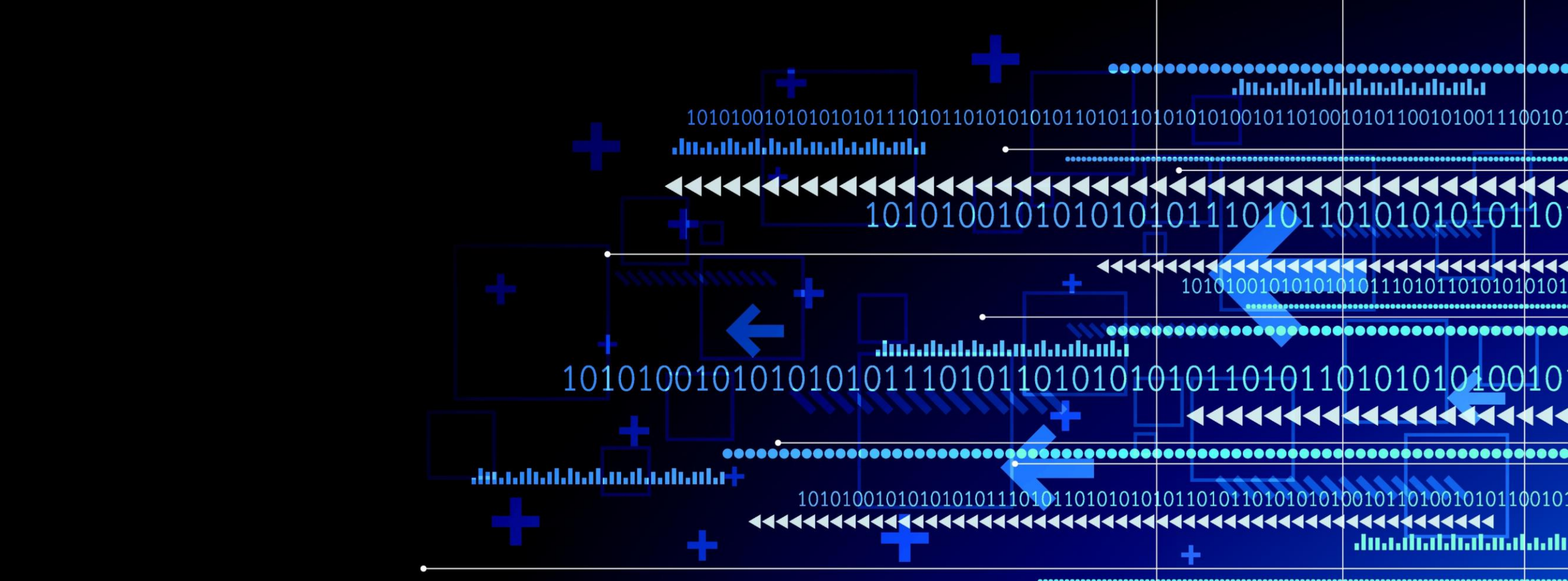


Gender



Computerworld's readers - educational level





BANNERS AND BANNER FORMATS

ROS: 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 300,000 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 (CPM 500)
- Interstitial (DKK 3000 per day)

Formats - mobile

- 320x80
- 320x160
- 320x320


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

Banner formats

Top banner 950x200

Har I overvejet colocation i Danmarks "grønneste" datacentre?

Interesseret

CIBICOM
ABOVE AND BEYOND

Netcompany, Microsoft, GlobalConnect og andre top-leverandører i fælles brev: Datatilsynets Chromebook-afgørelse vil få 'vidtrækkende konsekvenser'

Skal Statens IT anvende cloud til sikkerhed? Nu lader spørgsmålet på regeringens bord

Hundredevis af borgere i Københavns Kommune ramt af datalek fra kæmpesystemet KY

Vi skal finde en vej frem fra Chromebook-sagen

Det danske datatilsyn offentliggjorde den 30. januar sin længeventede afgørelse i sagen om 53 kommuners brug af Google Workspace i folkeskolen. I afgørelsen vurderer Datatilsynet, at der ikke er hjemmel til at videregive personoplysninger til alle de formål, der videregives til i dag.

Som repræsentanter fra industrien og leverandører til det offentlige Danmark har vi læst afgørelsen og fulgt brugen af Google Workspace i folkeskolen. I afgørelsen vurderer Datatilsynet, at der ikke er hjemmel til at videregive personoplysninger til alle de formål, der videregives til i dag.

GDPR

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Article banner 336x280

Netcompany, Microsoft, GlobalConnect og andre top-leverandører i fælles brev: Datatilsynets Chromebook-afgørelse vil få 'vidtrækkende konsekvenser'

Datatilsynets Chromebook-afgørelse kan få alvorlige konsekvenser for it-brugen i det offentlige, mener Dansk Industri, Microsoft, Systematic, Aeven og andre topleverandører i et bekymringsbrev, som de har sendt til regeringen: "Er det det, som vi vil opnå med GDPR?"

Er

Opret gratis jobager

STATENS IT

Skal Statens IT anvende cloud til sikkerhed? Nu lader spørgsmålet på regeringens bord

Kl. 10:05

KULTUR

Rundvisning: Jubilæum for en national katastrofe

Kl. 09:45

GDPR

Hundredevis af borgere i Københavns Kommune ramt af datalek fra kæmpesystemet KY

Kl. 09:00

Announceindlæg fra Red Hat

Har du valgt den rigtige containerstrategi?

Containerløsninger af eget design kan være velfungerende og løse organisationens behov – men kan også øge risiko og ressourceforbrug.

23. februar 2024

For få opdaterer til Windows 11: Nu inviterer Microsoft udvalgte brugere til at opgradere gratis

SOFTWAREOPDATERINGER | Kl. 08:10

Twoday vinder millionaftale med Landbrugsstyrelsen –

Mobile banner 320x320

10.59

Kamera

WeShare vender tilbage: Sprintny MobilePay-app på trapperne

MORGEN-BRIEFING

4. marts 2024 kl. 06.30

Morgenbriefing: Arbejdsløse akademikere skal være it-sikkerhedseksperter / Werner Valeur går i struben på Pleo / Rusland hacker sig ind i det tyske forsvar

Se flere

Cyber Security Awards 2024

Nominer på cybersecuritydagen.dk

7. marts 2024



KOMMENDE EVENTS

Sådan får CFO'en og den it-ansvarlige hurtigt og sikker viden på hånden

7. marts 2024

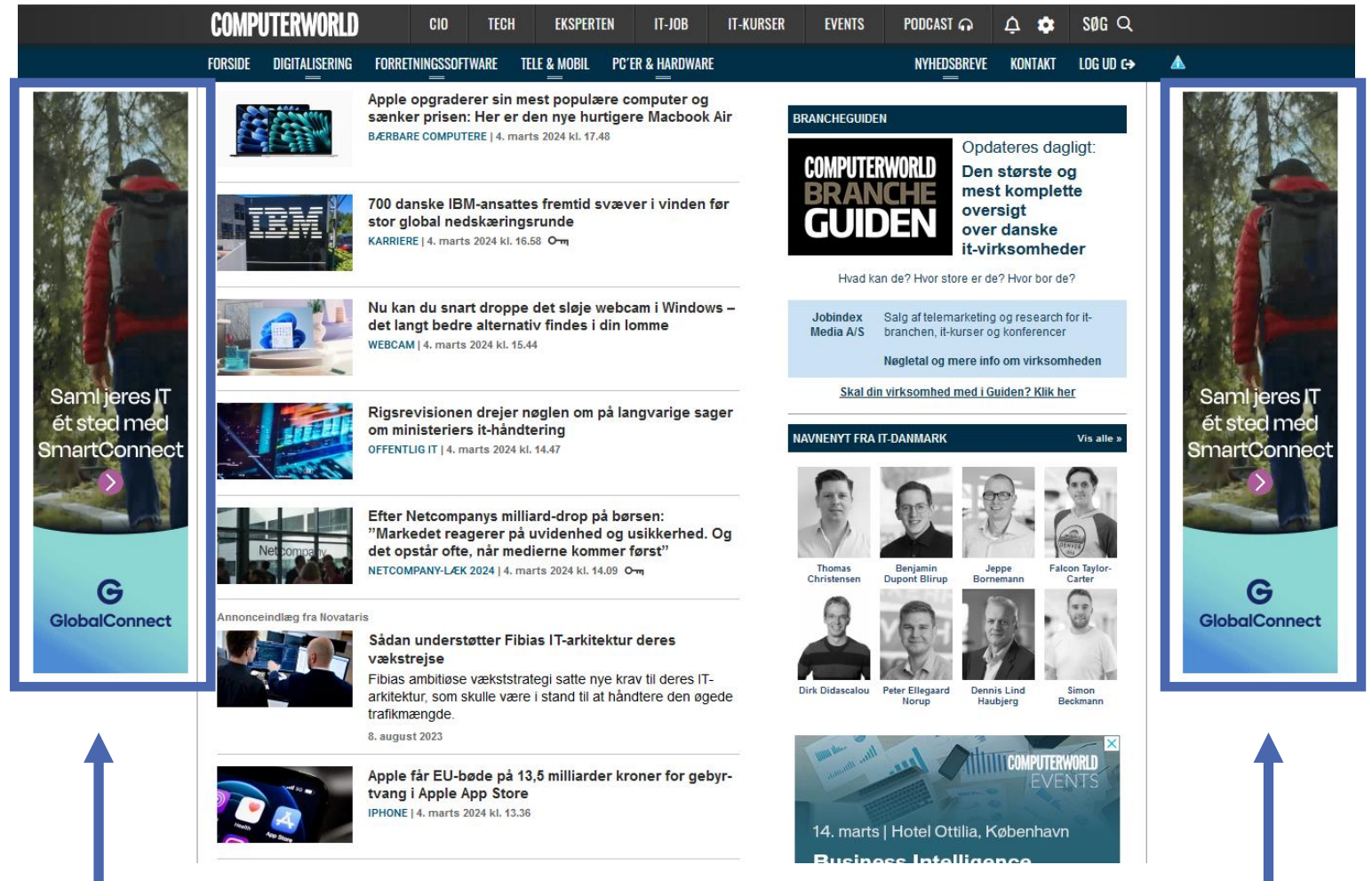
computerworld.dk

2 x Sticky-Skyscraper

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 25,000 for 2 weeks.



Examples of wallpaper

- When you want the ultimate visibility and attention



Polestar 2
Privatleasing
fra 4.195 kr./md.*
Bestil nu →

*Gælder udelukkende leveringsklare modelår 2023 modeller. Løbetid 36 mdr. 15.000 km/år. Prisen er baseret på fast rente, inkl. moms, Service- og Reparationsaftale. Positiv kreditgodkendelse kræves. Ekskl. dækskift, forsikring, brændstof og grøn ejeravgift (driftsomkostninger). Udbetaling kr. 15.000,-. Samlet pris for 36 måneder fra kr. 166.020,-. Kaskoforsikring forudsættes. Betaling via Nets forudsættes. Betaling på anden måde koster 62,50 kr. pr. betaling. Privatleasingen tilbydes i samarbejde med Polestar Privatleasing w/Nordania Finans A/S. Der tages forbehold for fejl, pris-/afgiftsændringer og rentændringer. WLTP: 16,5-20,2 kWh/100 km og CO₂: 0 g/km



Polestar 2
Innovativt design
Oplev nu →

WLTP: 16,5-20,2 kWh/100 km og CO₂: 0 g/km

COMPUTERWORLD

CIO TECH EKSPERTEN IT-JOB IT-KURSER EVENTS PODCAST 🔊 🔔 ⚙️ 🔍 SØG

FORSIDE DIGITALISERING FORRETNINGS SOFTWARE TELE & MOBIL PC'ER & HARDWARE NYHEDSBREVE KONTAKT LOG UD ↗

Netcompany, Microsoft, GlobalConnect og andre top-leverandører i fælles brev: Datatilsynets Chromebook-afgørelse vil få vidtrækkende konsekvenser

Skal Statens IT anvende cloud til sikkerhed? Nu lander spørgsmålet på regeringens bord

Hundredevis af borgere i Københavns Kommune ramt af data-læk fra kampagnesystemet

Two-day vinder millionaf-tale med Landbrugstilsynet - overfald fra Netcompany

Apple opgraderer sin mest populære computer og sænker prisen: Her er den nye hurtigere MacBook Air

EdTech Denmark
Capgemini
Aeven
KPMG
Microsoft
GlobalConnect
Optimum TV
EY
netcompany
Boks
TRIFORK
SYSTEMATIC

Vi skal finde en vej frem fra Chromebook-sagen

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Som repræsentanter fra industrien og leverandører til det offentlige Danmark har vi læst afgørelsen og fulgt debatten med stor interesse. Med dette brev ønsker vi at udtrykke vores bekymring for, at afgørelsen vil få vidtrækkende og uallige konsekvenser for kvaliteten af it-understøttelsen i det offentlige. Samtidig stiller vi os op til at bidrage teknisk indsigt og finde konstruktive løsninger.

GDPR

Netcompany, Microsoft, GlobalConnect og andre top-leverandører i fælles brev: Datatilsynets Chromebook-afgørelse vil få 'vidtrækkende konsekvenser'

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Om KL 10:38

Er det tid til at komme videre i d Opret gratis jobagen

STATENS IT
Skal Statens IT anvende cloud til sikkerhed? Nu lander spørgsmålet på

KULTUR
Rundvisning: Jubilæum for en national katastrofe

GDPR
Hundredevis af borgere i Københavns Kommune ramt af data-læk fra



Polestar 2
100% elektrisk
Se udvalg →

WLTP: 16,5-20,2 kWh/100 km og CO₂: 0 g/km



COMPUTERWORLD

Examples of wallpaper

- When you want the ultimate visibility and attention



XIAOMI 13 Serien
CO-ENGINEERED WITH **Leica**

Bagom mesterværket



COMPUTERWORLD CIO TECH EKSPERTEN IT-JOB IT-KURSER EVENTS PODCAST SØG

FORSIDE DIGITALISERING FORRETNINGS SOFTWARE TELE & MOBIL PC'ER & HARDWARE NYHEDSBREVE KONTAKT LOG UD

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Twoday vinder millionaftale med Landbrugsstyrelsen – overtager fra Netcompany

Apple opgraderer sin mest populære computer og sænker prisen: Her er den nye hurtigere MacBook Air

SENESTE ARTIKLER RSS

10:38 Netcompany, Microsoft, GlobalConnect og andre top-leverandører i fælles brev: Datatilsynets Chromebook-afgørelse vil få "vidtrækkende konsekvenser" O-m

10:05 Skal Statens IT anvende cloud til sikkerhed? Nu lander spørgsmålet på regeringens bord O-m

09:45 Rundvisning: Jubilæum for en national katastrofe

09:00 Hundredevis af borgere i Københavns Kommune ramt af dataleak fra kæmpesystemet KY O-m

08:10 For få opdaterer til Windows 11: Nu inviterer Microsoft udvalgte brugere til at opgradere gratis

07:20 Twoday vinder millionaftale med Landbrugsstyrelsen – overtager fra Netcompany O-m

06:30 Få finansieret din it-sikkerhed af EU / Elbiler ender konstant på værksted / 22-årig amerikaner får 16 års fængsel for dataleak

17:48 Apple opgraderer sin mest populære computer og sænker prisen: Her er den nye hurtigere MacBook Air

16:58 700 danske IBM-ansattes fremtid svæver i vinden for stor global nedskæringsrunde O-m

Vi skal finde en vej frem fra Chromebook-sagen

Det danske datatilsyn offentliggjorde den 30. januar sin længeventede afgørelse i sagen om 53 kommuners brug af Google Workspace i folkeskolen. I afgørelsen vurderer Datatilsynet, at der ikke er hjemmel til at videregive personoplysninger til alle de formål, der videregives til i dag.

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GDPR

Netcompany, Microsoft, GlobalConnect og andre top-leverandører i fælles brev: Datatilsynets Chromebook-afgørelse vil få

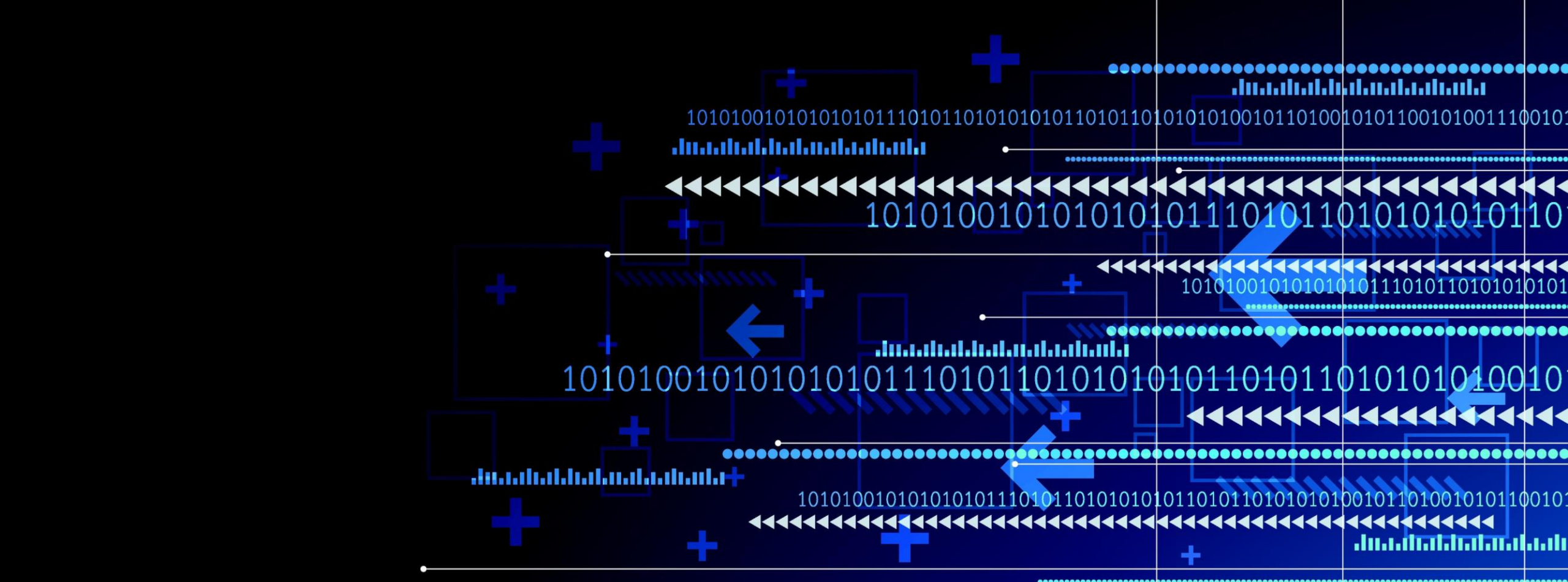
Examples of interstitial

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

Size: max 600x400 pixel.

Price DKK 3,000 per day.

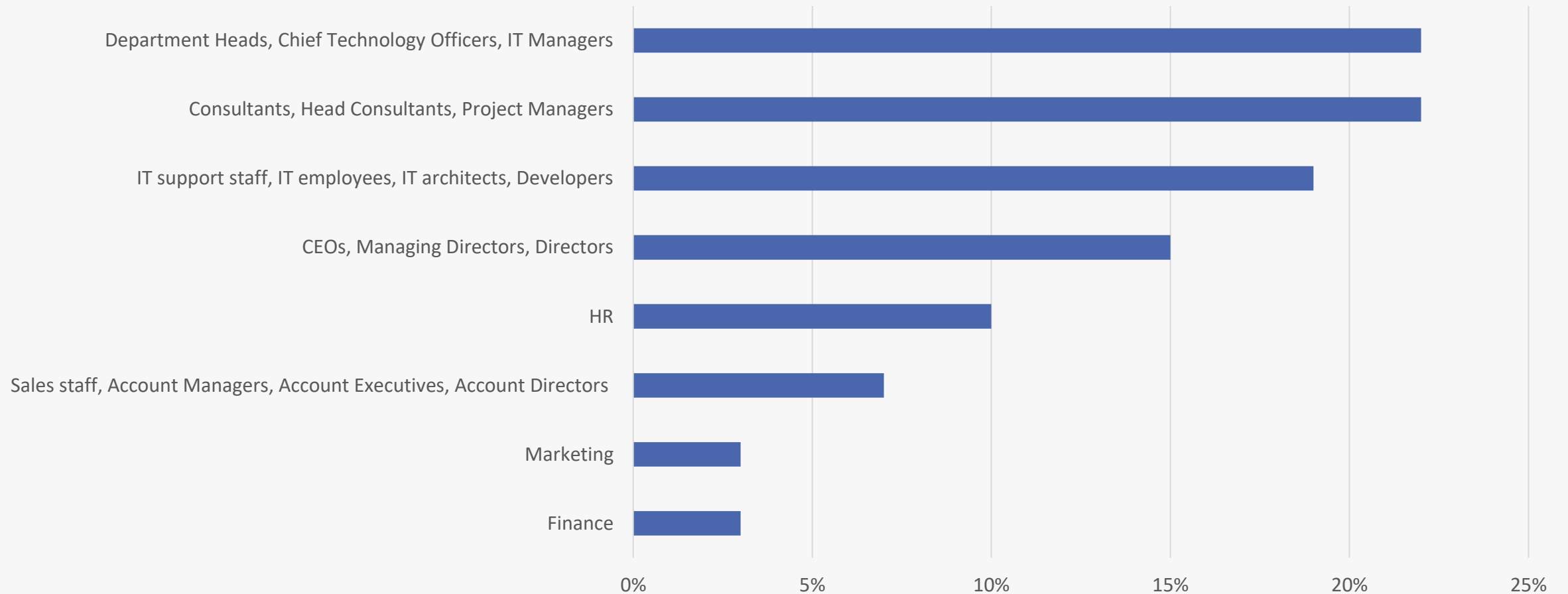
The screenshot shows the ComputerWorld website with a dark-themed header and navigation bar. A large interstitial overlay is centered on the page, featuring the Dell Technologies logo and the text "Dell APEX Cloud Platform for Microsoft Azure". The overlay lists three key benefits: "Flexible cloud operational model", "Agile application environments", and "Optimized app deployments". The background of the overlay shows a hand interacting with a digital interface. The website content behind the overlay includes a top banner asking "MÅ VI KOMME MED DIG PÅ ARBEJDE?" (Can we come with you to work?), a "nemlig" (easy) badge, and various news articles and event listings on the sides.



NEWSLETTERS

Who reads our newsletters?

You have a unique opportunity to reach out to the most important IT decision-makers in Denmark. We cover both public, private, and large and small businesses.



Banners on Computerworld's newsletters - 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?

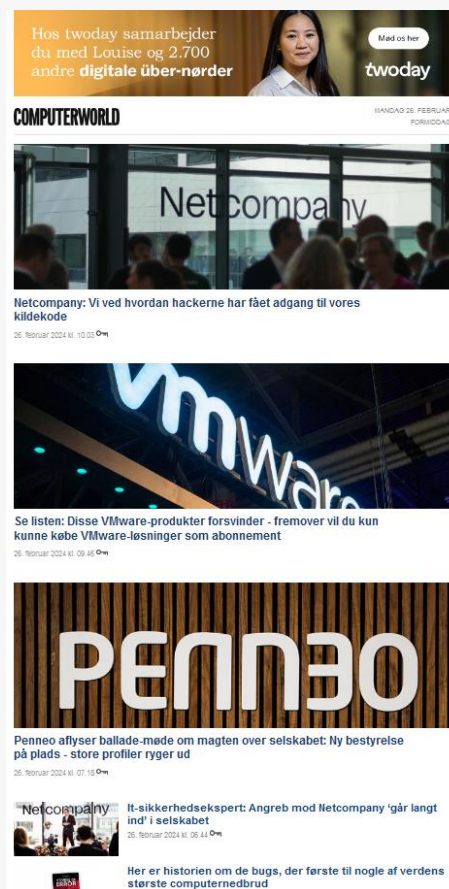


Computerworld Morgen-briefing

The morning briefing is sent out each morning at 6:30 a.m. to 16,000 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)

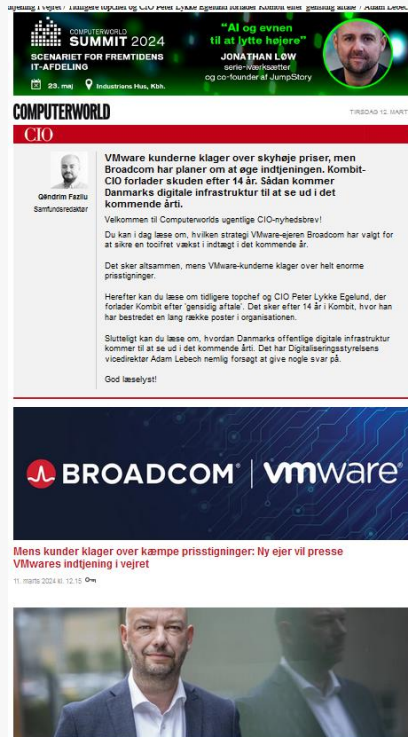
Here there are two banners: top and middle.
Price per banner: DKK 4,000.

Both newsletters are sent to 19,160 recipients.

Banners on special newsletters

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

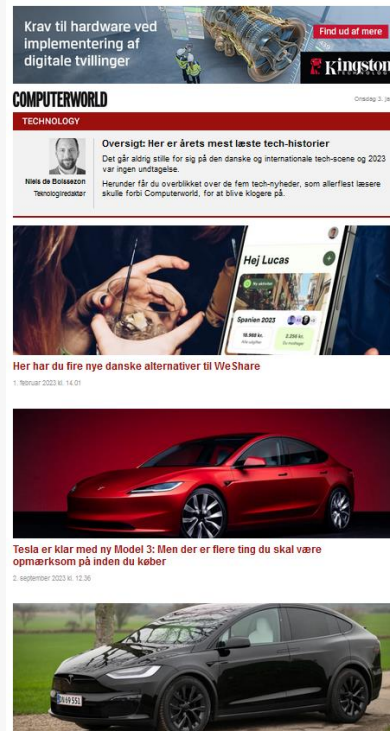
Price per banner: DKK 3,000.



CIO

Sent out every Tuesday to 3.590 subscribers.

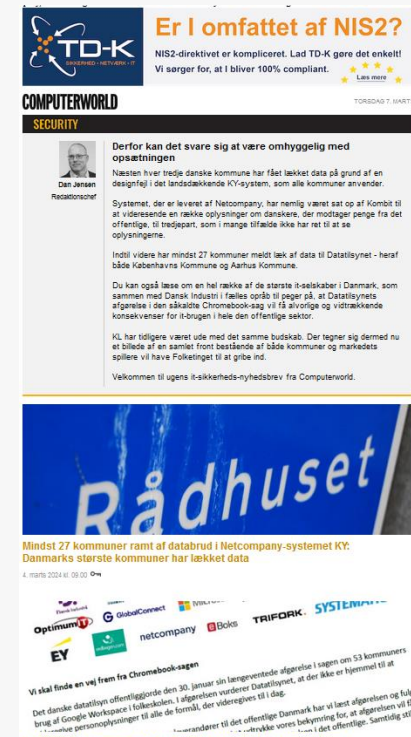
Format: 750x150.



Technology

Sent out each Wednesday to 7.170 subscribers.

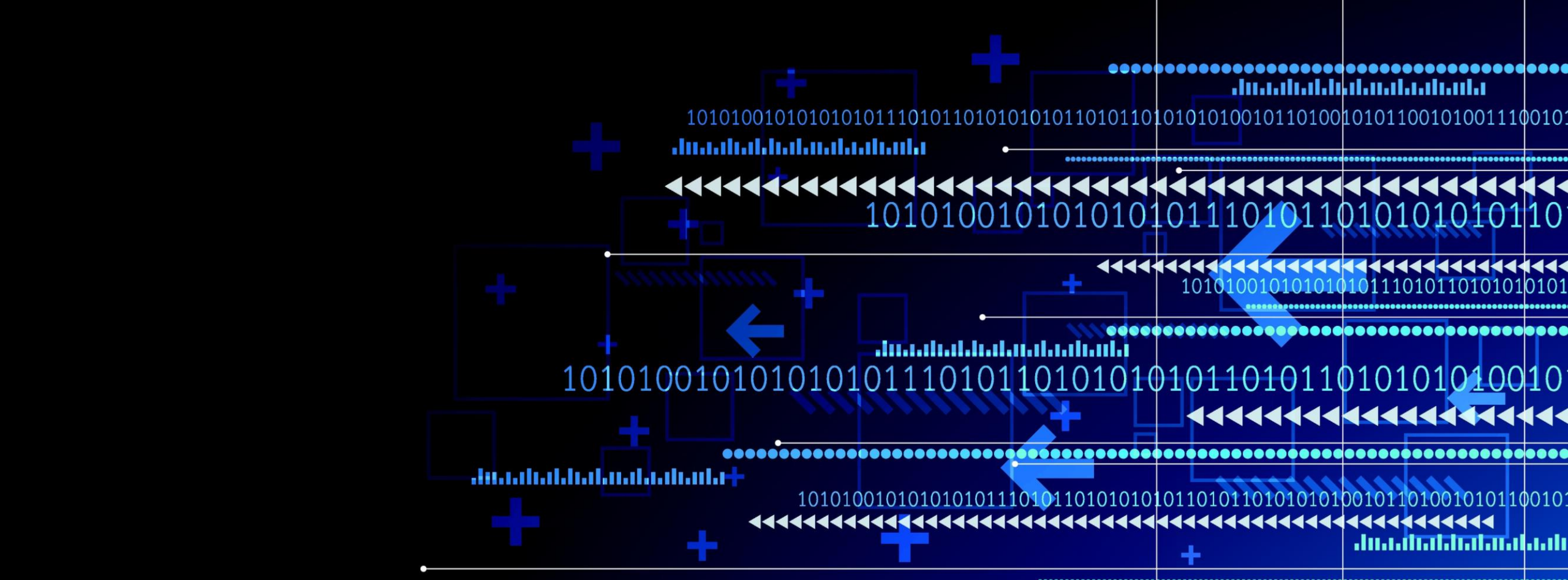
Format: 750x150



Security

Sent out each Thursday to 4.200 subscribers.

Format: 750x150



PRINT

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.

The publications have approximately 15,000 readers, with the majority being at the executive level, including CTOs, CIOs, and other decision-makers.

They seek insights and inspiration regarding the latest technology trends and strategies to support their organizational business.

All publications are also released in an e-reader version, which can be freely accessed by all our premium subscribers.

DKK 15,000 for a full-page ad.



Publication schedule 2024

Week	Publication no.	Theme	Issued	Deadline
3	1	IT Seurity	January 19	January 5
8	2	Top 50/Platform EnterpriseArchite cture	February 23	February 9
12	3	Salary/job satisfaction	March 22	March 8
16	4	Enterprise-AI	April 19	April 5
22	5	Image	May 31	May 17
25	6	CIO of the year	June 21	June 7
34	7	IT Security	August 23	August 9
39	8	TOP 100	September 20	September 6
44	9	CISO of the year	November 1	October 18
48	10	Recruitment	November 29	November 15
51	11	Public IT	December 20	December 6



cVation er det dygtigste it-konsulenthus i landet **side 20**



BridgelT var det rette sted på det rette tidspunkt **side 41**

nummer 8
22. september 2023
43. årgang

de 100 dygtigste hele listen finder du på **side 16**

COMPUTERWORLD

TOP 100

Danmarks dygtigste it-virksomheder **2023**

Contour Design er Danmarks dygtigste it-virksomhed 2023

Mus med succes

Contour Design fra USA har produceret ergonomiske mus og tastaturer i 30 år. Nu er selskabet blevet dansk, og Kenneth Nielsen står i spidsen. Han har topledereerfaring fra blandt andet Apple og Amazon, og nu buldrer væksten afsted. Det sikrer selskabet titlen som Danmarks dygtigste it-virksomhed. **side 8**

overblik Forretningssoftware bærer væksten i it-branchen **side 6**



Erik Damgaard: Uniconta er mit comeback, og det føles fantastisk at være tilbage. **side 32**

tema cloud

- Historien om CloudNordic
- SimCorp har store ambitioner
- Vigtigt at have en exit-strategi **side 46-62**

Computerworld In print, 2024

Computerworld Issue 3: Salary and Job Satisfaction / Released on March 22nd

Salary is of great interest to both IT companies and IT professionals. For instance, it is a crucial factor in job changes. Computerworld covers all aspects of salary based on a current survey among Danish IT professionals. We also assess job satisfaction in selected Danish IT companies, gauging it through the perspectives of both former and current employees as evaluated on Jobindex.dk.

The magazine will be distributed for free to 150 participants at Peopletech on June 11th.

Computerworld Issue 4: Enterprise AI / Released on April 19th

Artificial intelligence is highly hyped. How does one navigate through the hype and get to the core of effective AI utilization in businesses – addressing both security and credibility? This is the focus of Computerworld in this issue.

The magazine will be distributed for free to 150 participants at AI Excellence Day on April 24th.

Computerworld Issue 5: Image / Released on May 31st

Which significant IT companies have the best image, as perceived by the customers of these companies? And which ones are at the bottom of the list? For the fifth consecutive year, Computerworld, in collaboration with IFO, conducts a completely independent survey among professional IT individuals to measure companies' images based on a range of parameters.

The Image awards will be presented at the Summit on May 23rd and at the CIO of the Year event on June 6th.

Computerworld Issue 6: CIO of the Year 2024 / Released on June 21st

Who is the country's most skilled IT executive right now? Computerworld crowns the CIO of the Year 2024, and in this edition, you can meet the winner and the other nominees for this coveted award.

The magazine will be distributed at CIO Trends on August 22nd.

Computerworld In print, 2024

Computerworld Issue 7: Security / Released on August 23rd

IT security is one of the absolute key points on the agenda for IT professionals. Numerous public and private companies and organizations are exposed to attacks daily, and quite often, cybercriminals succeed in breaching defense mechanisms.

Therefore, the agenda is both constant and ever-changing. Computerworld closely monitors the field. We report on current attacks and their anatomy, uncovering the technical and business consequences, as well as the societal and personal repercussions when relevant.

We also closely follow companies in the IT security industry, reporting on their financial results and the current power dynamics in the field.

Finally, we see it as an important task to provide our readers with a general overview of the entire IT security situation and the currently most important players in the field.

Computerworld Issue 7 will, in terms of content, reflect our ambitions in the IT security domain with a broad selection of articles.

The magazine will be distributed for free to 300 IT security managers at the Cyber Security Summit on August 27th and 29th, at the CISO of the Year event on October 24th, and at the Danish Security Award in December.

Computerworld no. 8: Top 100 / Released on September 20th

Computerworld's Top 100 ranking is a legend in the IT industry. For the 29th consecutive year, we select the absolutely most skilled IT companies based on a comparative financial analysis of the last two years' financial statements. Meet Denmark's most skilled IT company and also read about the winners in 20 industry categories. There will also be a cloud theme in the magazine.

The magazine will serve as the trade show magazine for the Computerworld Cloud & AI Festival, held on September 18-19, 2024, and all 2000 participants will receive a copy.

Computerworld In print, 2024

Computerworld no. 9: CISO of the Year / Released on November 1st

We honor the security executives in all the country's businesses and organizations and crown the CISO of the Year 2024. Meet the winner and the other nominees and read about their projects and careers.

The magazine will be distributed for free to participants at CISO Trends on November 26th.

Computerworld no. 10: Recruitment / Released on November 29th

The competition for the most talented IT professionals across the country remains fierce, making the recruitment task both important and challenging. Computerworld reports from the battlefield and highlights the most important news and trends.

The magazine will be distributed for free to the 150 participants at Peopletech on December 11th.

Computerworld no. 11: Public IT / Released on December 20th

Billions and significant career trajectories are at stake when discussing public IT. Our thoroughly digitized society is the subject of great attention, and there is plenty of valuable learning in the many examples of projects that Computerworld reports on.



ADVERTORIAL & NATIVE

Native = Maximum visibility

The concept works like this:

- A targeted and professional article is written focusing on the company's history, product or message. The article can also be used for other marketing initiatives.
- The company's Native article is exposed to approximately 300,000 monthly users on Computerworld.dk.
- The native banners get up to 100,000 views
- The company gets full access to a number of exposures and views of the company's content on Computerworld.dk.
- The opportunity to generate leads by including links to whitepapers and case studies behind a registration wall.

Computerworld writes, interviews, and publishes: Price 30,000 DKK.

You write, and we publish: Price 20,000 DKK.

All prices are excluding VAT.

og ned på pc'en og vores arbejdsliv
KI. 15:08

IKKE løsninger, så hold op med at brokke jer
KI. 14:30

Annonceindlæg fra IBM



Tør du lade AI repræsentere din virksomhed?
Få råd om, hvordan du indbygger etik og transparens i AI-støttede værktøjer – og konkret viden om, hvordan du lever op til AI Act.
25. januar 2024

Native banner



HP vil gøre flere afhængige af print på abonnement: Sigter efter 16 millioner brugere i 2026
PRINTERE | KI. 13:44



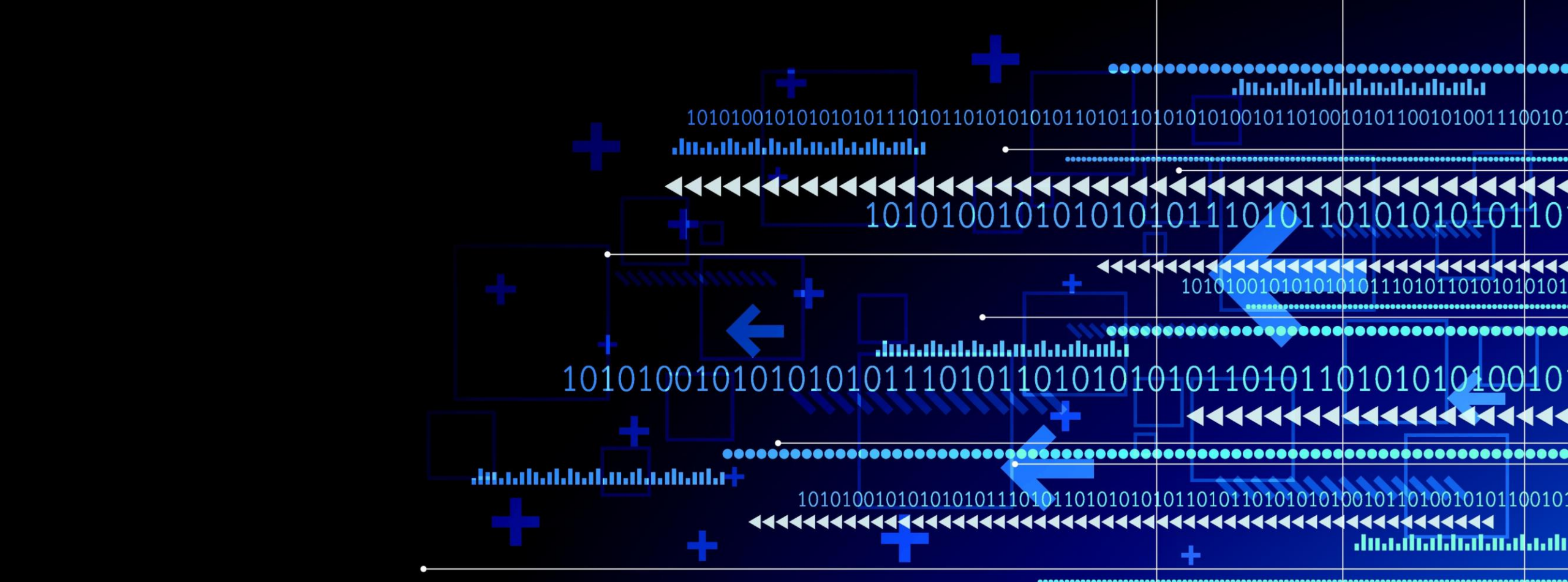
Politiets store it-oprydning: Disse syv store it-projekter skal være afsluttet inden nytår - mange andre svæver i vinden
POLITI | KI. 12:57



Salesforce-stifter ét år efter storstilet partnerskab: Der er ikke længere brug for OpenAI for at få succes
PARTNERSTRATEGI | KI. 12:19



Streaming: Klassiske Neuromancer kommer på Apple TV+
KULTUR | KI. 11:40



SERVICE MAIL & WHITE PAPER

ATEA

Events

IT-løsninger

Atea eShop

Oplev det bedste fra Cisco LIVE Amsterdam hos Atea

NETVÆRK, SIKKERHED OG DATACENTER

Vil du opleve det bedste fra Cisco Live i Amsterdam på en halv arbejdsdag?

Vær med, når Atea inviterer 13 Best of Cisco Live i enten Aarhus eller Ballerup, hvor Atea egne top-certificerede specialister i samarbejde med Ciscos færdige eksperter dykker ned i teknologier og trends inden for netværk, sikkerhed og datacenter fra Cisco Live i Amsterdam. Vi sikrer du får de seneste nyheder igennem forskellge keynotes og live-interaktioner, hvor du samtidig kan skreddersy dit helt eget program. På dagen vil vi præsentere dig for tre spændende keynotes fra Cisco:

- Director of Solutions Engineering - Henrik Stær
- Cybersecurity Lead Denmark - Kenneth Schwartz
- Datacenter Lead Denmark - Hans Lund Donnerberg

Tilmeld dig i Ballerup

Tilmeld dig i Aarhus

Hvad siger tidligere deltagere om Cisco Live i Amsterdam?

Vi har taget det bedste med hjem til

Jeg har fået interesse og viden om nye teknologier og områder, som jeg oplevede på Cisco Live morgen. Næste gang kan konkludere med mig nuværende viden og fokusområder i hverdagen.

Cisco Live deltagere

netnordic

THE BEST

Det Datadrevne Kontaktcenter

Aalborg, 7. marts

italkdesk CALABRIO VERINT

Collaboration seminar

"Det Datadrevne Kontaktcenter"

Hej [NAME],

Vi inviterer dig til et ekstraordinært seminar om "Det Datadrevne Kontaktcenter".

Verint demonstrerer effektive metoder til at sikre overholdelse af mundtlige aftaler og GDPR, samtidig med at de identificerer tendenser i samtaler gennem brugen af optagelser og voice analytics.

italkdesk præsenterer avancerede teknologier som omnichannel, kunstig intelligens og virtuelle agenter, der alle arbejder sammen for at optimere kontaktskærm.

Calabrio tilbyder et globalt perspektiv på, hvordan Calabrio ONE Workforce Performance-pakken styrker både agenter og brugere.

Dagen er skreddersyet til at udforske nøgleelementer inden for datadrevne løsninger og kunstig intelligens, med fokus på to gæstetaltare - Klaus Bang, Senior Workforce Manager ved Alm. Brand, og Nils Træholt, Adm. Direktør for Med24.dk.

[Se hele agendaen og tilmeld dig her](#)

Gæstetaltare:

Klaus Bang

Senior Workforce Manager ved Alm. Brand

Få en unik case study præsenteret af Klaus Bang, der har over 15 års erfaring inden for workforce management i kontaktskærm. Med en imponerende baggrund, der inkluderer 13 år hos Danske Bank og senere roller hos Codan Forsikring og Alm. Brand Group, bringer Klaus Bang en unik indsigt og praktisk viden fra både ind- og udland. Han vil dele praktiske strategier om driftsoptimering og vigtigheden af Workforce Management, herunder afgørende KPI'er og planlægning på kort og lang sigt.

Nils Træholt

Direktør og medstifter af Med24.dk

Oplev Nils Træholt, Adm. Direktør for Med24.dk, som vil dele konkrete eksempler på vellykket AI-implementering. Fokus vil være på, hvordan ChatBPT har styrket Med24's online strategi, og hvordan teknologien har forbedret kundeinteraktion og supportprocesser.

Dette seminar giver dig mulighed for at høre fra nøglepersoner inden for datadrevne kontaktskærm, og du kan forvente praktiske råd og værdifulde indsigter.

Genuinely targeted marketing

Computerworld brings our extensive permission database into play and provides a unique opportunity to send an exclusive, targeted message to an entirely specific group of IT professionals.

Service mail can be used to invite guests to your own event, for a product launch, an item of news, branding etc. – wherever you need to reach your market segment in a targeted way.

You determine the content we deliver to your market segment.

Prices:

- 1.000 permission kr. 15.000
- 3.000 permission kr. 25.000
- Yderligere permissions kr. 4 per stk.

1,000 permissions is the minimum.

Material:

The EDM content can be delivered either as HTML or as a graphic + text.

If we need to set up an HTML, there will be an additional charge of DKK 2,500.

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: Whitepaper, STRATEGI, PLANER & LEDELSE, FORRETNINGS SOFTWARE, SERVER & STORAGE, SIKKERHED, TELE & MOBIL, KONTAKT, and LOG UD. The main heading is "Computerworld Whitepaper". Below it is a brief description of the service and a search bar labeled "Lynsøgning" with a "SØG" button. A grid of 9 categories is displayed, each with an icon and a list of whitepapers. Below the grid is a section for "SENESTE WHITEPAPERS" featuring three featured whitepapers with their titles, descriptions, and download links.

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

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 opdagelse i kategorierne herunder.

Lynsøgning
Indsæt tekst ...
Vælg evt. kategori
SØG

9 KATEGORIER | 734 WHITEPAPERS

FORRETNINGS SOFTWARE (123) Computerworld har samlet de bedste whitepapers om forretningssoftware	BUSINESS INTELLIGENCE OG ANALYSE (60) Forstå hvordan du skaber bedre overblik i din virksomheds data og udnytter Business Intelligence-software	HARDWARE (45) Her kan du få hjælp til at vælge den rigtige hardware til din virksomhed
SIKKERHED (88) Forstå dine sikkerhedsmuligheder i en verden, hvor it-kriminelle i stigende grad hænger	SOFTWARE (40) Få overblik over softwareudvikling og niche-orienteret software	TELE OG MOBIL (72) Mobility og "bring-your-own-device" er vigtigt for en moderne virksomhed
STRATEGI, PLANER OG LEDELSE (296) Få projektet i din virksomhed til at lykkes med disse whitepapers	SERVER OG STORAGE (90) Sky, datacenter eller egen server – Server og Storage er kernen i enhver virksomhed	NETVÆRK (58) Få forståelse for dine muligheder med netværket i din virksomhed

SENESTE WHITEPAPERS

Cybersikkerhed: Skær antallet af alarmer ned fra tusindvis til blot en håndfuld
Stadig hyppigere og mere alvorlige cyberangreb øger behovet for at tage kontrol og overblik tilbage. Læs her, hvordan du kan gøre det i praksis.
[Download PDF] [Læs mere]

Opdag fordelene ved cloud-baseret backup og recovery
Cloud-baseret backup og recovery sænker ikke kun omkostningerne, men styrker sikkerheden og funktionaliteten uden at øge administrationen.
[Download PDF] [Læs mere]

NIS2: Styrk din organisation med integreret cybersikkerhed
Dette giver inspiration til, hvordan du på lavpraktisk niveau sikrer et tættere partnerskab mellem OT og IT – og bliver klar til NIS2.
[Download PDF] [Læs mere]

Sådan mestrer du digital sikkerhed med Microsoft IAM
Få viden om, hvordan du bruger Microsofts løsninger til identitets- og adgangsstyring til at optimere sikkerheden i din digitale infrastruktur.
[Download PDF] [Læs mere]

Få mere ud af din cloudinfrastruktur og gør op med de konstant stigende omkostninger
Få sikker viden om, hvorfor dine cloudomkostninger stiger, hvad du kan gøre ved det – og hvordan du arbejder målrettet med ansvar og incitamentstyret optimering.
[Download PDF] [Læs mere]

Sådan høster du forretningsfordelene ved Internet of Things
IoT kan give talrige konkurrencemæssige fordele, men det kan være svært at formulere en strategi for arbejdet og forudsige afkastet. Få gode råd her.
[Download PDF] [Læs mere]

[Se flere whitepapers](#)



ADmire

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

Price: DKK 60,000

Whitepap

Professional Computerworld journalism generates high-quality leads

White papers have a documented effect as generators of sales. Typically, you will get the best results if the white paper is structured and written in a journalistic style - and in Danish. Computerworld can offer a complete production of a high-quality white paper and guarantee that it will result in 25 sales leads.

The concept works like this:

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



Market segments for service mails and white papers

Computerworld has approx. **27,000** people in the database, and the market segments are classified as follows:

Industries

Outside the IT industry



- ☐ Construction/Architectural and engineering
- ☐ Wholesale/Retail trade (non-IT)
- ☐ Air force/Defence
- ☐ Business services/Consultancy
- ☐ Insurance/Real estate/Legal
- ☐ Manufacturing



- ☐ Culture and amusements/Recreation
- ☐ Farming/Hunting/Forestry/Fishing
- ☐ Mining/Gas/Oil
- ☐ Pharmaceutical/Biotech
- ☐ Region/Municipality/State
- ☐ Travel agency/Hotel
- ☐ Advertising agencies/Marketing agencies/PR



- ☐ Health service/Medicinal
- ☐ Transport/Energy and water supply
- ☐ Education
- ☐ Outside IT: Other

The IT industry



- ☐ Computer/Network Consultant
- ☐ E-commerce/Internet
- ☐ Dealers – hardware/software
- ☐ IT/Network consultancy
- ☐ Producer – Hardware/Software
- ☐ Service provision
- ☐ Telecommunications provision

Market segments for service mails and white papers

Job functions

☐

☐ IT management
(2,480 outside the IT industry)

☐ IT staff
(3,180 outside the IT industry)

☐ Line managers *
(2,050 outside the IT industry)

☐ Line staff
(3,540 outside the IT industry)

Functional areas

☐

☐ IT-ledelse: Executive IT
(CIO/CTO/CISO/VP)
(555)

☐ Topledelse: Adm. dir./CEO/COO/VP
(1,225)

☐ HR Manager/uddannelseschef
(180)

☐ Legal/compliance
(245)

☐ Salg-/marketingchef
(1,230)

☐ Økonomichef/økonomiansvarlige
(260)

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 – or more employees

Geography

☐

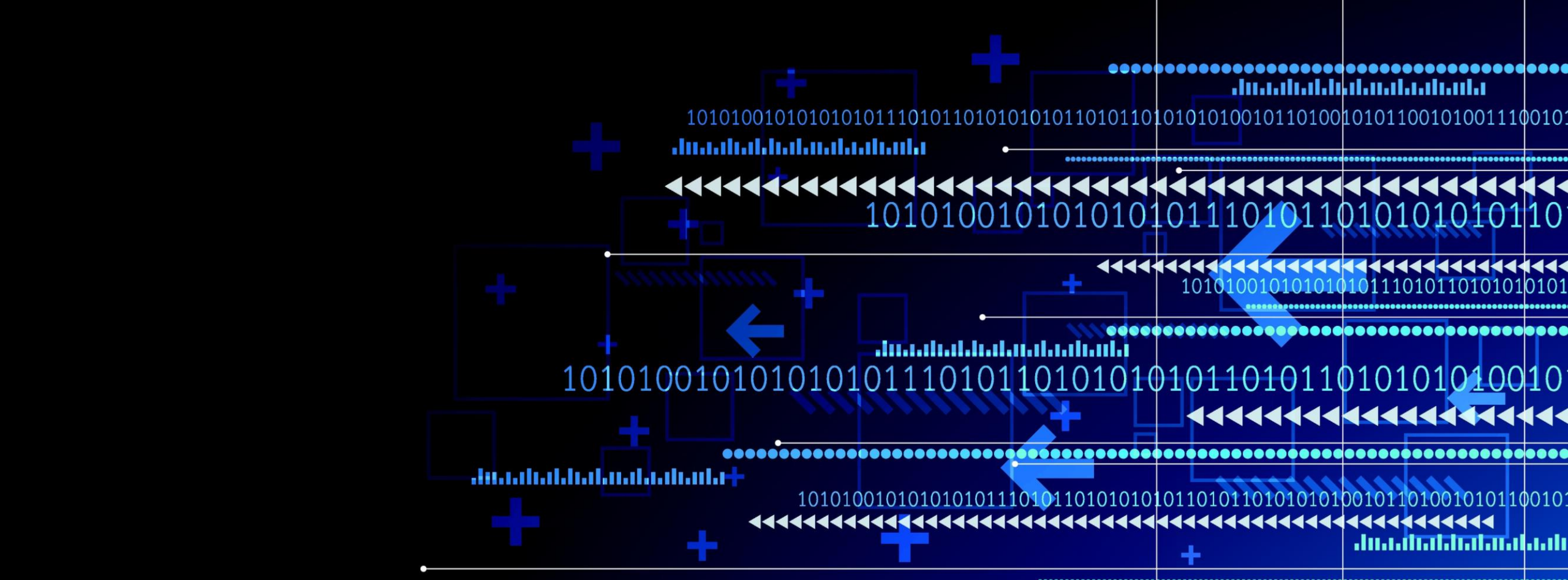
☐ Zealand & The islands

☐ Fyn and Jutland

* Finance Manager, Sales Manager, Team Leader,
Partner, Owner, Director, HR Manager, Office Manager,
CPO, COO, compliance, Lawyer, Marketing Manager, Office Manager etc.



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



PODCAST

Podcast for IT professionals

Background

A podcast is for those of you who want to work together with Computerworld to create a podcast about companies' digital challenges, security challenges or other challenges that IT executives are interested in solving.

The podcasts will be hosted by Computerworld's Editor in Chief, Lars Jacobsen, and one of you.

Based on a talk with a guest, each podcast episode will focus on the guest's history, challenges and potential solutions for the guest's specific business sector.

The structure of the podcast:

Each podcast begins with an introduction of the guest, hosts and the subject matter. This is followed by a 20-30 second voiceover/intro. This will include a mention that the podcast is a collaboration between Computerworld and you.

The hosts will then discuss the podcast subject with the guest.



Podcast

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.

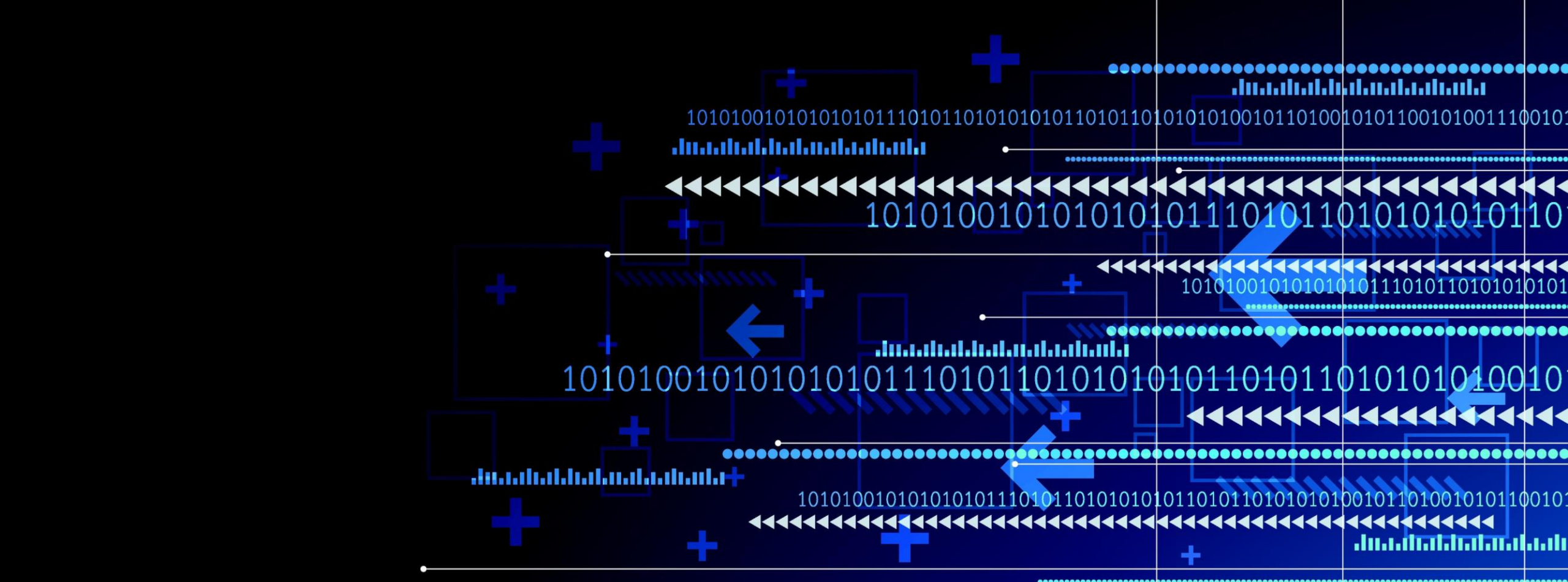
The podcasts are also marketed via banner ads in the Computerworld universe.

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](#)



COMPUERWORLD TECHTALKS

Background

Now you have the opportunity to become partners in a unique podcast universe with a full focus on IT. Within the **AI & Cyber security** topics, we examine current and relevant issues, discussing the advantages and disadvantages with you as Denmark's leading experts.

In an informal conversation facilitated by our regular host, Søren Vejby, you have the chance to share your specific knowledge on the given topics alongside a non-commercial participant—this could be, for example, a researcher or a case from a company.

Drawing on Computerworld's extensive database combined with the perpetual accessibility of streaming services, you have a unique opportunity to reach a broader audience than ever before on platforms tailored to listeners' and consumers' needs.

Be the leading experts who are visible, accessible, and current for the listeners, whenever and wherever they have time to tune in!



Topics / episodes

AI topics

Episode 1: Distinguishing Between the Ethical and the Effective

Episode 2: What do we need ChatGPT for?

Episode 3: Robot Recruitment

Episode 4: A tool to support humans or to replace humans?

Episode 5: Where should it all not end up?

Cyber Security - topics

Episode 1: The silent killers

Episode 2: Before, during, and after

Episode 3: AI as a safety net

Episode 4: The best defense is an offense

Episode 5: The future of security

Price

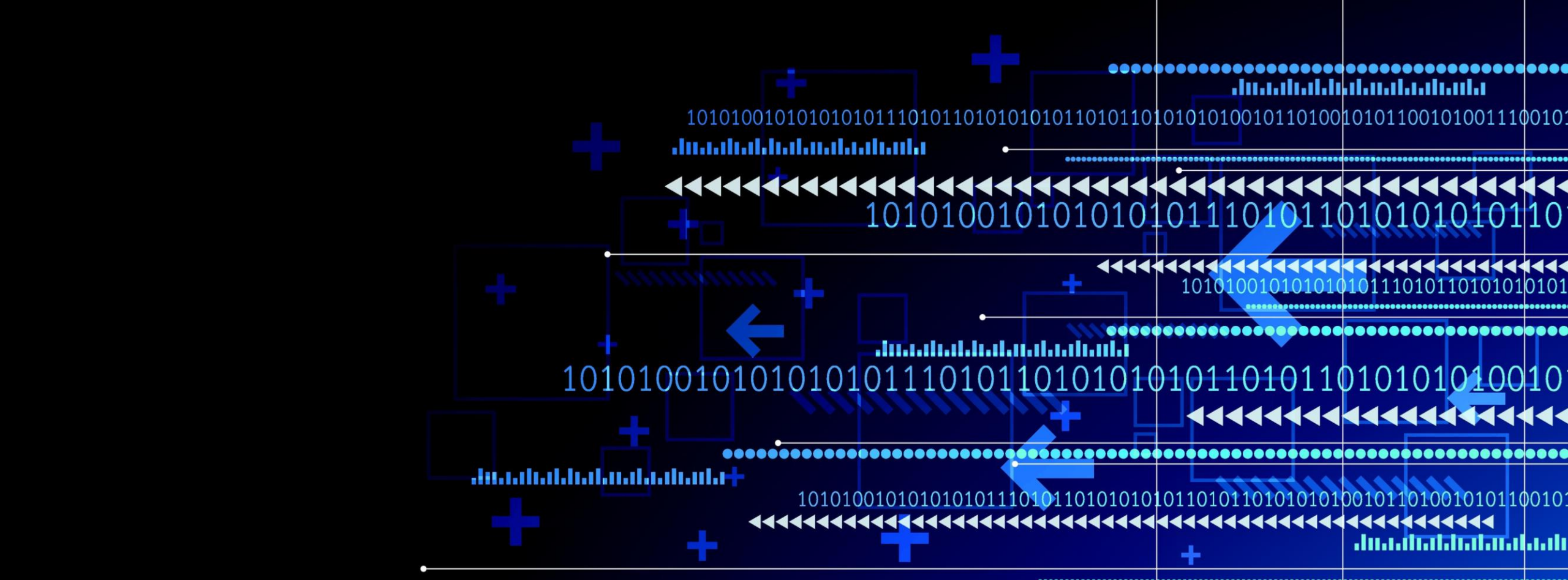
The price per podcast is DKK 50,000, or 3 pieces for DKK 130,000 excluding VAT.

The price includes:

- Coordination between journalist, expert, and your team
- Recording in our studio in Bredgade
- Video clips from the recording
- The fully edited podcast uploaded to key platforms, and you receive the link

There is also an opportunity for additional marketing of the podcast, such as banners on cw.dk or an advertorial written by a Computerworld journalist based on the podcast.

An additional cost for an online campaign (150,000 impressions) or advertorial written by Computerworld is DKK 20,000 excluding VAT.



EVENTS & CONFERENCES

Meet the IT professionals on equal terms

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

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

Contact us for price.

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.



Contact Computerworld
for price.

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](#)

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



Contact Computerworld
for price.





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.

As a partner, you will get:

- 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



Typical program for Digital Event Management

Time	Presentation
09.00-09.05	Moderator's opening remarks
09.05-09.30	Keynote
09.30-09.35	Q&A for keynote
09.35-09.55	Presentation
09.55-10.00	Q&A for presentation
10.00-10.20	Presentation
10.20-10.25	Q&A for presentation
10.25-10.35	Break
10.35-10.55	Presentation
10.55-11.00	Q&A for presentation
11.00	Closing remarks

Rental of professional studio

- We offer you the opportunity to rent Computerworld's studio in Herlev.
- You can either stream directly from the studio or record video material in a professional setting in the studio.
- The studio works ideally for both webinars, lead generations and for the production of on demand video material and other live recordings where a professional studio is desired.
- There is focus on the good viewing experiences with perfect sound, light and image.

What is included?



Two camera angles and individual sound for up to four people.



Possibility to invite guests on remote.



Professional studio manager who manages the technique and is in charge of your settlement.



Speaker Lounge with coffee, water, etc. for guests.

Price:

Three hours: DKK 25,000

Six hours: DKK 35,000





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.

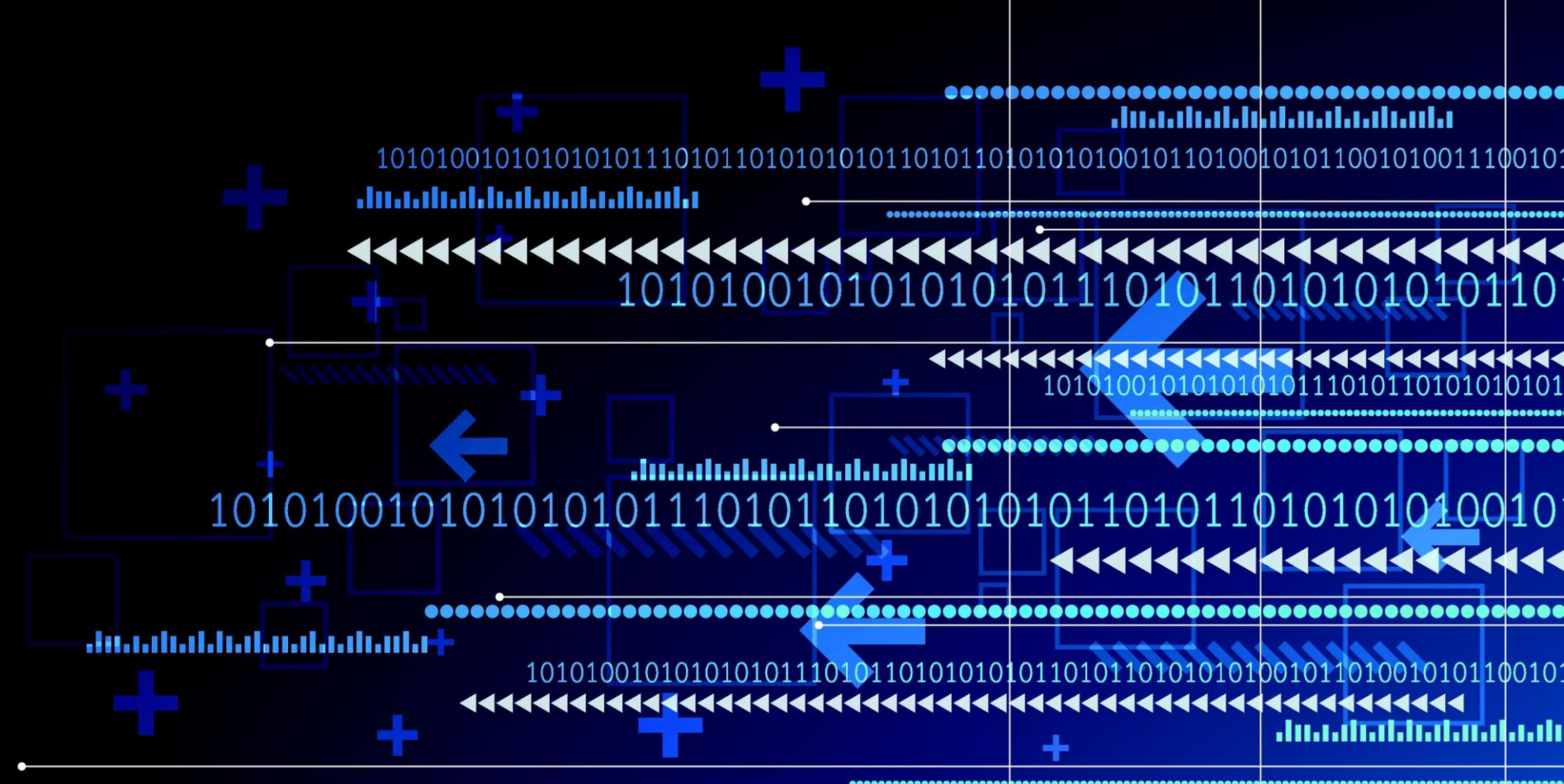
Here you get a unique, honest and unfiltered insight into the business and technological challenges and choices that CIOs face.

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

Price for partnership: DKK 160,000

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.