



# The Voice of the IT Management

- CIO • IT Management • e-Government • SMBs • Human Resources
- Public Administration • Retail • Services • Security • Mobility • Storage

**COMPUTERWORLD** ROMANIA

MEDIA KIT

## Content

### First

ComputerWorld's online-only editorial staff strives to always report IT news first. IT influencers come to ComputerWorld online first because they know it will have the important stories before any other site.

### Audience-focused

Like the print publication, ComputerWorld online presents all information from the perspective of the IT influencers themselves. Any site can post IT content, but ComputerWorld distinguishes itself by quoting more IT executives and influencers in our stories than any other site.

### More than just repurposed print content

Many IT web sites are simply online versions of the print publication they are connected to. More than 50% of ComputerWorld's online content does not originate from the print publication, but is online-only or partner content. This gives visitors a unique information source with complementary value.

## Audience

### No. 1 enterprise IT web site

No other enterprise IT web site reaches as many visitors as ComputerWorld online. ComputerWorld's traffic has grown rapidly over the past five years.

### Focus: Enterprise IT management at the core

The core visitors of ComputerWorld.ro, like the print audience, are enterprise IT management. In fact, ComputerWorld has the highest concentration of IT management in the enterprise compared with any other site in the category.

### Reaching beyond IT management

While its core audience is similar to the print audience, ComputerWorld's online audience extends well beyond IT management into all levels of the organization. Because of the sheer volume of visitors coming to the site and its structure, ComputerWorld can create a program targeting all levels of users, from developers to business decision-makers (BDMs), to networking professionals.

## Computerworld.ro user profile

Male: 65%  
 Mean age: 25-44  
 Personal income: 1000+ RON per month (60%)

### Professional Profile and Decision Making Level of the User

Top Management: 32 %  
 Middle Management: 20 %  
 IT Managers (non IT company): 39 %  
 Other: 9 %

### Users for type of business: Primary Business

Manufacturing: 33%  
 Commerce/Services: 18%  
 Banks, Finance, Insurance: 14%  
 Distributors, Systems Integrators, ISP: 12%  
 Government & public service: 10%  
 Utilities: 7%  
 Other: 6%

### Purchase involvement in the next 6 months

PDA: 19%; Laptop: 37%; Digital Camera: 23%;  
 DVD player: 12%; Car GPS: 17%; Car: 15%; Holiday house: 10%

*Sursa: InSites E-Research & Consulting*



### News

The newest information regarding technologies, acquisitions, mergers, financial results and all that is connected to IT business in general.

### CIO

News and tips for a well-informed Chief Information Officer, always in contact with the realities of the IT business environment.

### Professional verticals

News and case studies regarding successful implementations of IT solutions in health, utilities, financial/banking sector, retail, transportation, manufacturing, public administration, human resources.

### Interviews

Read the most important information and exclusive statements of decision makers in IT organizations all over the world.



# 03

## Reach buyers with the latest ad units

In addition to ad units such as leaderboards and standard banners, Computerworld.ro also offers vertical skyscrapers and rectangles inside the article pages. The advertising possibilities include as well sponsored links and email newsletters (HTML & Text).

Computerworld.ro supports rich-media technologies, such as Flash and of course, static banners (JPEG, GIF) or dynamic (animated GIF).

## Computerworld.ro - ad units

AD Type	Size (pixels)
LEADERBOARD	728x90
STANDARD BANNER	468x60
RECTANGLES	300x250
SKYSCRAPERS	120x400
LOGO BUTTONS	170x80
MARKETPLACE AD	-
HTML NEWSLETTER BANNER	350x45
HTML NEWSLETTER SHOWCASE	300x250
HTML NEWSLETTER LEADERBOARD	728x90
TEXT NEWSLETTER LINK	



Note: For the latest advertising specifications contact our marketing department ([office@idg.ro](mailto:office@idg.ro)).

- 1 Leaderboard
- 2 Standard Banner
- 3 Logo button
- 4 Skyscrapers
- 5 Rectangles
- 6 HTML Newsletter Banner
- 7 HTML Newsletter Showcase
- 8 HTML Newsletter Leaderboard
- 9 Text Newsletter Link

### Contact

To learn more about our advertising opportunities on [www.computerworld.ro](http://www.computerworld.ro), send an email to [office@idg.ro](mailto:office@idg.ro). For update rates visit the Media Kit section on the website.

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# COMPUTERWORLD.RO

## Rate Card

04

	Type	Size (pixels)	Format accepted	Price(EUR)/month*
SITE	Rectangle	300 x 250	GIF, JPG, PNG, Flash	700
	Leaderboard	728 x 90	GIF, JPG, PNG, Flash	700
	Standard Banner	468 x 60	GIF, JPG, PNG, Flash	350
	Skyscraper	120 x 400	GIF, JPG, PNG, Flash	300
	Logo Button	170 x 80	GIF, JPG	150
	Marketplace Ad	-	Text - up to 50 characters in the title and 120 characters for description	100
NEWSLETTER**	Leaderboard	728 x 90	GIF, JPG	800
	Showcase	300 x 250	GIF, JPG	500
	Banner standard	350 x 45	GIF, JPG	400

\* we guarantee 50.000 display units on the site and at least 10.000 unique users displays from newsletters.

\*\* text newsletters have the banners replaced with links and description.

**NOTE:** The banners on the site can be displayed only in some site categories, on demand.