

**COMPUTERWORLD** ROMANIA

2011

Media Kit 2011

[www.computerworld.ro](http://www.computerworld.ro)



# About ComputerWorld Romania

Computerworld, the trusted news source among IT executives at larger organizations, is the most successful IT management news brand in the world.

Computerworld debuted in Romania in 1993 with the singular goal of serving as the voice of IT influencers. 40 years later, Computerworld is found in 45 countries and remains true to its purpose, reaching more members of the IT management community than any other media brand.

While Computerworld reaches IT influencers of all types across its online, print and events audiences, at the core are IT executives at larger organizations. These executives are decision makers responsible for identifying IT needs, evaluating potential solutions and making final technology purchases. They rely on Computerworld's award-winning Web sites, publications, focused conference series and custom research for a wealth of information and analysis.

## News

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

## Topics:

### ✓ Technologies

ComputerWorld is one of the leading publishers of technology information and product on topics including Networking & Internet, Mobile & Wireless, Security, Storage, Business Intelligence, Servers & Data Centers, Hardware and Software, for business enterprise. ComputerWorld provides in-depth technical analysis on key products, solutions and technologies for sound buying decisions and business gain.

### ✓ Management

ComputerWorld provides technology and business leaders with insight and analysis on management IT trends and a keen understanding of IT's role in achieving business goals.

### ✓ 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.

### ✓ Careers

Key issues and business challenges regarding IT careers. Through peer-based, solutions-oriented editorial, Computerworld provides CIOs and other business executives with a better understanding of the role IT plays in achieving corporate goals.

### ✓ CSR (Corporate Social Responsibility)

The new Corporate Social Responsibility (CSR) movement inside 21st century organizations and IT departments adds another layer of complexity. ComputerWorld connects and informs you about CSR initiatives and strategies.



# Publication

Over 90% of the CW Ro content is about new products, services and solutions, case studies, market trends, IT&C events, the activity of the Romanian IT&C companies, the economic effects of IT and not only.

ComputerWorld's target readership is composed of IT Managers, Directors and Professionals who deal with specific technologies and applications, in various professional verticals.

## Professional Profile and Decision Making Level of the Reader

• Top Management	32%
• Middle Management	20%
• IT managers (non IT company)	39%
• Others	9%

## Readers per type of business: Primary Business

• Manufacturing	25%
• Commerce/Services	20%
• Banks, Finance, Insurance	14%
• Distributors, Systems Integrators, ISP	10%
• Government & Public Administration	10%
• HW & SW Manufacturers	8%
• Utilities	7%
• Other	6%

## Editorial Schedule 2011 (January-December)

Source: InSites E-Research & Consulting

Month	Publication Date	Copy Deadline	Booking Deadline
January	January 25	January 18	January 11
February	February 24	February 17	February 10
March	March 24	March 17	March 10
April	April 21	April 14	April 07
May	May 24	May 17	May 10
June	June 23	June 16	June 09
July/August	August 18	August 11	August 04
September	September 22	September 15	September 08
October	October 20	October 13	October 06
November	November 22	November 15	November 08
December	December 20	December 13	December 06

## Advertising rates

(Effective from January 2011)

The prices indicated are in Euro,  
VAT not included)

**CIRCULATION:** 5,000 copies/issue  
**NUMBER OF READERS:** 9,800/issue  
(according to IDG Ro statistics for 2010)  
**FREQUENCY:** monthly (11/year).

### \*Loose leaf inserts (post charges included)

Printed material loosely inserted into the magazine. These inserts can be added to the entire circulation, or part orders.

Minimum quantity: 1,500 copies

Formats: Maximum: 20.5 x 27 cm

The price above includes distribution together with the magazine. Additional costs for producing depend on size and weight.

### \*Advertising inserts

IDG will produce the insert.

Standard format 205 x 25 cm, paper: 130 g, four colours.

Rate Cards	Size (mm)	Price
2 <sup>nd</sup> cover	205 x 270	1.600
3 <sup>rd</sup> cover	205 x 270	1.500
4 <sup>th</sup> cover	205 x 270	1.800
First Page	205 x 270	1.400
Full Page	205 x 270	1.350
1/2 page	205 x 125	650
1/4 page	85 x 130 / 175 x 60	350
<b>Loose leaf inserts*</b>		
2 pages		1.000
4 pages		1.700
6 pages		2.300
<b>Advertising inserts*</b>		<b>Ask for this</b>



# Online

You can promote your application under the Computer World brand on three segments: **print** (magazines, guides), **online** (websites, newsletters) and **events**.

ComputerWorld Romania has its own web site - **www.computerworld.ro**. It is an independent product developed by the online department of IDG Romania. Beside the content of every print issue, the web page offers special online dedicated content, daily news and e-newsletters.

**www.computerworld.ro** is one of the most trafficked web sites in the IT enterprise IT. The site also provides more options for marketers who are trying to reach IT influencers online than any other site.

## 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).

# NEW

## Homepage Roadblock

Roadblocks allow sponsors exclusive ownership of all three types of banner ads on the Computerworld.ro home page for one full day. Each sponsored roadblock program contains a leaderboard, skyscraper and IMU.

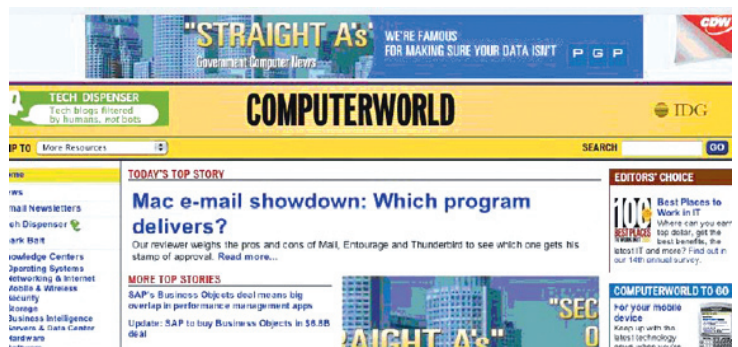
An ideal opportunity for marketers to promote product launches, webcasts, events or for heavy branding.

## Welcome Page

The Welcome Page is a unique opportunity for marketers to generate additional brand awareness by owning a full-screen ad that ComputerWorld.ro users see when entering the site. The ad runs for 15 seconds either on the home page or as the first entry point on any of the topic specific pages on our site. Program runs for one full day.

### Specs

- Client to provide messaging and ad creative
- Maximum creative file size is 640 x 480 pixels (39k max file size)
- Length 20 seconds maximum
- 95k maximum file size
- For flash files: provide.swf file format (35k maximum size), include back-up.gif and provide click-through URL; do not hard code URL into.swf file.



## Peel Back Advertising Program

These turn-key ad units start as a page curl within a teaser box on the right side of the page. Upon mouse-over, the image tears down half-way to reveal streaming video and other sponsor content. Once peeled back, ad is 800 x 600.

## Zones

Within each Knowledge Center, one select sponsor can own a custom section called a Zone. Currently the hottest sponsorship opportunity on ComputerWorld.ro, Zones, allow sponsors to present their content alongside Computerworld content on a topic. Typically, sponsors present the following content in their Zone:

- White papers • Product descriptions/demos • Webcasts
- Case studies • Research • Links to the sponsor's site

www.computerworld.ro ratecard

	Type	Size (pixels)	Accepted Formats	Price (euro/month)
SITE	Leaderboard	728x90	GIF, JPG, PNG, Flash	700
	Extensible Leaderboard	From 728x90, to 728x255	GIF, JPG, PNG, Flash	1 200
	Rectangle	300x250	GIF, JPG, PNG, Flash	700
	Extensible Rectangle	From 300x250 to 600x250	GIF, JPG, PNG, Flash	1 200
	Skyscraper	120x400	GIF, JPG, PNG, Flash	300
	Extensible SkyScraper	From 120x400 to 400x600	GIF, JPG, PNG, Flash	700
	Standard Banner	468x60	GIF, JPG, PNG, Flash	350
	Logo Button	170x80	GIF, JPG	150
	Marketplace advertisement	-	Text - Each piece of content must include 50 characters maximum title and 120 characters maximum description.	100
	Homepage Roadblock	728x90 300x250 120x400	GIF, JPG, PNG, Flash	1 200
	Whitepaper	- production - promotion - leads		Ask for this
	Welcome page-			2000
	Partners Zone	- development, handle, made content		Ask for this
	Peel Back Ad	- corner extensible to 800x600 pixels		1 000
NEWSLETTER	Leaderboard	728x90	GIF, JPG	800
	Standard Banner	350x45	GIF, JPG	400
	Showcase	300x250	GIF, JPG	500
	Personalized Newsletter	-	-	500euro/issue

### Contact:

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

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