

COMPUTERWORLD

PRINT

2023

MEDIA OFFER

Computerworld,
now looking back to
a history of half a century,
plays a leading role among B2B
IT and infocommunication specialist
magazines.

As an observer and analyst of the constantly
changing and evolving digital world that improves
with an almost daily stream of new products and
technologies, Computerworld supports managers
and decision-makers responsible for the operation
and development of the companies' information
communication systems in their daily work with in-
depth professional writings and analyses.
For leading IT professionals, CIOs, and specialists
preparing strategic decisions, this magazine prepares
reports on the current state of trends from the
perspective of professional users, not suppliers.



A comprehensive introduction to Computerworld

COMPUTERWORLD



Target group

C-level executives (CIO, CISO, CFO, CEO, CXO, CDO, etc.), IT decision-makers, IT professionals, developers, programmers, students of higher education courses.

At the forefront of the IT world

During last year, in addition to our own conferences, which form a bridge between the IT manager community and customers, we attended 40+ industry events. Thanks to our cooperation in permanent media sponsorships, we breathe together with the market, thus we can ensure target group reach for all our partners, from university graduate students to users in the pharmaceutical industry to the telecommunications sector. We firmly believe that we do not just sell ad space, but rather, we provide our customers with a complex service in order to reach the members of their target group generations on all channels and in all possible manners.

Outstanding editorial staff

Computerworld's inclusive and accepting culture builds on everyone. The great combination of diverse thinking, talents and unique personalities makes us a stronger team. Outstanding experts in Hungarian IT journalism, such as *Endre Kis*, *Judit Mallász*, *Zoltán Meixner* and *Éva Sós* are integral members of our editorial team.

Environmental Protection

When deciding on the extent and the paper weight for the print Computerworld magazine, we were thriving for the optimal solution. Avoiding greenwashing, our biweekly paper is still enjoyable and easy-to-read in this quality, and with its page length it lands in a weight category presenting a less significant load on our environment during transport. With our on-average biweekly publication, we respond to the rapidly changing world in a flexible manner, but at the same time, our magazine at its core is not of popular science, but instead contains valuable and timeless technological, economic and scientific articles, writings, and interviews that give a solid impression of the information technology situation of the period, even after years. By virtue of our complex services, our partners can achieve their communication goals in a cost-effective, yet environmentally friendly manner, including the conference programs in the magazine which do avoid unnecessary printing and further reduce technological and logistical footprints.

Extensive distribution

During the last few years the series of crisis situations, as well as the resulting difficulties and the transformations associated with hybrid work have caused difficulties for IT decision-makers, company managers involved in IT decisions and all other interested parties in corporate IT, so our editorial staff decided to facilitate access to print issues of the Computerworld magazine. Through the publication platform Yumpu, the distribution of print issues continues to expand by up to several thousand copies. Individual issues are permanently available on this platform, so their readership continues to grow. Our partners appearing in these magazines can expand their marketing and PR activities by sharing the digital issues, and they also have a positive return for their business relations.



Technical information, ad rates

COMPUTERWORLD

Format	ArtBox (mm)	Bleed size (mm)*	Rate (HUF+ 27% VAT)
Cover IV	175 × 225	210 × 275	1 290 000
Cover II	175 × 225	210 × 275	1 210 000
Cover III	175 × 225	210 × 275	1 138 000
1/1 vertical	175 × 225	210 × 275	1 030 000
1/2 horizontal	175 × 108	210 × 138	625 000
1/3 column	22 × 225	80 × 275	535 000
1/3 horizontal	175 × 70	210 × 98	535 000
1/4 vertical	85 × 108	-	358 000
1/4 horizontal	175 × 50	210 × 76	358 000
Strip	175 × 30	210 × 55	260 000

*In case of ads with bleeds, bleed is 5 mm in all directions which is already included in the size above. For special creative solutions unavailable in the ad list, feel free to consult us for a customized offer!

Technical information and publication

Average print volume	3200
Number of pages	24-32 pages
Trim size	200×265 mm

Other options

Price (HUF+27% VAT)

Poly wrapping	14
Belly band (400 × 50 mm + 30 mm splice area)	480 000 (BW + 1 spot color), 670 000 (4 color)
Front page interview (front cover + 1/1 article)	1 500 000

	Loose insert (HUF/pcs)	Fixed insert (HUF/pcs)	Bound-in insert (HUF/pcs)
Up to 50g	53	65	69
Up to 100g	64	70	79

SCHEDULE

Issue	Launch date	In-house deadline	Deadline for Client/PR agency
1	11 January	2 January	4 January
2	25 January	16 January	18 January
3	8 February	30 January	1 February
4	22 February	13 February	15 February
5	8 March	27 February	1 March
6	22 March	13 March	15 March
7	5 April	27 March	29 March
8	26 April	17 April	19 April
9	10 May	28 April	3 May
10	24 May	15 May	17 May
11	7 June	26 May	31 May
12	21 June	12 June	14 June
13	5 July	26 June	28 June
14	19 July	10 July	12 July
15	2 August	24 July	26 July
16	23 August	14 August	16 August
17	6 September	28 August	30 August
18	20 September	11 September	13 September
19	4 October	25 September	27 September
20	18 October	9 October	11 October
21	8 November	27 October	31 October
22	22 November	13 November	15 November
23	6 December	27 November	29 November
24	20 December	11 December	13 December