

CxO MEDIAFILE 2011



CxO Magazine

CxOnet.be

CxO Conferences

CxO Webzine





BUSINESS MAGAZINE ON INNOVATION, LEADERSHIP, STRATEGY AND VISION

Magazine for executives & decision makers

DEC / JAN 2011

ISSUE **87**

GENERAL MANAGEMENT
Hoe een Vlaamse KMO een wereldspeler kan worden.

HUMAN RESOURCES
Aftellen tot beste werkgever 2011.

SALES & MARKETING
Business fundamente van merger positionering.

ICT
Business analytics power.

LOGISTICS
VIA 2020 positioneert Vlaanderen als logistieke draaischijf.

FINANCE
Verstandshuwelijk tussen business klant en bank is noodzakelijk.

Bart Van Coppenolle en zijn nieuw ambitieus project

“Ik denk te weten wat grote namen als Apple en Google fout doen”

LEES HET VOLLEDIGE VERSLAG VAN HET CxO LEADERSHIP FORUM VANAF PAGINA 37





GENERAL MANAGEMENT



HUMAN RESOURCES



SALES & MARKETING



ICT



LOGISTICS & MANUFACTURING



FINANCE & LEGAL



MAGAZINE CONFERENCES WEB

CxO MEDIAFILE 2011

CxO Magazine

CxOnet.be

CxO Webzine

SUMMARY

CxO General Information

- | | | |
|----|---------------------------------------|--------|
| 1. | Who is CxO Europe? | pag. 3 |
| 2. | Who is CxO Magazine? | pag. 3 |
| 3. | Readership CxO Magazine & CxO Webzine | pag. 4 |

CxO Magazine

- | | | |
|----|-------------------------------------|--------|
| 4. | Calendar and deadlines CxO Magazine | pag. 5 |
| 5. | Rates CxO Magazine | pag. 5 |
| 6. | Technical data CxO Magazine | pag. 6 |

CxO Webzine

- | | | |
|----|------------------------------------|--------|
| 7. | Calendar and deadlines CxO Webzine | pag. 7 |
| 8. | Rates CxO Webzine | pag. 7 |
| 9. | Technical data CxO Webzine | pag. 7 |

CxOnet.be

- | | | |
|-----|--------------------------|--------|
| 10. | Readership CxOnet.be | pag. 8 |
| 11. | Rates CxOnet.be | pag. 8 |
| 12. | Technical data CxOnet.be | pag. 8 |

Planning CxO Magazine and CxO Webzine

- | | | |
|-----|---------------------------------------|--------|
| 13. | Calendar CxO Magazine and CxO Webzine | pag. 8 |
|-----|---------------------------------------|--------|

1. WHO IS CxO Europe?

CxO Europe is a multimedia publishing house. It serves the information needs of CEOs, CCOs, CIOs, CFOs, COOs and other government and business executives (CxOs) whose business survival depends on the strategic use of innovation.

MAGAZINE

CxO Magazine, the main title in Belgium about innovative business management, vision and leadership reaches and influences more than 60.000 persons at a hi-level in SMEs, large enterprises and in the public sector.

CONFERENCES

CxO Conferences provide educational and networking opportunities for corporate and government executives who need to continuously expand their knowledge about management issues. CxO Europe organizes several types of events, all of which attract a powerful and influential audience.

WEBZINE & WEB

In addition to the magazine and the conferences CxO Europe extends its reach with CxOnet.be and an associated Webzine, which provide value-added content about business and management issues. CxO Webzine reaches and influences via e-mail more than 52.000 persons at high level in SMEs, large enterprises and in the public sector.

2. WHO IS CxO Magazine?

Founded in 2000, CxO Magazine is the first Belgian Magazine for managers about innovative business management, strategy, vision and leadership. It serves CEOs, CFOs, CIOs, CTOs, COOs as well as other corporate officers with useful articles. CxO Magazine helps decision makers to benefit from the experience of innovative companies. Captains of industry explain in interviews how they - in this digital age - take advantage of opportunities and cost savings solutions.

CxO Magazine was created to deliver information in an efficient way. It is the main title in Belgium about innovative business management and reaches and influences more than 60.000 decision makers. The main sections are:

- General Management
- Human Resources
- Sales & Marketing
- ICT
- Logistics & Manufacturing
- Finance & Legal

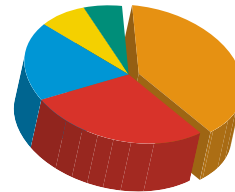
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CxO Magazine CxOnet.be CxO Webzine

3. READERSHIP CxO Magazine & CxO Webzine?

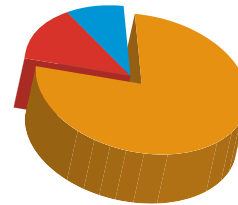
COMPANY SIZE

	+500	8%
	101-500	19%
	51-100	28%
	11-50	39%
	1-10	6%



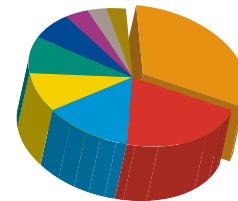
D.M.U

	Decision makers	77%
	Influencer	14%
	No influence	9%



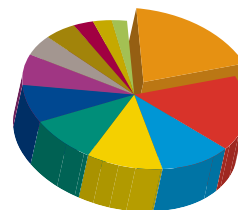
FUNCTION

	General Management	31%
	HR Management	7%
	Marketing Management	9%
	ICT Management	21%
	Sales Management	3%
	Logistic Management	9%
	Admin. & Finance Management	13%
	Consultants	3%
	Other	4%



SECTOR

	Bank/Finance/Insurance	19%
	Chemical	8%
	Construction	5%
	Electro	3%
	Food	11%
	Public sector	9%
	Health	7%
	ICT (incl. telecom)	17%
	Marketing	3%
	Publishing/media	2%
	Services	11%
	Other	5%



CxO MEDIAFILE 2011

CxO Magazine CxO.net.be CxO Webzine

4. CALENDAR & DEADLINES CxO Magazine 2011

Important notice: CxO Magazine is published as a single trilingual magazine (NL/F/E) with a circulation of 20.000 copies.

Edition	Publication date	Reservation & Material deadline
Feb/March 2011	28 January 2011	14 January 2011
April/May 2011	31 March 2011	17 March 2011
June/July 2011	31 May 2011	17 May 2011
Aug/Sept 2011	29 July 2011	15 July 2011
Oct/Nov 2011	30 September 2011	16 September 2011
Dec/Jan 2012	30 November 2012	14 November 2012
Feb/March 2012	30 January 2012	14 January 2012

5. RATES CxO Magazine

ADVERTISEMENT

Format	Four colours	Black/white	x3	x6
2/1 page	€ 6.610,00	€ 5.745,00	-20%	-40%
1/1 page	€ 3.990,00	€ 3.190,00	-20%	-40%
1/2 page	€ 2.445,00	€ 1.925,00	-20%	-40%
1/4 page	€ 1.510,00	€ 1.135,00	-20%	-40%
Coverspot	€ 1.890,00		-20%	-40%
Business Card Package (6x CxO Magazine & 6x CxO Webzine)			€ 3.150,00	
Advertorial (excluding copywriting)				
2/1 page	€ 6.015,00	on request	-20%	-40%
1/1 page	€ 3.440,00	on request	-20%	-40%

(Exclusive of VAT, scan expenses and copywriting for advertorials)

Extra charges: cover II: +15% - cover III: +10% - cover IV: +25%

INSERTS

Mechanically glued or stitched and max. weight 150 gr/m²

2 pages: € 4.435,00	8 pages: € 8.295,00
4 pages: € 5.455,00	10 pages: € 9.010,00
6 pages: € 6.660,00	12 pages: € 10.800,00

For more information, contact: Sylvie Scherrens at CxO Europe

Tel. +32 (0)3 889 52 59 | Fax. +32 (0)3 899 03 78 | sylvie.scherrens@cxonet.be

Rates valid from 01/01/2011 till 31/12/2011

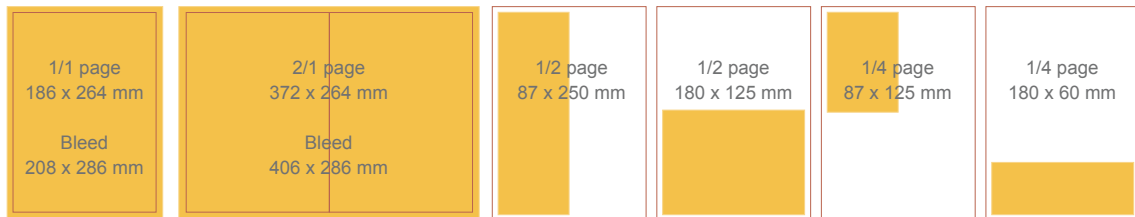
6. TECHNICAL DATA CxO Magazine

OFFSET - CTP Trimmed size: 198 mm wide x 277 mm high

Sizes	Type area	Bleed
1/1 page	186 x 264 mm	208 x 286 mm
2/1 page	372 x 264 mm	406 x 286 mm
1/2 page portrait	87 x 250 mm	
1/2 page landscape	180 x 125 mm	
1/4 page portrait	87 x 125 mm	
1/4 page landscape	180 x 60 mm	

Business card	105 x 74,5 mm
Coverspot	47 x 28 mm

Size (width x height)



Printing:	offset – CTP (Computer to plate)
Paper quality:	150 gr.
Material:	Send us the advert preferably laid out in hi res PDF and provide us with a colour proof for control. Ftp server: ftp://194.78.220.64 - username: cxoeurope - password: ichtaton please confirm by e-mail (info@cxonet.be) You can also deliver the files on CD-ROM. Files smaller than 10 MB can be sent by e-mail (info@cxonet.be). Files bigger than 10 MB can be sent by mail. (Mail to: CxO Europe Wielstraat 12 B-2880 Bornem). Technical costs at the advertiser's expense.
Reference copies:	3 copies for free
Circulation:	20.000 copies - 1 version: Dutch-French-English (CIM check pending)

CxO MEDIAFILE 2011

CxO Magazine CxO.net.be CxO Webzine

7. CALENDAR & DEADLINES CxO Webzine 2011

CxO Webzine is sent on a bi-monthly basis to 45.000 subscribers. It is a full electronic magazine in landscape which is distributed in PDF.

Edition	Publication date	Reservation & Material deadline
February 2011	28 February 2011	14 February 2011
April 2011	29 April 2011	15 April 2011
June 2011	30 June 2011	16 June 2011
August 2011	31 August 2011	17 August 2011
October 2011	31 October 2011	17 October 2011
December 2011	30 December 2011	15 December 2011

8. RATES CxO Webzine

ADVERTISEMENT

Format	Four colours	x3	x6
2/1 page	€ 4.180,00	-20%	-40%
1/1 page	€ 2.780,00	-20%	-40%
1/2 page	€ 1.740,00	-20%	-40%
Advertorial (excluding copywriting)			
1/1 page	€ 2.780,00	-20%	-40%

(Exclusive of VAT, scan expenses and copywriting for advertorials)



9. TECHNICAL DATA CxO Webzine

CxO Webzine is published in PDF and distributed by e-mail. The readers of CxO Webzine can download the complete PDF file which only takes a few seconds.

Sizes	Type area
1/1 page	300 x 215 mm (width x height)
1/2 page	150 x 215 mm (width x height)

Material: Send us the advert laid out in hi res PDF and preferably provide us with a colour proof for control.
 Ftp server: ftp://194.78.220.64 - username: cxoeurope - password: ichnaton
 please confirm by e-mail (info@cxonet.be)
 You can deliver the files on CD-ROM or by e-mail. Files bigger than 10 MB can be sent by mail to the address mentioned hereafter. Files smaller than 10 MB can be sent by e-mail to info@cxonet.be - Technical costs at the advertiser's expense.

Circulation: 45.000 e-mail addresses - 1 version: Dutch-French-English

Send advertising material to:

CxO Europe - advertising department:
 Wielstraat 12 B-2880 Bornem - Belgium info@cxonet.be
 Tel.: +32 (0)3 889 52 59 - Fax: +32 (0)3 899 03 78

10. READERSHIP CxOnet.be

- 8.500 visitors per month. Visitors stay an average time of 28 minutes on the site.
- Advertisements are always visible, unsteemed which part of CxOnet.be is visited. (3.790 visiting hours per month).
- CxOnet.be is mainly visited on weekdays (89% of all visits) between 08.00h and 18.00h (79% of all visits).

11. RATES CxOnet.be

Banner (468 x 60 pixels)	Per month: € 1.860,00 (€ 220,00/ 1.000 unique visitors)
Button (120 x 60 pixels)	Per month: € 935,00

Tariffs valid from 01/01/2011 until 31/12/2011

12. TECHNICAL DATA CxOnet.be

- maximum: 14kB
- provide all files in animated GIF, MPEG, JPEG, (no HTML, Flash, DHTML, complex JavaScript, CSS, fs.Command)
- pop-ups are admitted
- maximum 1 URL-link (max 128 characters) per advertisement
- sound: only for Flash, has to be switched off at start-position and can only start to play after a click on an explicit 'audio on/off'-button (exception click sounds shorter than 1 second); sound loops are not permitted (CxO Europe has the right to ask advertisers to remove disturbing sounds).

Updates: maximum once a week

13. CALENDAR CxO Magazine & CxO Webzine 2011

CxO Magazine

Edition 89 - 28 January 2011
Edition 91 - 31 March 2011
Edition 93 - 31 May 2011
Edition 95 - 29 July 2011
Edition 97 - 30 September 2011
Edition 99 - 30 November 2011

CxO Webzine

Edition 90 - 28 February 2011
Edition 92 - 29 April 2011
Edition 94 - 30 June 2011
Edition 96 - 31 August 2011
Edition 98 - 31 October 2011
Edition 100 - 30 December 2011