

CxO MEDIAFILE

2012

CxO MEDIAFILE
2011 47

GENERAL MANAGEMENT
Hoe zit de nieuwe 2012 voor? De toekomst van de onderneming.

HUMAN RESOURCES
Hoe zit de nieuwe 2012 voor? De toekomst van de onderneming.

SALES & MARKETING
Hoe zit de nieuwe 2012 voor? De toekomst van de onderneming.

LOGISTICS & MANUFACTURING
Hoe zit de nieuwe 2012 voor? De toekomst van de onderneming.

FINANCE & LEGAL
Hoe zit de nieuwe 2012 voor? De toekomst van de onderneming.

IT
Hoe zit de nieuwe 2012 voor? De toekomst van de onderneming.

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

Mercedes Bresso - Comité van de regio's

Accord, interxion, VICE

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“Ambtenaren hebben te weinig voeling met wat de klant (lees de burger) verwacht”

Pierre de Bock, voorzitter van de Raad van Bestuur van de Vlaamse Reguleerder voor Media en Televisie

Accord, interxion, VICE

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IPA-impasse illustreert maatschappelijk "cliëntelisme"

Kris Clodts - Managing Director ISS

Accord, interxion, VICE

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“Misschien zijn we wel de echte voorlopers van het nieuwe Europa”

Søren Dalsgaard, Minister van Staat

Accord, interxion, VICE

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Delhaize ziet Zuid-Europa als ideale groeiemarkt

Pierre-Olivier BECOUDS - Delhaize Group

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“En Europe, on souffre d'un déficit d'esprit et de dynamisme entrepreneuriaux”

Erwan van den Broek, Directeur van de Service Client en Commerciële Relaties bij Delhaize

Accord, interxion, VICE

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Comité van de Regio's trekt de kaart van de kmo's

Mercedes Bresso - Comité van de regio's

Accord, interxion, VICE

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“De bedrijfswereld is niet voorbereid op de digital natives”

Sofie Van Olfen, CEO van Start

Accord, interxion, VICE

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“We blijven investeren in innovatie”

Clauz Zieher - CEO Bayer HealthCare Belgium

Accord, interxion, VICE



MAGAZINE CONFERENCES WEB

CxO MEDIAFILE 2012

CxO Magazine

CxOnet.be

CxO Webzine

SUMMARY

CxO General Information

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CxO Magazine

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CxO Webzine

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CxOnet.be

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Planning CxO Magazine and CxO Webzine

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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 45.000 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.

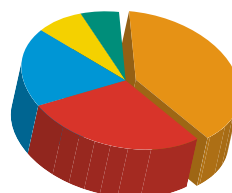
CxO Magazine was created to deliver information in an efficient way. It is the main title in Belgium about innovative business management and reaches and influences more than 60.000 decision makers. The main sections are:

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

3. READERSHIP CxO Magazine & CxO Webzine

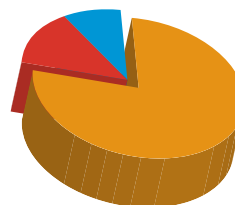
COMPANY SIZE

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



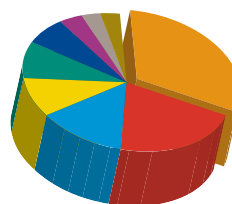
D.M.U

	Decision makers	77%
	Influencer	14%
	No influence	9%



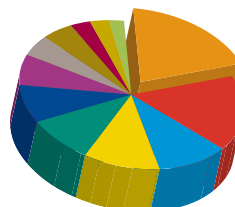
FUNCTION

	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%



4. CALENDAR & DEADLINES CxO Magazine 2012

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 2012	31 January 2012	17 January 2012
April/May 2012	30 March 2012	16 March 2012
June/July 2012	31 May 2012	18 May 2012
Aug/Sept 2012	31 July 2012	16 July 2012
Oct/Nov 2012	28 September 2012	17 September 2012
Dec/Jan 2013	30 November 2012	19 November 2012
Feb/March 2013	31 January 2013	17 January 2013

5. RATES CxO Magazine

ADVERTISEMENT

Format	Four colours	Black/white	x3	x6
2/1 page	€ 6.940,00	€ 6.035,00	-20%	-40%
1/1 page	€ 4.190,00	€ 3.350,00	-20%	-40%
1/2 page	€ 2.570,00	€ 2.020,00	-20%	-40%
1/4 page	€ 1.585,00	€ 1.190,00	-20%	-40%
Coverspot	€ 1.985,00		-20%	-40%
Business Card Package (6x CxO Magazine & 6x CxO Webzine)			€ 3.310,00	
Advertorial (excluding copywriting)				
2/1 page	€ 6.315,00	on request	-20%	-40%
1/1 page	€ 3.615,00	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: € 4.660,00	8 pages: € 8.710,00
4 pages: € 5.730,00	10 pages: € 9.460,00
6 pages: € 6.995,00	12 pages: € 11.340,00

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 01/01/2012 till 31/12/2012

CxO MEDIAFILE 2012

CxO Magazine CxO.net.be CxO Webzine

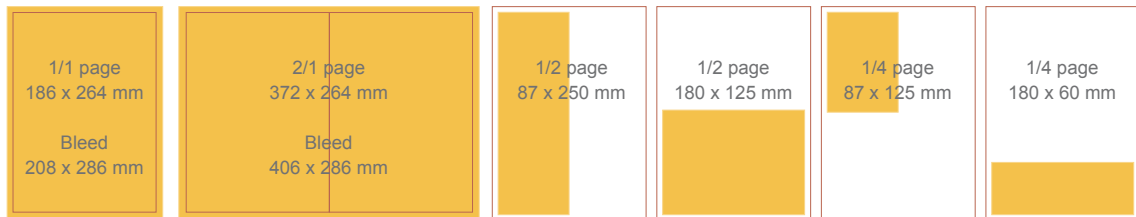
6. TECHNICAL DATA CxO Magazine

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)



6

- 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. 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 to CxO Europe - Wielstraat 12 - 2880 Bornem. (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 2012

CxO Magazine CxO.net.be CxO Webzine

7. CALENDAR & DEADLINES CxO Webzine 2012

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 2012	28 February 2012	14 February 2012
April 2012	29 April 2012	16 April 2012
June 2012	30 June 2012	17 June 2012
August 2012	31 August 2012	17 August 2012
October 2012	28 October 2012	17 October 2012
December 2012	30 December 2012	17 December 2012

8. RATES CxO Webzine

ADVERTISEMENT

Format	Four colours	x3	x6
2/1 page	€ 4.390,00	-20%	-40%
1/1 page	€ 2.920,00	-20%	-40%
1/2 page	€ 1.830,00	-20%	-40%
Advertorial (excluding copywriting)			
1/1 page	€ 2.920,00	-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.
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: € 1.955,00 (€ 230,00/ 1.000 unique visitors)
Button (120 x 60 pixels)	Per month: € 980,00

Tariffs valid from 01/01/2012 until 31/12/2012

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 2012

CxO Magazine

Edition 100 - 31 January 2012
Edition 102 - 30 March 2012
Edition 104 - 31 May 2012
Edition 106 - 31 July 2012
Edition 108 - 28 September 2012
Edition 110 - 30 November 2012

CxO Webzine

Edition 101 - 28 February 2012
Edition 103 - 30 April 2012
Edition 105 - 30 June 2012
Edition 107 - 31 August 2012
Edition 109 - 28 October 2012
Edition 111 - 30 December 2012