

VISION | STRATEGY | INNOVATION | LEADERSHIP



# MEDIAFILE 2017

CxO Magazine Print CxO Magazine Digital CxOnet.be CxO eDM





SUMMARY

**1. CxO General Information**

Who is CxO Europe? ..... **4**  
 Who is CxO Magazine Print? ..... **4**  
 Unique content concept. .... **5**  
 CxO Link ..... **5**  
 Readership CxO Magazine Print & CxO Weekend. .... **6**  
 Calendar & deadlines. .... **7**  
 Video CxO Weekend ..... **8**  
 CxO Institute. .... **9**

**2. CxO Magazine Print**

Readership CxO Magazine Print ..... **10**  
 Rates CxO Magazine Print ..... **10**  
 Technical data CxO Magazine Print ..... **11**

**3. CxO Weekend**

Readership CxO Weekend ..... **12**  
 Rates CxO Weekend. .... **12**  
 Technical data Weekend ..... **12**

**4. CxOnet.be**

Readership CxOnet.be ..... **13**  
 Rates CxOnet.be ..... **13**  
 Technical data CxOnet.be ..... **13**

**5. CxO Electronic Direct Mailing (eDM)**

Readership CxO eDM ..... **14**  
 Rates CxO eDM ..... **14**  
 Technical data CxO eDM ..... **14**

## 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.

### CxO Magazine Print

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

### CxO Weekend & CxOnet.be

In addition to the Magazine Print and the conferences CxO Europe extends its reach with CxOnet.be and an associated newsletter, which provide value-added content about business and management issues. CxO Weekend reaches and influences via e-mail more than **47.000 persons** at high 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.

## Who is CxO Magazine Print?

Founded in 2000, CxO Magazine Print 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 Print 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 Print 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
-  Facility Management

## Unique content concept

**Imagine your peers sharing strategic knowledge with you!**

### CxO Board of the Wise

CxO Magazine aims to help business people run their organizations more productively, more competitively, and more creatively.

The Board of the Wise is a group of entrepreneurs, general managers and directors of SME's, multinationals and non-profit organisations who decided to join the CxO community. In both CxO Magazine Print and CxO Magazine Digital the members of the Board of the Wise are sharing their knowledge through interviews and articles.

### CxO Expert Groups

The CxO Expert Groups are groups of managers who also decided to join the CxO community. They too share their strategic knowledge in CxO Magazine Print and Digital through interviews and articles.

These are the Expert Groups:

-  Expert Group Human Resources
-  Expert Group Sales & Marketing
-  Expert Group ICT
-  Expert Group Logistics & Manufacturing
-  Expert Group Facility Management
-  Expert Group Finance & Legal

## CxO LINK (branded content)








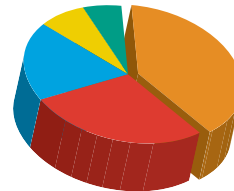
### Get connected. Get results

Increase sales, generate leads, increase the visibility of your brand, a new service in the picture. It is often a long process. But the power of repetition works. Through a CxO LINK series of articles across multiple editions and written by the editors of CxO Magazine your story reaches effectively the CxO community of 60,000 managers & entrepreneurs. The partner is responsible for the content of the serie.




### READERSHIP CxO magazine print/digital & CxO weekend

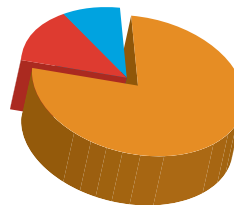
#### COMPANY SIZE

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



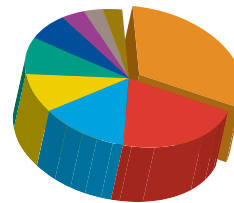
#### D.M.U

	Decision makers	77%
	Influencer	14%
	No influence	9%















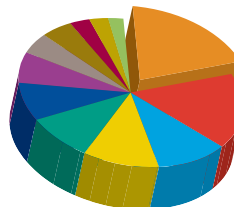
#### FUNCTION

	General Management	31%
	HR Management	7%
	Marketing Management	9%
	ICT Management	21%
	Sales Management	3%
	Logistic Management	9%
	Admin. & Finance Management	13%
	Facility Management	5%
	Consultants	2%



#### SECTOR

	Bank/Finance/Insurance	19%
	Chemical/Petrochemical	10%
	Construction	5%
	Electro	3%
	Food	11%
	Public sector & non-profit	9%
	Healthcare	8%
	ICT	14%
	Marketing	3%
	Publishing/media	2%
	Services	11%
	Other	5%



## CALENDAR & DEADLINES CxO Magazine Print 2017

EDITION	PUBLICATION DATE	RESERVATION DATE & MATERIAL DEADLINE
Edition 160 - February-March 2017	30 January 2017	16 January 2017
Edition 162 - April-May 2017	31 March 2017	13 March 2017
Edition 164 - June-July 2017	31 May 2017	15 May 2017
Edition 166 - August-September 2017	16 August 2017	17 July 2017
Edition 168 - October-November 2017	29 September 2017	15 September 2017
Edition 170 December 2017 -January 2018	30 November 2017	14 November 2017

7

## CALENDAR & DEADLINES CxO Weekend 2017

EDITION	PUBLICATION DATE	RESERVATION DATE & MATERIAL DEADLINE
Edition 159/2 - Jan-Feb 2017	28 January 2017	18 January 2017
Edition 161/1 - March-Apr 2017	11 March 2017	25 February 2017
Edition 161/2 - March-Apr 2017	1 April 2017	19 March 2017
Edition 163/1 - May-June 2017	13 May 2017	30 April 2017
Edition 163/2 - May-June 2017	3 June 2017	21 May 2017
Edition 165/1 - Jul-Aug 2017	15 July 2017	27 June 2017
Edition 165/2 - Jul-Aug 2017	29 July 2017	16 July 2017
Edition 167/1 - Sep-Okt 2017	9 September 2017	25 August 2017
Edition 167/2 - Sep-Okt 2017	30 September 2017	15 September 2017
Edition 169/1 - Nov-Dec 2017	11 November 2017	26 October 2017
Edition 169/2 - Nov-Dec 2017	2 December 2017	16 December 2017

## VIDEO CxO Weekend

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### INTEGRATION OF VIDEO INTERVIEW IN CXO WEEKEND

- Production + broadcasting to 47.571 managers & entrepreneurs.
  - Intake meeting
  - Production: interview with CxO Editors
  - 1 Videocamera with cameraman
  - Postproduction (montage)
  - Integration in CxO Weekend on ¼ screen
  - Video-interview plays automatically when reaching the page where the video is integrated
  - Broadcasting to 47.571 managers & entrepreneurs
  - Copywriting leading text to guide the video
  - Max. 3 minutes video

Rate: € 3.385,00

Supplement with second camera point of view: + € 350,00

### INTEGRATION OF A COMMERCIAL IN CXO WEEKEND

- Production + broadcasting to 47.571 managers & entrepreneurs.
  - Link to your commercial on Youtube or Vimeo will be supplied
  - Integration in CxO Weekend on ¼ screen
  - Commercial starts automatically when reaching the page
  - Broadcasting to 47.571 managers & entrepreneurs
  - Max. 30 seconds

Rate: € 2.900,00



## COMING SOON: CxO Institute

Within the upcoming months, CxO Europe will deploy its **CxO Institute**. Based on the knowledge that we suffer from a overload of information, which is threathning our organisations and their leaders, CxO Institute wants to create a unique peer learning community because:



Peer to peer learning and sustainable networking lead us to a more relevant and more focused approach. They will help us concur the overload on information.



In the future CxO's decisions will more and more depend on the knowledge of their peers. Managers want to learn from their peers.



Media are losing readers because publishers don't facilitate relevant and sustainable knowledge transform.

### THE MISSION OF CXO INSTITUTE

Facilitating sustainable knowledge transfer among business leaders and across departments

### THE OBJECTIVES OF CXO INSTITUTE

Create the most inspiring and guiding managementnetwork of the country

Deploy the business school of the future

Emphasise on the relevant transfer of knowledge

Guide managers on their journey from 'academical' to 'practical'

Based on the CxO Communities



### READERSHIP CxO Magazine Print

- CxO Magazine Print is published as a single trilingual magazine (NL/F/E) with a circulation of 20.000 copies.
- CxO Magazine Print is sent on a bi-monthly basis to 47.000 subscribers.

### RATES CxO Magazine Print

#### ADVERTISEMENT & ADVERTORIAL

Format	Four colours	Copywriting	x3	x6
2/1 page.....	€ 8.040,00	.....on request	-20%	-40% (incl. agency fee)
1/1 page.....	€ 4.855,00	.....on request	-20%	-40% (incl. agency fee)
1/2 page.....	€ 2.980,00	.....on request	-20%	-40% (incl. agency fee)
1/4 page.....	€ 1.840,00	.....on request	-20%	-40% (incl. agency fee)
Inspiration Streamer ..	€ 950,00	.....on request	-20%	-40% (incl. agency fee)
Coverspot.....	€ 2.300,00	.....on request	-20%	-40% (incl. agency fee)

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

(Rates exclusive of VAT, scan expenses and copywriting (500,00 €) for advertorials)

#### BUSINESS CARD PACKAGE

6x CxO Magazine Print & 6x CxO Weekend (Digital) + logo en link op de CxO site . . . € 4.020,00

#### SPONSOR PACKAGE EXPERT GROUP

6x CxO Magazine Print & 6x CxO Weekend (Digital) + logo en link op de CxO site . . . € 4.175,00

#### BRANDED CONTENT - CXO LINK

Format	Four colours	Copywriting	x3	x6
2/1 page.....	€ 8.040,00	.....on request	-20%	-40% (incl. agency fee)
1/1 page.....	€ 4.855,00	.....on request	-20%	-40% (incl. agency fee)

#### INSERTS

Mechanically glued or stitched and max. weight 150 gr/m<sup>2</sup>

2 pages: € 5.400,00	8 pages: € 10.080,00
4 pages: € 6.635,00	10 pages: € 10.955,00
6 pages: € 8.105,00	12 pages: € 13.135,00

#### MORE INFORMATION

Sylvie Scherrens at CxO Europe

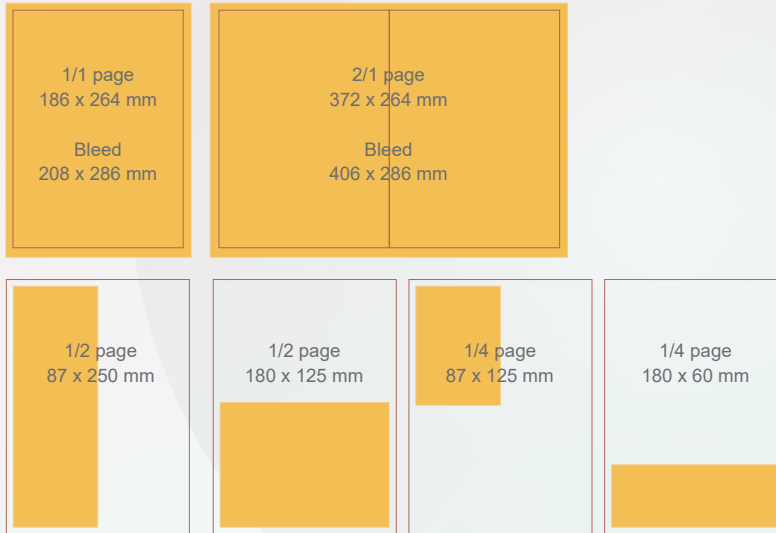
Tel. +32 (0)3 889 52 59 | Fax. +32 (0)3 899 03 78 | sylvie.scherrens@cxonet.be

Rates valid from 01/01/2016 till 31/12/2016

An advertisement  
in CxO Magazine Print  
+ CxO Weekend  
= 135.000 VIEW  
OPPORTUNITIES

## TECHNICAL DATA CxO Magazine Print

OFFSET - CTP Trimmed size: 198 mm wide x 276 mm high



### ADVERTISEMENT

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	
<b>INSPIRATION STREAMER</b>	165 x 50 mm	
<b>BUSINESS CARD</b>	87 x 62,5 mm	
<b>COVERSPOT</b>	47 x 28 mm	

**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.  
Files smaller than 10 MB can be sent by email to [content@cxonet.be](mailto:content@cxonet.be).  
You may also deliver the files on CD-ROM or via WeTransfer.  
Files bigger than 10 MB can be sent via WeTransfer or by mail to CxO Europe - C. Van Kerckhovenstraat 106 - 2880 Bornem.  
(Mail to: CxO Europe - C. Van Kerckhovenstraat 106 -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)

## READERSHIP CxO Weekend

- CxO Weekend is sent on a twice a month to 47.000 subscribers.
- It is a full electronic magazine in landscape which is distributed in PDF and in a interactive format, readable in any browser and on any device.

## RATES CxO Weekend

### ADVERTISEMENT & ADVERTORIAL

Format	Four colours	Copywriting	x3	x6
1/1 page/screen.....	€ 3.385,00	on request	-20%	-40% (incl. agency fee)
1/2 page/screen.....	€ 2.120,00	on request	-20%	-40% (incl. agency fee)
Inspiration Streamer ..	€ 750,00		-20%	-40% (incl. agency fee)
Coverspot.....	€ 1.840,00		-20%	-40% (incl. agency fee)

### BRANDED CONTENT - CXO LINK

Format	Four colours	Copywriting	x3	x6
1/1 page.....	€ 3.385,00	on request	-20%	-40% (incl. agency fee)
1/2 page.....	€ 2.120,00	on request	-20%	-40% (incl. agency fee)

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

## TECHNICAL DATA CxO Weekend

CxO Weekend is published in a reader-friendly platform and is distributed by e-mail. The readers of CxO Weekend may also download the complete PDF file which only takes a few seconds.

**Sizes & Type area:** 1/1 page: 372 x 264 mm: 406 x 286 mm (width x height)  
 1/2 page: 186 x 264 mm: 208 x 286 mm (width x height)  
 1 page equals 1 screen in landscape

**Material:** Send us the advert layout in hi res PDF and preferably provide us with a colour proof for control. You can deliver the files on CD-ROM, via WeTransfer or by email to [content@cxonet.be](mailto:content@cxonet.be).  
 Technical costs at the advertiser's expense.

**Circulation:** 47.000 e-mail recipients  
 1 version: Dutch-French-English

### SEND ADVERTISING MATERIAL TO

CxO Europe - advertising department, C. Van Kerckhovenstraat 106, 2880 Bornem  
 Tel.: +32 (0)3 889 52 59 | Fax: +32 (0)3 899 03 78 | [content@cxonet.be](mailto:content@cxonet.be)

## READERSHIP CxOnet.be

- **8.500 visitors per month.** Visitors stay an average time of 13 minutes on the site.
- Advertisements are **always visible**, unesteemed 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).

## RATES CxOnet.be

<b>BANNER</b>	468 x 60 pixels	Per month: € <b>2.260,00</b> (€ 252,00/ 1.000 unique visitors)
<b>BUTTON</b>	120 x 60 pixels	Per month: € <b>1.135,00</b>
<b>SKYSCRAPER</b>	120 x 600 pixels	Per month: € <b>2.595,00</b>

*Rates valid from 01/01/2016 until 31/12/2016*

## TECHNICAL DATA CxOnet.be

- Material:** 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.

## READERSHIP CxOnet.be

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This is an e-mail campaign towards the complete CxO database (> 47.000 mail correspondents). Direct marketing is about making direct contact with existing and potential customers to promote your products or services. Unlike media advertising, it enables you to target specific C level people with a personalised message.

## RATES CxOnet.be

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### OFFER 1

#### CxO eDM – fully database - in name of your company

This is an e-mail campaign towards the complete CxO database (> 47.000 mail correspondents).

€ 2.950,00

### OFFER 2

#### CxO eDM -fully database – on behalf of: CxO (Partnermail)

This is an e-mail campaign towards the complete CxO database (> 47.000 mail correspondents).

€ 3.950,00

## TECHNICAL DATA CxOnet.be

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**Material:** Send us a ready-to-use HTML file 5 working days in advance  
If the layout of the mailing needs extra preparation,  
or if you do not provide a ready-to-use HTML,  
we are forced to charge an editorial fee of € 500,00.

**Circulation:** 47.000 e-mail addresses



CxO Europe bvba/sprl

C. Van Kerckhovenstraat 106, 2880 Bornem – Belgium

T: +32 (0)3 889 52 59

F: +32 (0)3 899 03 78

www.cxonet.be | info@cxonet.be

BTW/TVA: BE 0477 884 752 - RPR Mechelen