



MEDIAKIT



In 2012, the CIO Club meetings hosted close
to **400** CIOs.

Publisher:

International Data Group Poland SA

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ABOUT THE MAGAZINE

THE IT EXECUTIVES MAGAZINE IS A MODERN PUBLICATION ABOUT IT MANAGEMENT, FOCUSING ALSO ON PERSONAL DEVELOPMENT AND CAREER OF IT MANAGERS.

Much attention is paid to the role of IT in shaping business and to IT management. Profiles of outstanding IT executives are presented. The magazine is accompanied by a website containing a database of articles, presentations and speeches and video footage from meetings – available only to those registered at the CIO site.

PARAMETERS:

- Print run: 4,000 copies
- Distribution: Qualified to the top IT managers
- The CIO magazine is a member of ZKDip (Distribution and Press Monitoring Association)
- Frequency: bimonthly

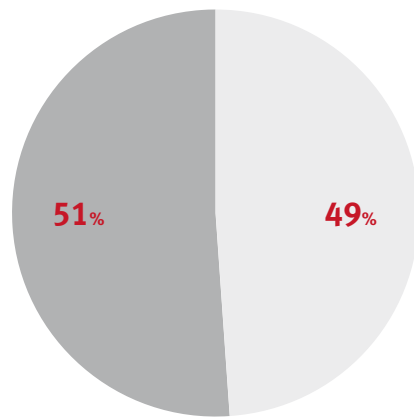


WHO ARE OUR READERS

TARGET GROUP:

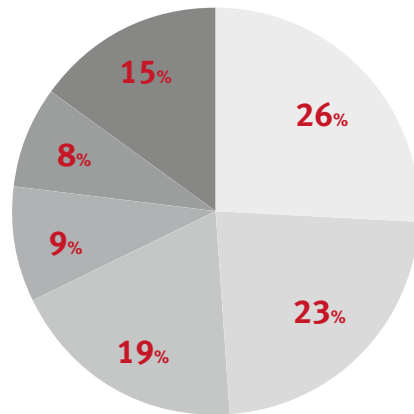
managers responsible for IT in medium size and large companies or financial institutions (depending on the organization, management board members, or IT directors/managers) and larger financial institutions (ministries, government agendas, province and marshal offices, municipal offices in cities with more than 100,000 inhabitants).

READERSHIP STRUCTURE



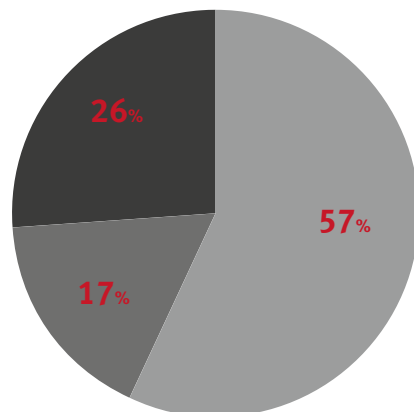
POSITION

- IT director
- IT manager



SECTOR

- Industry/Manufacturing
- FMCG/Distribution
- Public sector
- Finance and banking
- Health care
- Other



COMPANY SIZE

- Below 500
- Above 500
- Above 1 000

Publisher's own data

THEMATIC SECTIONS

THE CIO CLUB

reports on the CIO club activity, opinions, comments from participants of meetings and events, articles expanding on threads from club discussions



CIO IN BUSINESS

articles on the role, relationship and future of the CIO in the company as well as more broadly - about the importance of business technologies for the success of business in modern economy



THEMATIC SECTIONS

THE CIO AS THE LEADER

articles on practices, models and challenges of the CIO's management of their department



CAREER

examples of brilliant CIO careers, successes scored in the company and for the company



SPECIAL ISSUES

PUBLICATIONS IN THE CIO STRATEGIES SERIES ARE INNOVATIVE FORMS OF PRESENTATION OF THE IT STRATEGIES, STRUCTURES OF IT DEPARTMENTS AND THEIR BOSSES.

They are supplemented with a synthetic presentation of the offer of selected suppliers and consulting companies. They are a combination of the directory format with a journalistic publication. It's a set of data, numbers, characteristics and features supplemented with interviews and content based comments.



THE IT CROWN.
Data communications in the key companies in Poland.



THE IT CROWN.
Finance and banking.

REGULAR ISSUE TOPICS

3/2013

Publication date: 9 May 2013
Materials deadline: 29 April 2013

Issue topic— Big Data

- Big Data is coming
- Big Data through the eyes of CMO
- Ethics in Big Data

CIO in business

- Agile and business
- BPMS (business proces management systems): too “tribal” knowledge

CIO as a leader

- The end of Homo Oeconomicus
- CFO — CIO interaction

4/2013

Publication date: 20 June 2013
Materials deadline: 10 June 2013

Issue topic — how much outsourcing, how of... business support

- IT outsourcing and cloud computing
- CFO about outsourcing
- Justified and unjustified concerns about outsourcing

CIO in business

- CIO Patron

CIO as a leader

- Work model organization and IT structure in the new era
- CFO — CIO interaction

5/2013

Publication date: 12 September 2013
Materials deadline: 2 September 2013

Issue topics

- Mobilization. CIO and the world of mobile applications
- IT versus rapid growth of mobile applications

CIO in business

- Mobile security on the micro and macro scale

CIO as a leader

- 2013 CIO of the Year – competition launch
- CFO — CIO interaction

6/2013

Publication date: 8 November 2013
Materials deadline: 29 October 2013

Issue topics

- Social networking – I like it

CIO in business

- Framework for the corporate social networking

CIO as a leader

- The manager’s image in the new media

THE COMMUNITY OF IT EXECUTIVES

THE CIO CLUB IS AN INDEPENDENT ORGANIZATION WHICH EXISTS SINCE 2003, CREATED BY IT EXECUTIVES FOR IT EXECUTIVES.

They are supplemented with a synthetic presentation of the offer of selected suppliers and consulting companies. They are a combination of the directory format with a journalistic publication. It's a set of data, numbers, characteristics and features supplemented with interviews and content based comments.



CLUB MEETINGS

THE CIO CLUB MEETINGS ARE HELD EVERY MONTH IN WARSAW. REGIONAL MEETINGS ARE ALSO HELD IN WROCŁAW AND GDAŃSK.

Meetings are held as discussions in small groups (ca. 20-30 top managers) and to increase the effectiveness and attractiveness of the meetings various formats and formulas for discussion are adopted (e.g. Oxford debates).



AGENDA 2013 (SELECTED BY THE COMMUNITY OF CIOS AND THE CLUB'S PROGRAM BOARD)

JANUARY

- CIO, whither thou goest?

FEBRUARY

- Agile (in the corporation)

APRIL

- Big Data

MAY

How much outsourcing, and how much of... business support

OCTOBER

- Mobilization. CIO and the world of mobile applications

NOVEMBER

- Social networking – I like it
- March, June, September
- Special, extended meetings

Topics of the CIO 2013 Agenda will also be covered at the meetings in Wrocław and Gdańsk

COMPETITION - A MEETING OF THE ELITE

THE IDEA BEHIND THE CIO OF THE YEAR COMPETITION IS TO PROMOTE THE BEST IT DIRECTORS AND SPREAD GOOD BUSINESS PRACTICES.

We reward those who bring the highest business value in the area of state of the art technologies. We appreciate the fact that the CIO through their work becomes the emissary of success, both their own and their partners, such as providers of solutions and IT services.



PAST WINNERS:

- Henryk Baniowski,
BANK BPH-PBK SA,
2003 CIO OF THE YEAR
- Dorota Poniatowska-Mańczak,
BANK ZACHODNI WBK SA,
2004 CIO OF THE YEAR
- Rafał Hanyś
URZĄD MIASTA WROCŁAWIA,
2005 CIO OF THE YEAR
- Andrzej Galik,
TDP, 2006 CIO OF THE YEAR
- Tomasz Romanowski,
ALSTOM, 2007 CIO OF THE YEAR
- Henryk Baniowski,
ALIOR BAN K SA , 2008 CIO OF THE YEAR
- Sławomir Panasiuk,
KDPW SA , 2009 CIO OF THE YEAR
- Tomasz Matuła,
TELEKOMUNIKACJA POLSKA SA , 2010 CIO OF THE YEAR
- Łukasz Neuman,
KRUK, 2011 CIO OF THE YEAR
- Beata Sosnowska
VB LEASING SA, 2012 CIO OF THE YEAR



WITH IT EXECUTIVES IN MIND WE CREATED A SPECIAL WEB SITE. ACCESS TO THE PORTAL IS RESTRICTED, ONLY IT EXECUTIVES CAN ACCESS IT.

IT OFFERS:

- The most recent trends in IT management in Poland and abroad
- video materials
- Presentations
- Interviews and comprehensive articles
- Reports on the meetings of the CIO Club
- Profiles of prominent CIO

Our website is a place where you can discuss topics of interest to CIOs, exchange ideas, learn about the opinions of experts and market leaders. It is a source of inspiration and support in the CIO's daily work.

Centrum wiedzy | Kariera | CIO jako lider | CIO w biznesie | marcin_rendus@dog.com.pl | Wzrost: konto | 12.09.2012 | oficjalna karta | wyloguj się

CIO

Spotkania | Klub CIO | Akademia Dyrektora IT | Sylwety CIO | Magazyn | Korona IT | Konkurs CIO Roku | Wideo | Prezentacje | Praca w IT | Kontakt

MARKA JEST OBIETNICĄ: BUDOWANIE WPŁYWOWEJ MARKI IT
Budowanie marki dzięki IT i samego CIO jest bardzo istotne, choć często zaniedbywane. Ten temat pojawił się już na łamach CIO oraz podczas naszych klubowych dyskusji. Tym razem przedstawiemy...

CIO W BIZNESIE
SZCZĘŚLIWY ZWIĄZEK Z ODPALĄ MARIŻĘ IT
Korporacyjne kampanie marketingowe przeobraża w świat online, a menedżerowie IT i marketingu mogą zacząć walczyć o terytorium. Przyszłości...

REDAKCJA POLECA
JAK POSTRZEGA NAS OTOCZENIE
Nasz wizerunek jest bardzo ważny, determinuje jakość współpracy z innymi osobami.

NOWY BONAITER IT W NOWYCH CZASACH
Zjemy w czasach wielkich zmian. Znowiamy metody pracy, nauki, zabawy, planowania, leczenia etc. To wszystko jest...

LUKASZ NEUMAN
Dyrektor Pionu Informatyki i Telekomunikacji KRUK S.A.

Centrum wiedzy | Kariera | CIO jako lider | CIO w biznesie | zarejestruj się | zaloguj się >

CIO

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KLUB CIO

Spotkania klubowe. Najbliższe spotkania:
2 października 2012, Wrocław
Dostawy IT: bieżące na linie - debata oksfordzka
11 października 2012, Wrocław
Triplet przyszłości: CIO - Business Intelligence - Odrodzenie naukowe
2 listopada, Wrocław
Mobilny i komunikacyjny biznes

Konkurs CIO Roku 2012. Zgłoszenia przyjmujemy już od 20 września 2012.

Centrum wiedzy zawiera w przeznaczonym wyłącznie dla Dyrektorów IT sensie on-line.

CIO Magazyn Dyrektorów IT

Do Rady Programowej CIO należą:

Rafał Robert Lewandowski Dyrektor IT Polskie Książki Telefoniczne	Monika Płocka Dyrektor Banku ds. Informatyki i Telekomunikacji Polska i Kraka Giełdy Nieruch Bank Polska	Dariusz Stożarczyk Dyrektor ds. operacji IT i łączności dostaw Grupa EMSEF
Tomasz Matula Dyrektor Pionu Infrastruktury Gospa TP	Dorota Pomietowska-Mańczak CIO Credit Agricole Bank Polska	Józef Wacnik Dyrektor Wydziału Informatyki i Telekomunikacji Polskie Radio

Rada Programowa CIO uczestniczy w budowie, weryfikacji i wykonaniu programu działania środowiska CIO, dla którego forum dyskusyjną są mmagazyn CIO, Klub CIO i serwis on-line. Rada Programowa CIO to prestiżowe gremium osób o uznanym doświadczeniu i autorytecie w środowisku IT, które przyjęły zaproszenie do włączenia merytorycznych założeń Klubu CIO.

Do Rady Programowej CIO należą:

Rafał Robert Lewandowski
Dyrektor IT
Polskie Książki Telefoniczne

Tomasz Matula
Dyrektor Pionu Infrastruktury
Gospa TP

Monika Płocka
Dyrektor Banku ds. Informatyki i Telekomunikacji
Polska i Kraka Giełdy
Nieruch Bank Polska

Dorota Pomietowska-Mańczak
CIO
Credit Agricole Bank Polska

Dariusz Stożarczyk
Dyrektor ds. operacji IT i łączności dostaw
Grupa EMSEF

Józef Wacnik
Dyrektor Wydziału Informatyki i Telekomunikacji
Polskie Radio

CIO ESPRESSO

THE MOST EFFECTIVE WAY TO ARRANGE DIRECT TALKS WITH THE CURRENT AND POTENTIAL CUSTOMERS.

Meetings allow you to expand or deepen relationships with participants who want to understand the Partner's product and solutions.

Together with the partner we choose the most interesting topics for the participants, which also contribute to the sales and communications objectives.

The participants of CIO Express are recruited from a database of more than 4000 subscribers of CIO – the IT Executives' Magazine. By confirming participation in the meeting, they decide that the subject of the meeting is in line with their interests and needs. This allows representatives of the partner to expect a lively dialog with people who are interested in the subject matter of the meeting.



RATE CARD

OFFER FOR THE CIO CLUB PARTNER (6 MEETINGS):

- Branding of the CIO Club Partner (invitations to meetings, CIO newsletter, during the meetings, reports from meetings in the CIO Magazine and at klubcio.pl)
- Participation of one person in the meetings of the CIO Club
- List of participants of all meetings of the CIO Club
- Additional discounts for sponsorship of events organized by the CIO Club

The number of packages: **4**

Rate card price: PLN **70,000** net

OFFER FOR THE CIO CLUB MEETING SPONSOR

- Content-wise participation of two representatives of the partner in the meeting.
- Delivery of a 15-20 minute presentation linked to the CIO Espresso topic.
- List of participants of the meeting: full name, title, company, contact information.
- Logo with the sponsorship type emphasized and a hyperlink to the Partner's web site in all online promotional and marketing materials
- A description of the meeting (up to 1 000 characters) CIO Magazine distributed to more than 4,000 IT Executives.

Rate card price: PLN **29-35,000** net

The actual price is based on criteria

ADVERTISING OFFER FOR THE MAGAZINE

- A4 page, including 2nd, 3rd and 4th cover page
- The use of A4 page to be agreed (a traditional ad, case presentation, an interview with the customer's representative)

The number of ads: **6/1 issue**

Rate card price: PLN **15,000** net

UNIT4 TETA

Systemy informatyczne poukładane dla Twojej branży

Elastyczność, skalowalność i dopasowanie do cechy, które najbardziej doceniasz. Wykorzystaj IT w pakiecie ERP TETA Consolidation. Dzięki niemu Ty też możesz „poukładać” system do indywidualnych potrzeb Twojej firmy.

WSPIERAMY ZMIANY

Unified. Cloud-based.
This IS modern communication.

Chcesz naprawdę poprawić efektywność w Twojej firmie?

Przedstawiamy pierwszy prawdziwy system ujednoczonej komunikacji (UC) z domyślną technologią Cloud, więc dostajesz kompletny, korporacyjny rozwiązanie z jedną bramką wejściową. To Integrated Solutions, więc masz gwarancję SLA i wszystkie usługi telekomunikacyjne od jednego dostawcy. To oznacza, wiesz, kim rozmawiasz w sprawie, tylko potrzebujesz dane dane i uruchomisz Tyje usługi i użytkowników, ile potrzebujesz w danej chwili. To proste, prawda?

Integration IS our business.

KT: Networking • Unified Communication • Data Center • IaaS • Security • End-to-end www.is.com.pl

TECHNICAL SPECIFICATION

AD PRODUCTION BY IDG ORDERED BY CUSTOMER

1. Full page ads:
 - Pdf files (print ready) - CMYK composite without separations.
2. Smaller ads:
 - Pdf files (print ready) - CMYK composite without separations.
 - Halftone files – TIFF, EPS (without LZW compression), resolution 300 DPI (photos) or 600 DPI (text).
 - Black text should be composed only of the BLACK component, and not the entire CMYK.
 - Vector and vector/halftone files – EPS; text converted to curves, photos and all other components should be included in the file.

REQUIREMENTS

1. The ad size must correspond with the format of the advertising area purchased (with possible bleed added).
2. Ads with bleed – 5 mm larger (on each side) than the net format; all important graphics components (with the exception of background) and text should be moved to the inside at least 5 mm from the cutting line.
3. Thin lines of graphics components, as well as small and thin fonts (less than 12 points) should be in one color only.
4. Minimum font size: 7 points, minimum line thickness: 0.4 pts.
5. Black text should be overprinted on the background.
6. Maximum ink coverage is 300%.

AD PRODUCTION BY IDG ORDERED BY CUSTOMER

1. File formats:
 - Halftone files – TIFF, EPS (without compression), (CMYK) resolution 300 DPI (photos) or 600 DPI (text).
 - Vector and vector/halftone files – EPS; All text converted to curves.
2. Other requirements:
 - All required components must be provided by the orderer, every component included in the file must be prepared in CMYK format; resolution not less than 300 DPI. Terms and conditions (including cost) of production of advertising materials must be agreed with the IDG Advertising Department.

NOTE: If a certified color sample made from the submitted material is not provided, the publisher is not responsible for the colors of the published advertisement.

FORMS OF DELIVERY

1. Accepted media:
 - CD-ROM, DVD-ROM.
2. Address
 - DG Poland S.A. Advertising Department, 04–204 Warsaw, Jordanowska 12, 1st floor
Daniel Rosiczka phone: 22 321 78 99, fax: +48 22 321 80 90, e-mail: Daniel_Rosiczka@idg.com.pl
3. Electronic delivery of ads:
 - e-mail or server ftp
 - address: ftp.idg.com.pl
 - user: st_reklama
 - password: Bingo2013
 - folder: CIO



