MEDIAKIT

# TECH FOR EXECUTIVES

TECHNOLOGY AND DIGITAL TRANSFORMATION IS INCREASINGLY A HOT TOPIC IN THE BOARDROOM. IN MANY ORGANISATIONS, THE NEED FOR DIGITAL TRANSITION HAS SIGNIFICANTLY INCREASED. TECH FOR EXECUTIVES MEETS THIS NEED WITH ACCESSIBLE AND INSPIRATIONAL CONTENT ABOUT TECHNOLOGY, FUTURE DEVELOPMENTS, AND THE BEST PRACTICES OF DIGITAL NATIVES.

Tech for Executives appears 4 times per year and is intended for C-level executives, directors at the boardroom level, and influencers. The digital magazine presents topics such as:

- Digital strategies
- Digital transformation
- Thought leadership
- Interviews met digital leaders
- Governance
- Innovation
- Cybersecurity
- News about gadgets

Tech for Executives is able to use its data to create significant insights about company profiles of visitors who read certain articles or specific sponsored content during the buyer journey.

**Are you interested?** Ask about the possibilities.

**MINIMUM GUARANTEE: REACH 12,000 DECISION-MAKERS & INFLUENCERS**

**‘Now more than ever, board members are proactively involved with the digital agenda!’**

TOTAL
MEDIA VALUE
**€ 120,000**

# YOUR **SPONSORSHIP OPPORTUNITIES**

## PLATINUM MEMBERSHIP

SELECT THE COMPLETE DEALMAKER PACKAGE, INCLUDING
1 C-LEVEL ROUND TABLE.

- ✓ 1 round table with 5 C-level boardroom participants selected from our VMN-wide network and led by the editor-in-chief. Includes 1 report of these sessions.
- ✓ 80 leads with one selection filter (function or company size) based on a lead-gen campaign with a whitepaper related to digital transformation.
- ✓ 4 expert articles in each of the following editions of the digital magazine (including layout, production, photo and 1 exit link): April, June, October and November.
- ✓ 2 sponsered advertorials in two of the digital magazines.

**€ 17,500 EXCL. VAT**

## GOLDEN MEMBERSHIP

SELECT THE THOUGHT LEADER PACKAGE AND CLAIM YOUR VISIBILITY IN
THE BOARDROOM.

- ✓ 1 expert article in the digital magazine (including layout, production and photo). Placement of an expert article in a newsletter, including 1 advertorial.
- ✓ 1 sponsored content article (provided by the customer, including 2 exit links).
- ✓ 1 sponsored advertorial.
- ✓ 2 advertising pages in two of the digital magazines.

**€ 12,500 EXCL. VAT**

## SILVER MEMBERSHIP

SELECT THE EXPERT PACKAGE AND REACH YOUR TARGET GROUP BASED ON ONE OF THE PHASES WITHIN THE CUSTOMER JOURNEY.

- ✓ 2x expert article on a specific topic (including layout, production, photo and 1 exit link) in a digital magazine edition of your choice.
- ✓ 1 sponsored advertorial.

**€ 7,500 EXCL. VAT**

***Rates for separate media means in the digital magazine in addition to the membership packages**

| | |
|---|---|
| 1/1 page advertorial | € 3,500 |
| 1/1 page advertisement | € 2,500 |
| 1 expert article | € 2,500 |
| 1 sponsored article | € 2,000 |
| 1 round table | € 7,500 |
| 50 leads (with 1 filter) | € 4,000 |
| Bannering | € 80 cpm |

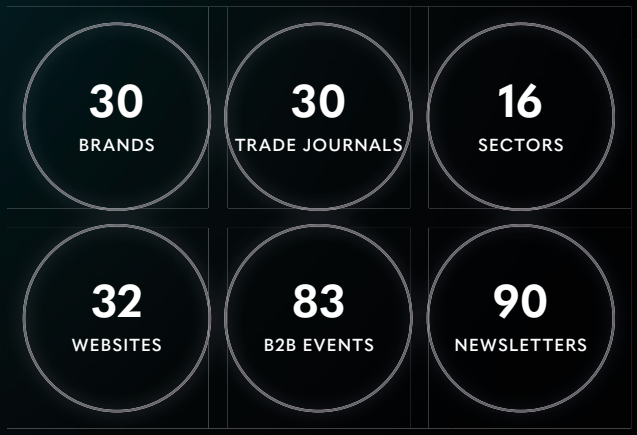
# REACH A LARGE GROUP **OF PROFESSIONALS WITH OUR BRANDS**

‘ Tech for Executives reaches more than 30,000 boardroom members and influencers’

## REACH IN SEGMENTS

## REACH OF VMN MEDIA

Our titles reach 25% of all Dutch workers, in more than 30 niches. That is 1.5 million professionals. We are the market leader in all sectors. Through our large and qualitative reach within all sectors, we possess a great deal of data about our readers and use it to build very specific reader groups — in terms of segment as well as reading behaviour.




## 1.5 MILLION PROFESSIONALS

# MORE INFORMATION?
# **GET IN TOUCH**

CLAIM YOUR THOUGHT LEADERSHIP IN TECHNOLOGY AMONG DECISION-MAKERS AND INFLUENCERS.

**Would you like more information about the possibilities of our e-magazine Tech for Executives?**

Contact:

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Corporate Sales Manager
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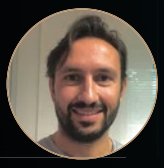

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