

# COMPUTABLE

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## MEDIAKIT 2026

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Tech audiences and high-  
impact advertising solutions

COMPUTABLE

JAARBEURS

# COMPUTABLE

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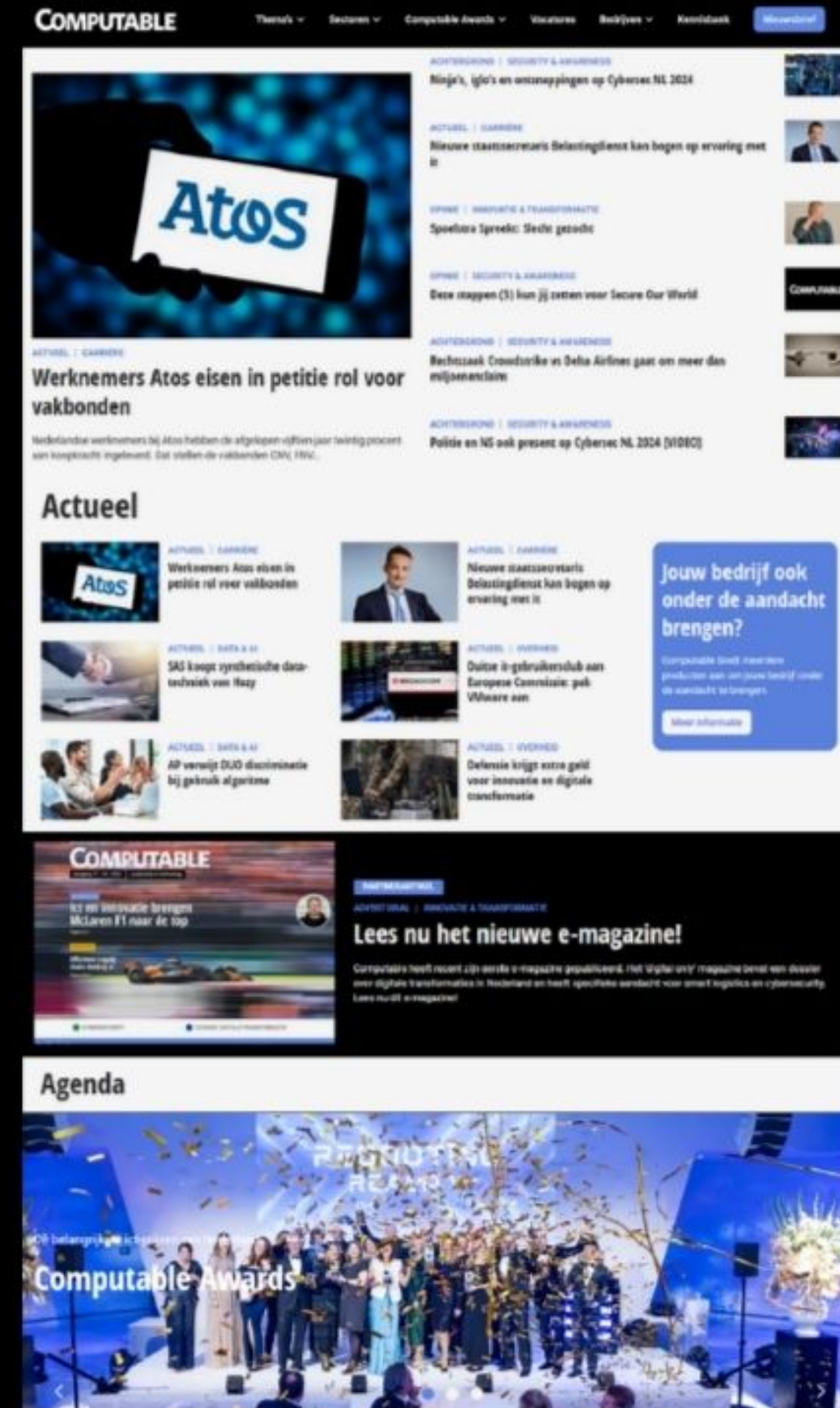
Computable and Jaarbeurs have the **#1 database** in the Netherlands of technology buyers with more than 55+ years of award-winning editorial experience. Computable has a **unique place** in the Dutch tech industry and provides the market with the **right information.**

## Award-winning editorial formula

Our editors understand the tech landscape like no one else. We are the most trusted and relevant brand in the market.

## Relationships built on trust

Readers come to us for insights and advice about the market and key tech purchasing decisions. We support you in reaching and engaging your target audience at the right time, with the right content, and in the right context.



# EDITORIAL STRATEGY



**Anton van Elburg**, a.i. Editor-in-chief Computable

***Computable provides information throughout the year about business ICT innovation and digitization..***

We do this via our website and newsletters, as well as in magazines, specials, and annual guides, digitally, live, and via social media. Computable encourages knowledge sharing and networking via media, communities, and events, including our own Computable Awards. We focus on ambitious professionals and managers in IT positions and decision-makers regarding IT purchases. We teach them new things, inspire them, answer their questions, and show them what others are doing in the Dutch and international IT sector. Current events, interpretation, and depth form the basis of our information about the market, trends, and IT projects. With a focus on business issues, we also pay extra attention to the construction and installation, healthcare, and logistics sectors.

# COMPUTABLE UNIQUE SELLING POINT

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## REAL RELATIONSHIPS

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Computable and Jaarbeurs reach a unique, engaged Dutch tech audience, built for the post-cookie world. Our community wants active engagement with our content, partners, and brands. The Computable Jaarbeurs team consists of experienced professionals who deliver fast results to strengthen your business.

## REAL DATA

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Computable has built up a unique first-party database consisting of soft and hard facts datasets generated by our tech event visitors and Computable's digital platforms. This enables us to quickly identify the right visitors and engage them dynamically.

## REAL RESULTS

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If you want to roll out targeted campaigns quickly that are most successful for your business, Computable is the partner of choice. This is because we can perfectly match the target groups and content expertise with our product solutions for our customers.

# DATABASE COMPUTABLE

**300,000**

OPT-IN PROFILES IN TECH  
JAARBEURS-WIDE

**13,000**

(46% OPEN RATE)  
DAILY  
EMAIL NEWSLETTERS

**3,000**

(41% OPEN RATE)  
WEEKLY  
CAREER MAILINGS

**13,000**

WHITEPAPER  
DOWNLOADS  
ANNUAL

# REACH

Computable.nl

**200,000**

Page views per month

**100,000**

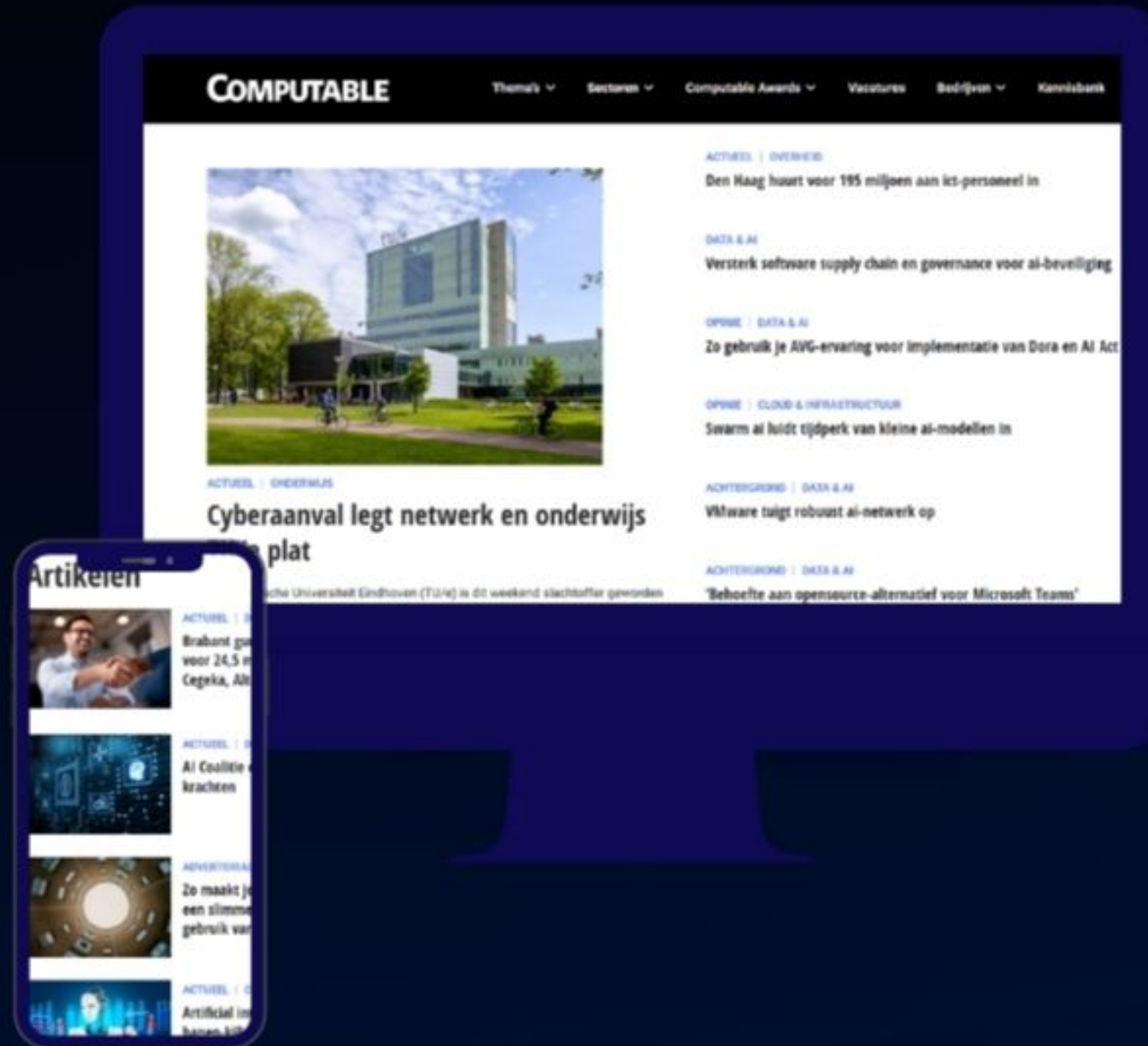
Unique users per month

**1'30"**

Time on site

**77**

Domain rating



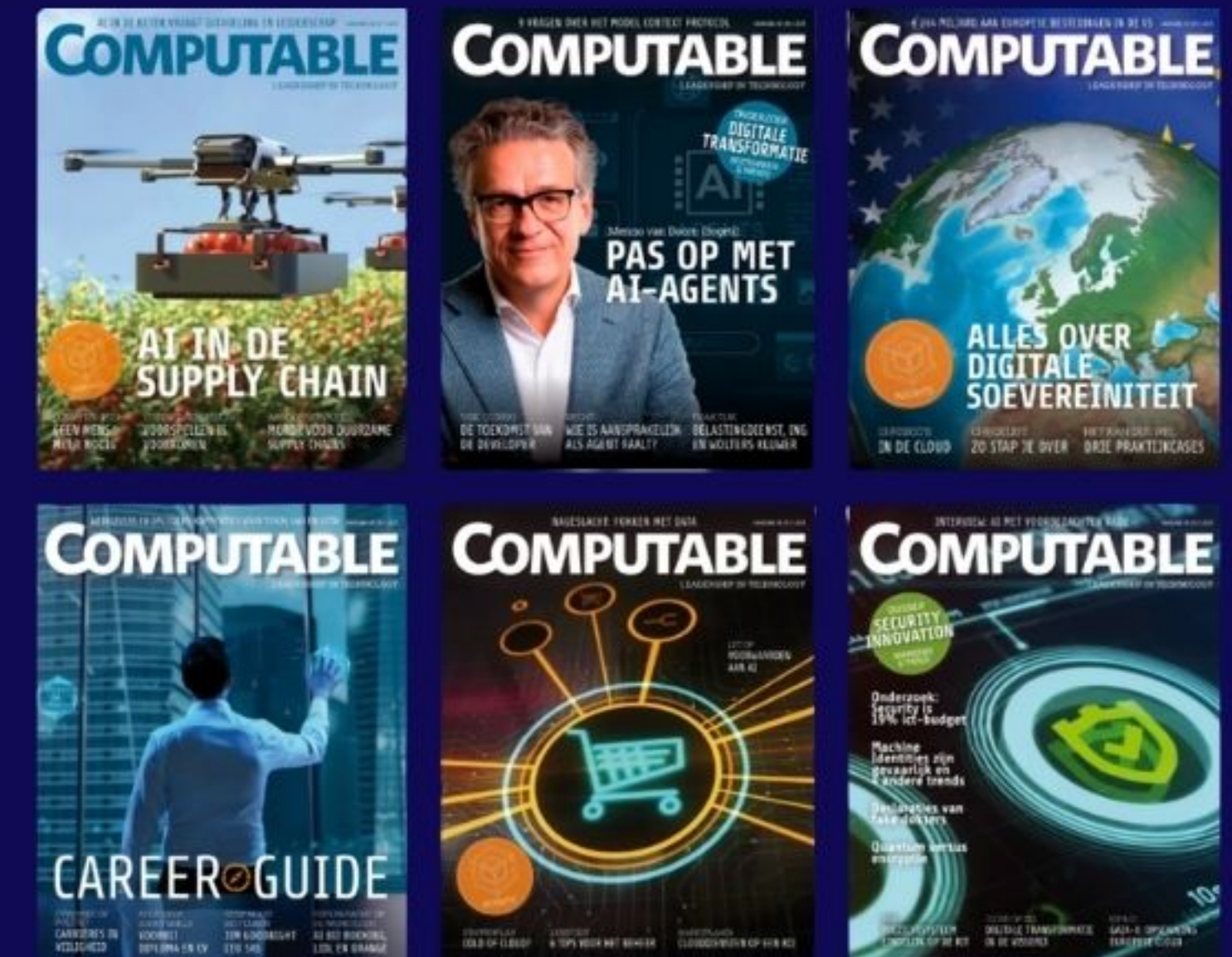
Computable-Magazines

**40,000**

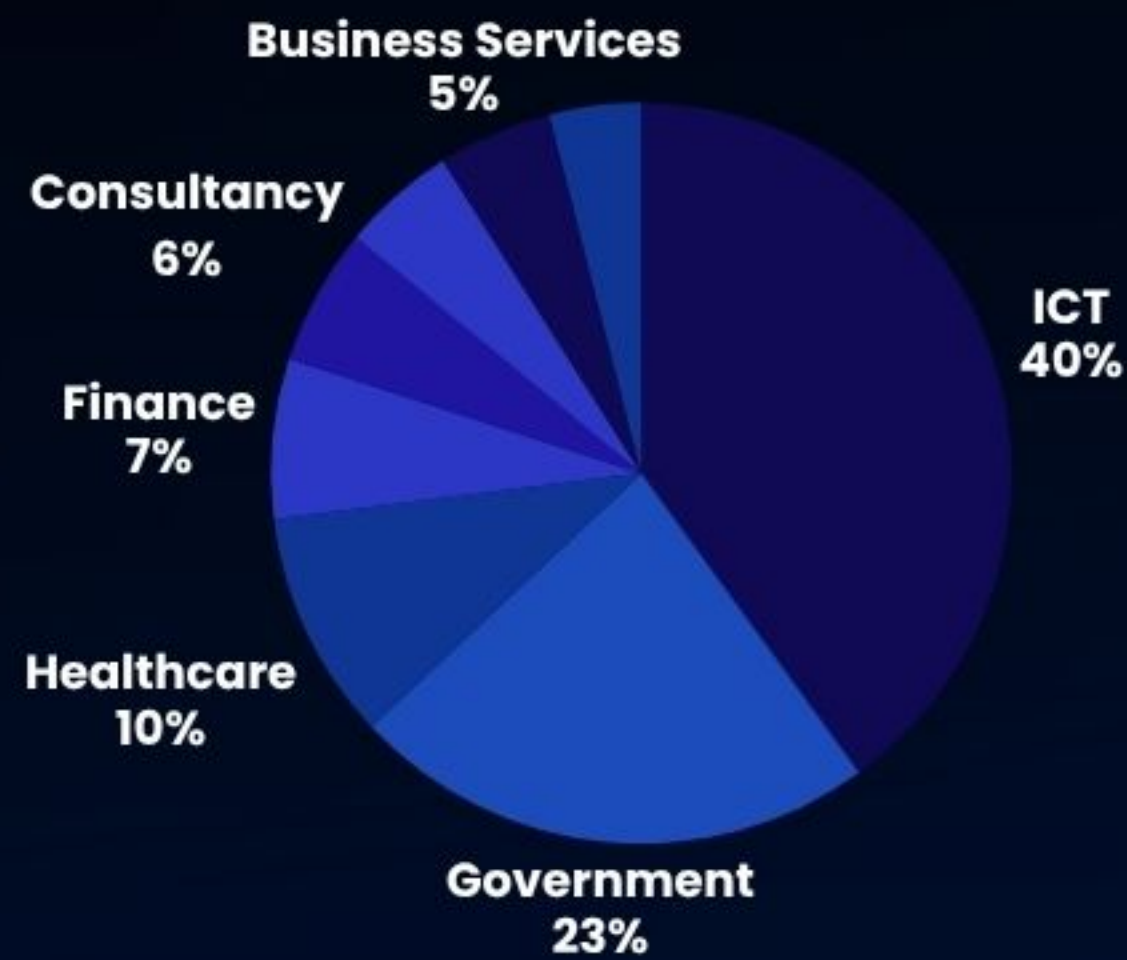
E-zine recipients

**44%**

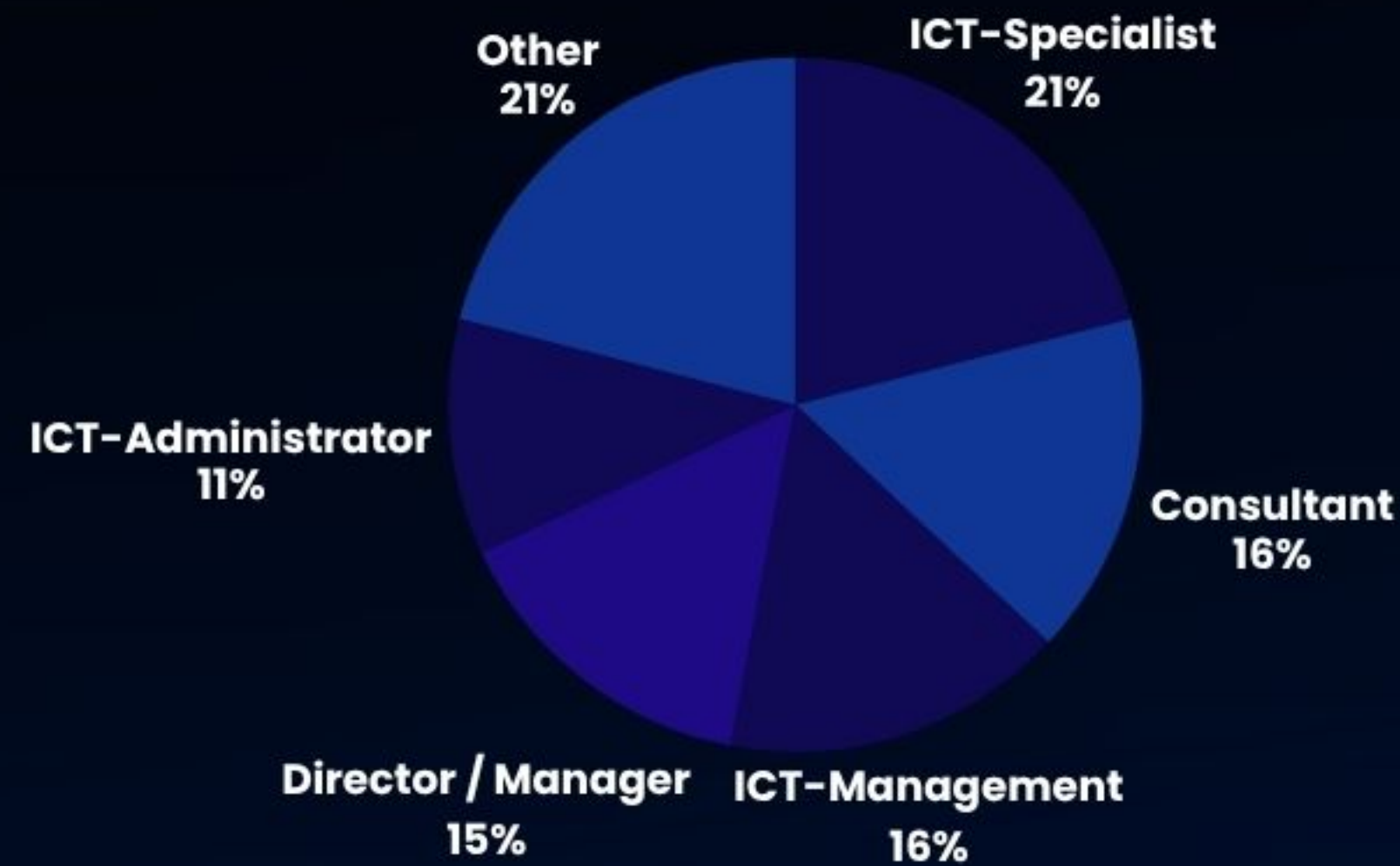
Open rate



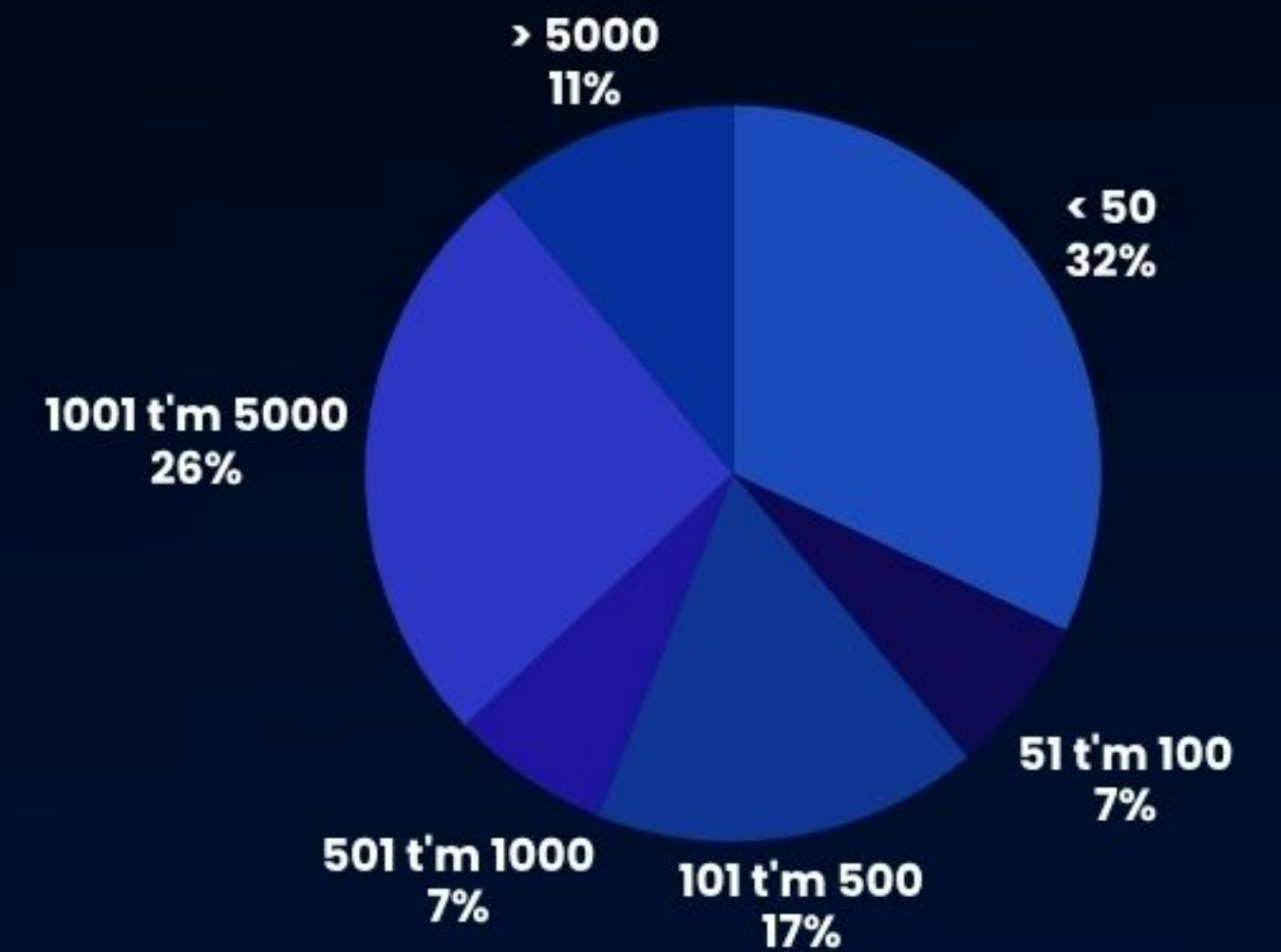
# MARKET REACH COMPUTABLE



Industry



Job Titles



Company size

# CUSTOMER NEEDS

Computable's solutions activate target groups at different stages of the customer journey.

<b>High impact contextual &amp; target group-oriented display media</b>	Consideration
<b>Thought leadership through topical and native sponsorships. Content development.</b>	Discovery
<b>Content development &amp; targeted call-to-action campaigns</b>	Engage

CONTENT CREATION

# COMPUTABLE AWARENESS SOLUTIONS

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With our tech awareness solutions, we ensure that your company and proposition are top of mind in the right environment and within the right target group.



# COMPUTABLE.NL

# COMPUTABLE-NEWSLETTER

COMPUTABLE

Thema's - Deuren - Vacatures - Computable Awards - Kennisbank - Nieuwsbrief

**Kwaliteit schutting**  
De schuttingbouw van Nederland  
Alex Systeembouw [Openen](#)

**Veeam ontstaat en groeit tegelijk**  
Nieuwswide trends aan 2024 domineren

**Draag kandidaat aan voor de Computable Awards 2024!**  
Een klein jaar, dat heet de Computable Awards. Vanaf nu is het mogelijk om kandidaat aan te

Advertorial

Leaderboard: 728x90 px.  
Advertorial

COMPUTABLE

Thema's - Deuren - Vacatures - Computable Awards - Kennisbank - Nieuwsbrief

**Populaire berichten**

- Braedon damp pijpelijk sentiment Vervoer-kunten, partners en distributie
- Nederlandse telefoons vlieken te volgen
- Herintroduce trends gaan 2024 doorhalen
- Philips stoot zorgdata-integratiek afweer af
- Wie komt er na Meerlands Vozz ADML?

**Branchevereniging BTG breidt directie uit**

16 JANUARI 2024 - 11:01 - ACTUEEL - 1 COMMENTAAR - BTG

**Alfred Mouton**

De branchevereniging BTG, een netwerk voor uitwisseling van kennis en ervaring onder telecombedrijven en tel, breidt zijn directie uit. Sinds kort heeft Jeroen Hofstad, directeur finance, control & operations de leiding over de beide organisaties. Begin dit jaar is het team uitgebreid met een nieuwe directeur BTG & BTG Services, Mary Vermeulen.

Vermeulen is al langer betrokken bij de BTG, onder meer in het verleden als bestuurslid. Daarnaast heeft zij veel ervaring in de ICT, met name in het begeleiden van digitale transformaties binnen grote organisaties als Schiphol Group en SFE. Samen met het huidige team aan de roeiers uitbouw van de Vereniging en Services.

Hofstad trad bijna twee jaar geleden als manager finance & operations in dienst van BTG Services en is intussen benoemd tot directeur finance, control & operations. Het betreft een vertelende functie tussen BTG Vereniging en BTG Services. De synergie tussen beide entiteiten wordt hierdoor versterkt en onder professionaliseerd.

**Meer over**

Deel [in](#) [in](#) [in](#)

Rectangle: 300x250 px.  
Halfpage ad: 300x600 px.

COMPUTABLE

Blog. Zo bevrees je je tegen cyberhacking via 'korte' links. 14 12 2023

**Toekomstklaar met cognitieve technologieën**  
TCS' onderzoek: The future of operations laat zien hoe bedrijven wereldwijd hun bedrijfsstrategieën voor 2024 bepalen, en welke rol cognitieve technologieën en AI hierin spelen. Lees ook wat de key enablers zijn voor succesvolle implementatie.

**Overheid moet bij data delen naar België en Estland kijken**  
Bij de bouw van het Federatief Datastelsel (FDS) en vervolgens het delen van gegevens kunnen de Kruisgambank in België en X-road in Estland als voorbeeld dienen. Op aandringen van demissionair staatssecretaris Alexandra van Huffelen (Digitalisering) heeft het ministerie van Binnenlandse Zaken en Koninkrijksrelaties (BZK) het tweede meerjareninformatieplan (MIP2) op dit punt aangepast. In het concept ontbrak dit.

**RoomRaccoon doet eerste overname in Ierland**  
RoomRaccoon, leverancier van hotelreserveringssoftware, versterkt zijn positie in Ierland dankzij de afronding van zijn eerste acquisitie, iHotelelligence. Het Bredase bedrijf heeft grote ambities op internationaal vlak.

TextAd: Title + body + visual 88x88 px.

# COMPUTABLE E-ZINE

We distribute the E-zine specifically to 50,000 ICT managers and line-of-business managers. Selected based on position and a minimum organization size of 50 employees.

Topics such as **OT Security, AI & Supply Chain, Digital Sovereignty**, and the annual publication of **Computable 100**

View all topics in the Annual Calendar.



Veel bedrijven staan voor dezelfde vraag: hoe hosten we ai-gestuurde enterprise applicaties op de meest efficiënte, veilige en kosteneffectieve manier?

TEXT ROBERT HOFFMANN, BEELD ENVAU

**S**tel je voor: een bedrijf staat voor een cruciale beslissing. Men wil de klantenservice verbeteren door een geavanceerde ai-gestuurde chatbot te implementeren. Deze chatbot moet niet alleen in staat zijn om klantvragen te beantwoorden, maar ook om patronen in klantgedrag te herkennen en voorspellende analyses te leveren. De IT-afdeling staat op zo'n moment voor de uitdaging om te bepalen waar en hoe deze nieuwe ai applicatie het beste gehost kan worden. Moeten ze hun eigen datacenter uitbreiden? Kiezen voor collocatie in een extern datacenter? Of is een cloudoplossing de beste keuze?

Vorige

Menu

Volgende

Volgende

# THOUGHT LEADERSHIP SOLUTIONS

With our Content Expertise Studio, we offer customers a platform to connect with their target audience at the right moment. The Computable Content Expertise Studio translates marketing objectives into relevant information for the target audience.

## **Branded content:**

Developed on your behalf.

## **Sponsored content:**

You provide the content.

## **White paper creation and layout:**

The editorial team works with the client to produce an informative, high-quality white paper.

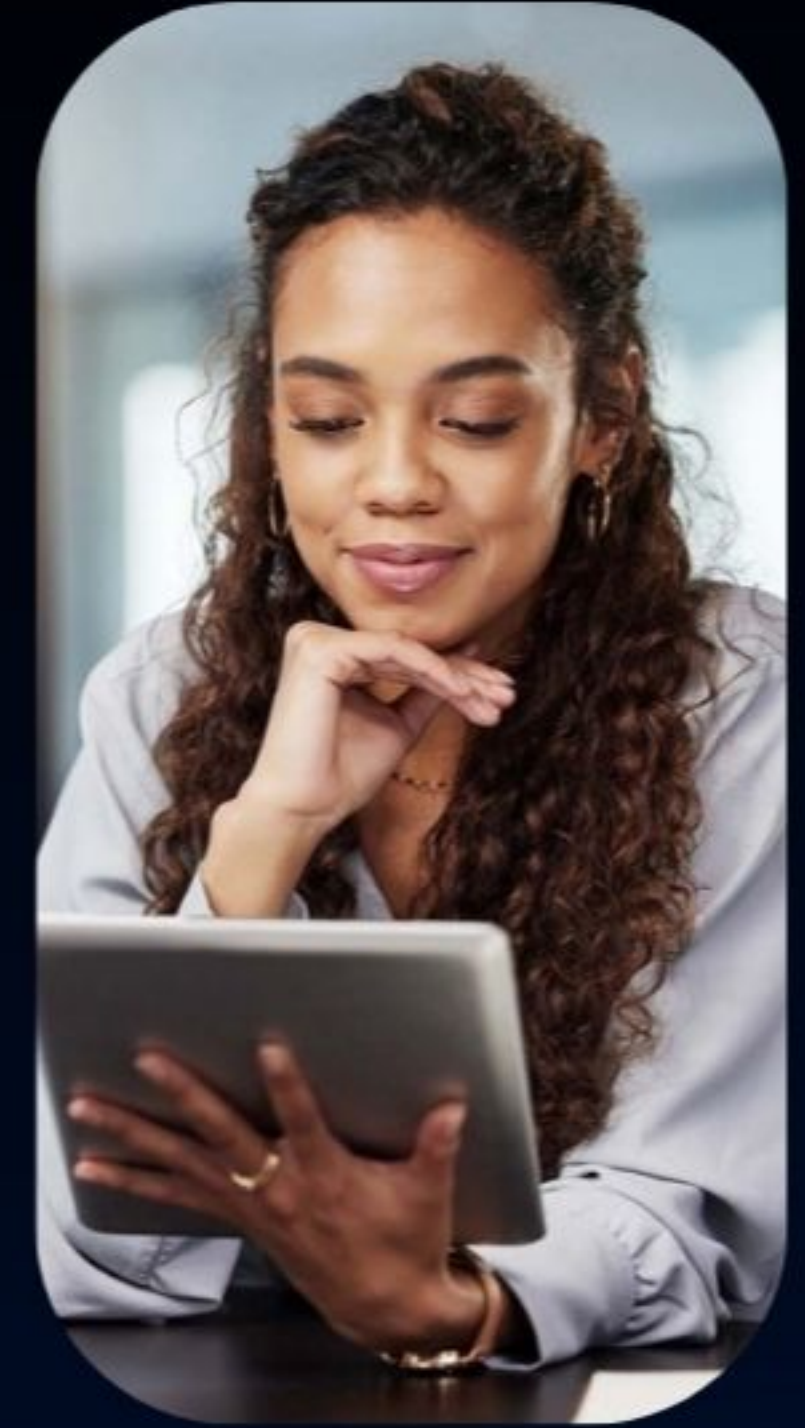
## **Native content:**

You determine the topic in collaboration with the editorial team and claim the topic and context.



# EMPLOYER BRANDING

With Computable's employment solutions, you can reach tech professionals at the right time.



## Computable career opportunities

Posting your vacancy in our vacancy database.

## Top jobs in newsletter

Your vacancy will be prominently featured in the Computable newsletter.

## Employer branding

High-impact banner opportunities and telling your company or job story in Computable Career Guide.

# Demand Generation

Generate new Marketing Qualified Leads every week and ensure continuous sales by using our Demand Generation platform.

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## 1 Identify your target audience and create valuable content

Segment the target audience and create valuable content such as white papers and reports that meet their needs.

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## 2 Distribute content

Let Koninklijke Jaarbeurs spread your expertise through various channels within an extensive network.

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## 3 Qualify the leads

Receive a weekly report with people interested in your expertise. Profile preferences can be adjusted.

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## 4 Nurturing

Follow up with interested parties via Marketing Automation and Inside Sales and start a dialogue with attention, knowledge, and expertise.

Network of 300,000 tech professionals

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# JAARBEURS IT MEDIA & EVENTS

We are the marketing partner for the IT world. Throughout the year, we offer companies opportunities to be visible through advertorials, content partnerships, events, and thematic magazines - our E-zines. The annual calendar shows when we will be focusing on specific IT topics, so you can connect and benefit from targeted reach.

## OUR PROPOSITION

- Thought Leadership**  
Build authority with valuable content.
- Branding & Brand Awareness**  
Increase your visibility within the IT community.
- Lead generation**  
Generate high-quality prospects through targeted content.
- Recruitment**  
Reach IT talent and strengthen your employer brand.
- Live Encounters**  
Connect with your target audience at our trade shows and events.

## Resources

### Our target groups & solutions

- Marketing**
- Generate leads with high-quality prospects
  - Increase brand positioning and visibility
  - Building thought leadership with valuable content

Whitepaper Library | E-zines | Branded content | Native advertising | Content partnerships

- Recruitment & Employer Branding**
- Filling vacancies in the scarce IT labor market
  - Strengthening the employer brand
  - Benefit from a reach of 200,000+ IT professionals

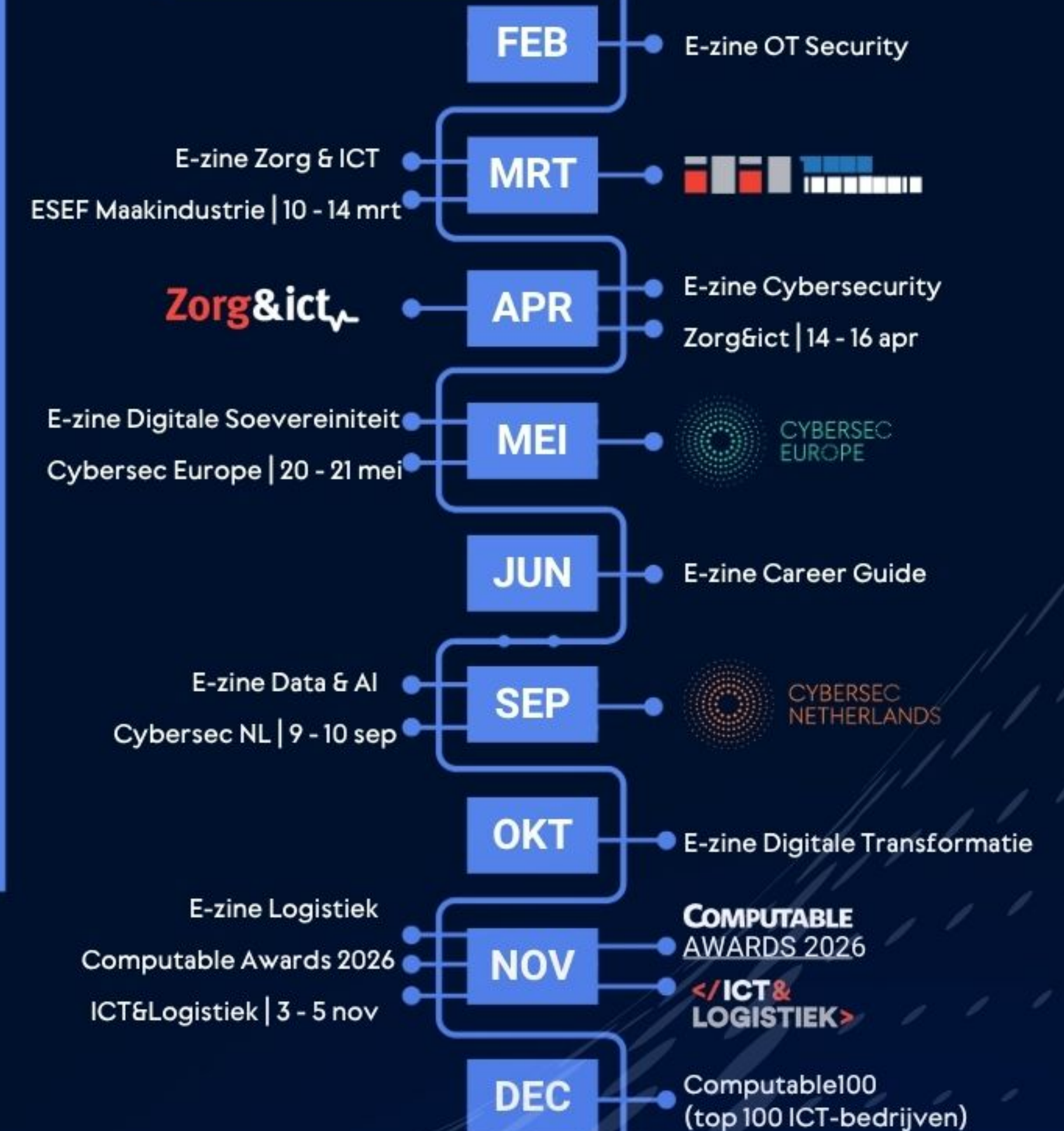
Job posting | Employer Brand Content

## MOMENTS

 <p>Dutch event on digital resilience and security trends.</p> <p>4,294 Visitors in 2025</p>	 <p>European event on digital resilience and security trends.</p> <p>7,026 Visitors in 2025</p>
 <p>Groundbreaking technologies, smart solutions, and OT security in the manufacturing industry.</p> <p>12,624 Visitors in 2024</p>	<p><b>COMPUTABLE</b></p> <p>The #1 source for IT news and themed magazines.</p> <p>40,000 E-zine recipients</p>
 <p>The largest and most prominent health tech event in the Netherlands.</p> <p>13,560 Visitors in 2025</p>	 <p>Automation, digitization, and cybersecurity in the logistics chain.</p> <p>10,000 visitors in 2024</p>

JAARBEURS

## ANNUAL CALENDAR



# CONTACT PERSONS

Would you like more information, a customized proposal, or inspiration based on best practices?  
Contact the experts at Team Jaarbeurs - IT Media:



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