

digitalbiz



Reimagine Business

We have been hearing the concept of Digital Transformation for some years now; it is time to prove that transforming your organization pays back. Digital Transformation has swept across multiple industries and it is not all about potentialities, but Business. Companies are created to generate sustainable economic and social profits.

According to Forrester Research, 55% of executive directors think that Digital Transformation generates double-digit growth. Now it is time to make things count. At DES we provide our audience an extensive program of the latest relevant industry topics, with plenty of use cases and success stories. It is not only about topics of tomorrow and current marketing and industry trends, but today's realities.

DES|Digital Enterprise Show 2022 brings together the best minds to spur the identification and creation

of business and professional opportunities every year in May. The myriad of conferences, the exhibition area and the many networking possibilities attract top executives, decision makers, transformers, innovators and entrepreneurs. The range of topics and formats along with the mix of participants from around +50 countries, stimulates knowledge, inspiration and success stories sharing. Its is an event you can't miss, that seeks to inspire and help you with this challenge and your business transformation.

You have to act now. Turn ideas into business; trends, strategic approaches and talks about leadership, into realities



Reference publication

This is also the goal of this special edition of **Digital Biz Magazine**. Through an agreement with NEBEXT we are developing a special issue, focused on the **DES2022 | Digital Business World Congress**, in which we will publish exclusive content regarding the central topic, keynotes, or the speakers at the congress. This will be complemented by a series of articles and interviews through which we will delve into the most relevant technologies or trends, as well as the experiences that are being carried out at leading companies and the steps that organizations must take to reach the next level and obtain a competitive edge. Always with a very clear focus on business.

This special edition of **Digital Biz Magazine** becomes a real communications platform with all the attendees, as well as with all those professionals interested in

this digital avalanche who want to learn how to take advantage of it to transform their organizations, optimize processes or generate new and exciting business models.

This special edition becomes a real communications platform with all the professionals interested in reimagining their business



Features



A special issue of Digital Biz Magazine, **FOCUSED** on the topic and contents of the DES2022 | Digital Business World Congress.



It will include relevant content and interviews with the **LEADING PROFILES** that will be the main actors during the congress, as well as news and specific information about the most relevant topics.



The content will be complemented with articles and/or interviews that will take a close look at **TRENDS, TECHNOLOGIES OR NEW MODELS** that can help, or serve as a reference, in the path towards this digital avalanche.



It will also include articles or reports on **REFERENCE CASES, IMPLEMENTED MODELS** or the path that some of the large organizations are following in their transformation.



There will also be **ADVERTISING SPACES** available in which to communicate marketing messages, branding, etc..



During the months prior to the event, a **WEBSITE AND A BLOG** will be launched, through which all kinds of content related to the upcoming event and the articles or reports of this publication will be shared.

Formats and distribution

- × This special issue will be published in **PRINTED FORMAT** (to be delivered during the event) as well as in an online version.
- × In addition, an **INTERACTIVE DIGITAL EDITION** will also be published online. [SEE AN EXAMPLE](#)
- × All of the contents will be distributed by **EMAIL** and circulated through **SOCIAL NETWORKS** (Twitter and LinkedIn).
- × The DES2022 | Digital Business World Congress and Digital Biz Magazine channels will be used for this.

Printed Edition



SMELL IT, TOUCH IT

The printed edition is designed for those who seek a more traditional reading experience and who still prefer paper over a digital format.



QUALITY CONTENT, ON QUALITY PAPER

The quality of the finished product is one of the main cores of our publishing proposal, so we are extra careful when selecting the papers, the cover and interior finishes, as well as the binding we use.



TAKE IT ALWAYS WITH YOU

The dimensions have been chosen with great care as well, seeking always the greatest comfort. A magazine suited to carry it with you at all times. Enjoy the reading experience wherever you are.

Digital Edition



ON ALL YOUR DEVICES

This digital avalanche also affects the publishing world. Our interactive Digital Edition is available for all types of devices and platforms, from desktop browsers (in its HTML version) to tablets or smartphones.



INTERACTION WITH THE READER

We seek to go one step further for the publication in its online format. Because it allows us to incorporate all kinds of multimedia content natively to offer a rich user experience and endless interactivity options.

Printed Edition



Digital Edition



Who will the publication reach?

DES ATTENDANCE DATA

12,000

ATTENDEES

80%

EUROPE

13%

AMERICA

7%

ASIA &
REST OF THE
WORLD

9,200

ENTERPRISES
& PUBLIC SECTOR

20%

1001+
EMPLOYEES

24%

101-1000
EMPLOYEES

56%

1-100
EMPLOYEES

COMPANY AREAS

31%

TOP
MANAGEMENT

19%

INFORMATION
TECHNOLOGIES

21%

MARKETING/
ADVERTISING

13%

SALES/BUSINESS
DEVELOPMENT

8%

OPERATIONS

5%

HUMAN
RESOURCES

2%

FINANCE

1%

OTHERS

SECTORS REPRESENTED



TELECOM



CONSULTANCY



RETAIL



CITIES/PUBLIC SECTOR



MANUFACTURING



BANKING/INSURANCE



MEDIA/COMM



CONSUMER GOODS



PHARMA/HEALTH



TOURISM/HOSPITALITY



TRANSPORT/LOGISTICS



ENERGY/UTILITIES

Share your knowledge

We invite you to share your knowledge and experiences with all the attendees of the **DES2022 | Digital Business World Congress** through this special edition of Digital Biz Magazine, as well as your vision on all these technological trends and how they can help organizations to take the next step.



LEVEL 1

Price 3000 €

DISTINGUISHING CONTENT

- Interview with a company spokesperson that will take a close look at Trends, Technologies or new models that can help, or serve as a reference
- 4 or 5 pages article about experiences, success stories, market trends or a solution
- Help by specialized journalists, in the preparation of the contents

PREFERENTIAL ADVERTISING SPACE

- Back cover or similar in the printed edition
- First spaces in the digital edition
- Main banner on website
- Presence with company logo Level A in the partners' area, websites, emails...
- Help to develop an attractive advertising for the digital edition



LEVEL 2

Price 2500 €

DISTINGUISHING CONTENT

- 4 or 5 pages article about experiences, success stories, market trends or a solution
- Help by specialized journalists, in the preparation of the contents

ADVERTISING SPACE

- Cover inside or similar in the printed edition
- Following reservation order in the digital edition
- Banner on website
- Presence with company logo Level B in the partners' area, websites, emails...
- Help to develop an attractive advertising for the digital edition



LEVEL 3

Price 1500 €

DISTINGUISHING CONTENT

- 2 or 3 pages article about experiences, success stories, market trends or a solution
- Help by specialized journalists, in the preparation of the contents

ADVERTISING SPACE

- Following reservation order in the printed edition
- Following reservation order in the digital edition
- Presence with company logo Level C in the partners' area, websites, emails...
- Help to develop an attractive advertising for the digital edition



LEVEL 4

Price 700 €

DISTINGUISHING CONTENT

- 2 pages article about experiences, success stories, market trends or a solution

ADVERTISING SPACE

- Presence with company logo Level D in the partners' area, websites, emails...
- Help to develop an attractive advertising for the digital edition

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MAGAZINE

KERUNET DIGITAL PUBLISHING

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