Rate & Profile 2018

CIO World & Business, The monthly magazine offers ideas and strategies for managing corporate IT systems. And the advancement of technology to meet organizational needs. Cases study of the management of information technology. Opportunities to increase efficiency, reduce costs and build a competitive organization and powered organizations to success.

1. Concept & Strategies for CIO
2. New Technology for modern business
3. Create CIO’s community
4. Business Growth and Revenue Generating by IT
5. Success case study from IT usage

Readers

State Enterprise
IT executives in the state enterprise: Savings bank, The Export-Import Bank of Thailand. Tourism Authority of Thailand, TOT, CAT, MEA, EPA, MW., Bank of Thailand, Stock exchange, SEC etc.

Government Sector
Covers 90% of CIO in government sector such as the Deputy Director General, Director of the Center for Information Technology.

Public Sector
The CIO in various sectors such as energy, telecommunications, Financial banks, Entrepreneurs in information technology, Enterprise and Information Technology Association, Insurance, Securities.

Educational Institution
Chancellor and Vice-Chancellor of the University, the Offifice of Technology Development. Board and the Department of Information Technology of the leading universities across the country.

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1. Special Report
Documentary news oriented on the situation of information technology that was interested on issues such as business, economics, social studies.

2. Theme Issue
The main theme for each month, related to the enterprise technology such Cloud Computing, BYOD, Big Data, Security, Enterprise Architecture, 3G, Telecommunication, Business App

3. Interviews
- CIO Talk: Interviewing concepts and IT management strategies from top IT Executives
- Case Study: The Case studies, return on investment and the success of the use of IT.
- Market Leader: Competitive strategies in the ICT business from leader in IT service providers.
- Business Partner: Present an articles pr interviews to introduce the
- IT services (System Integrator) for introduce the strengths of the business and solutions.

4. Contributors
All Writers expert in Enterprise Technology and Management such Dr.Thanachart Numnonda, Dr.Kriengsak Chareonwongsak, Dr.Manoo Ordeedolchest, Dr.Suphon Prommaphan, Dr.Nakrit Sawettanan etc.

5. News
- Society
- Thailand in Brief
- World News
- Market Outlook
- CSR
- New product & Solution

6. Lifestyle for CIO
- Spa
- Restaurant

**Media Specification**
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**ADVERTISING RATES** Effective January 1, 2018

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