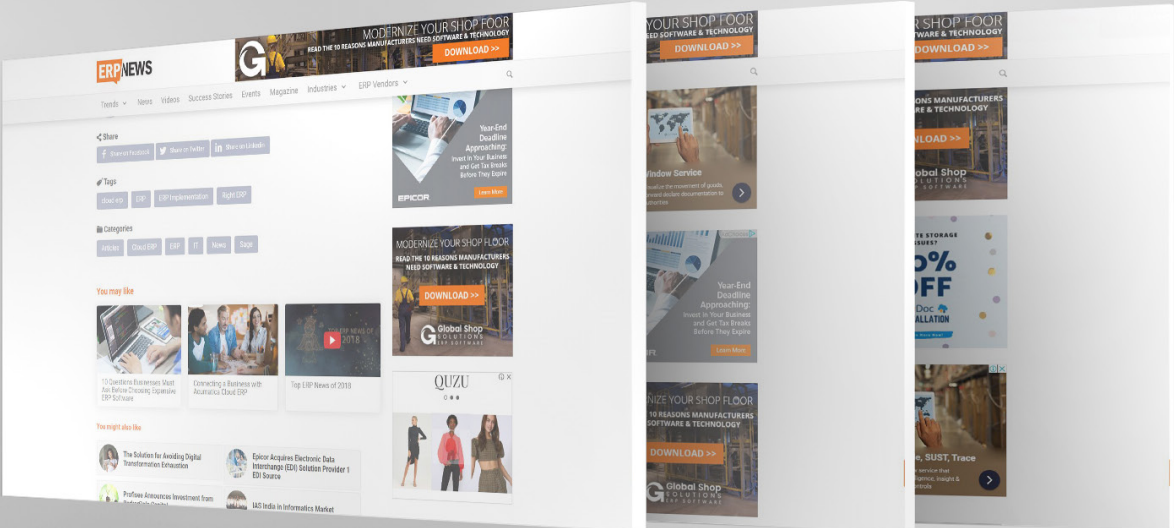


2021



MEET THE MEDIA KIT

WWW.ERPNEWS.COM / WWW.ERPNEWS.CO.UK



# O U R S T O R Y



[www.erpnews.com](http://www.erpnews.com)  
[www.erpnews.co.uk](http://www.erpnews.co.uk)

ERP Industry is deep-sea but the resources and advertising channels are just that limited. When we first realized the hunger for a rich resource about the ERP industry in 2010 our dream was to build such a platform that would be a reference guide to decision-makers with a strong social media network. This could only be possible if we shared the most accurate and reliable content with our readers. Today ERP NEWS evolved into one of the top online platforms focusing only on the ERP Industry. Over the past decade, ERP NEWS has expanded its global network and reach by following every development closely in the enterprise software industry.

And in 2019 we have added ERP NEWS Magazine to our digital media portfolio which is also continuing to reaching out to a worldwide audience. It provides in-depth coverage of ERP technology and product developments. ERP News Magazine is also a unique platform where you can find a compilation of responses from industry experts who contributes to the magazine every month.

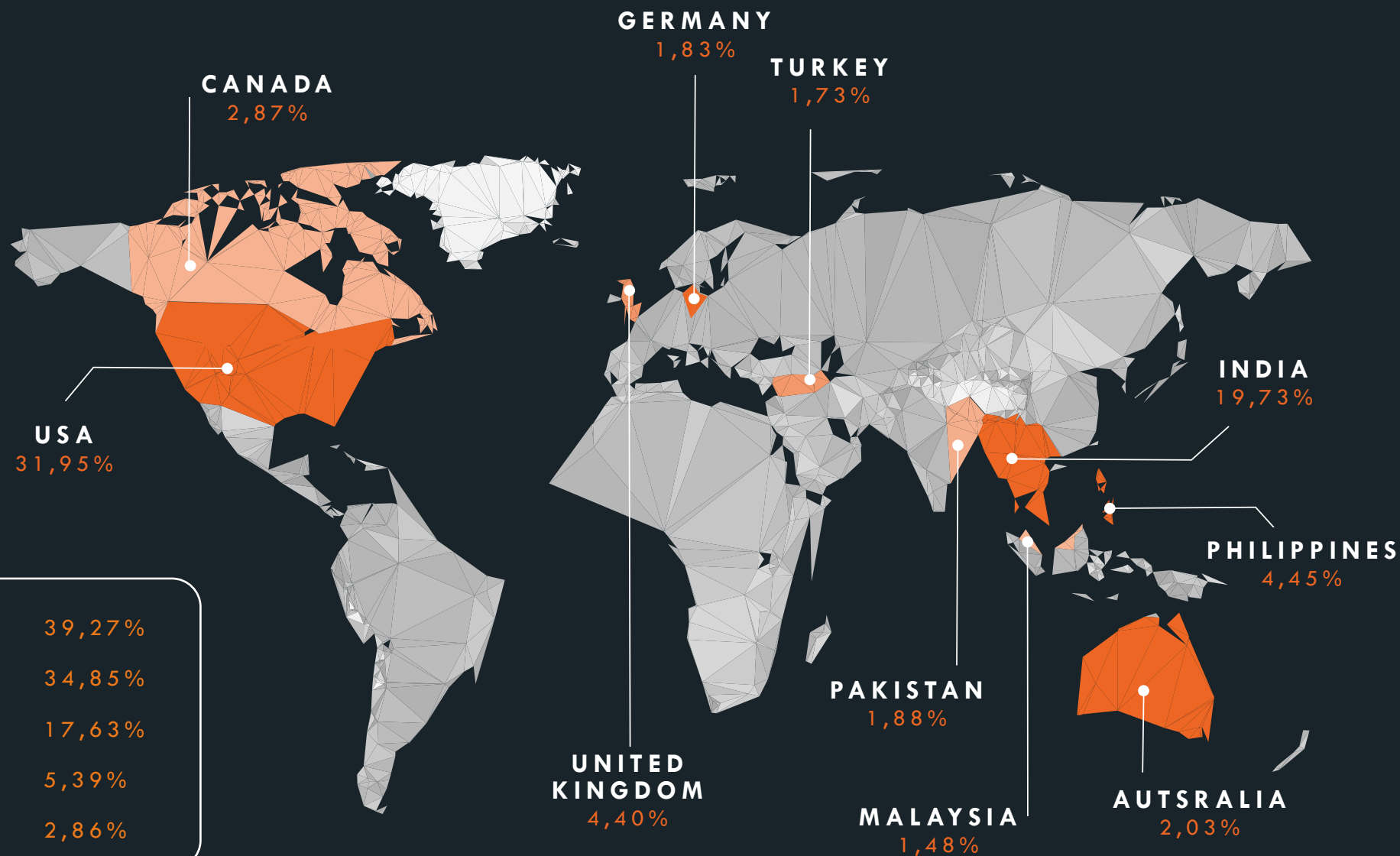
Today, leading ERP vendors and partners rely on ERP NEWS to boost their brand in the market using all the digital channels of ERP NEWS. We also create strategic marketing and communication solutions for ERP Vendors. Content creation, SEO, Social Media Promotion are among our expertise.

ERP News is the biggest news and information platform about ERP where the ERP vendors can be visible to the right audience who are trying to make the right choice for their organizations.

If you are an ERP vendor, you should not get lost in the huge technology world when you advertise. If you want to focus on the right audience, our team can prepare the most effective brand campaigns which you can actually generate leads for your products.

**WE HAVE BEEN IN THE HEART  
OF THE ERP INDUSTRY FOR THE LAST DECADE.**

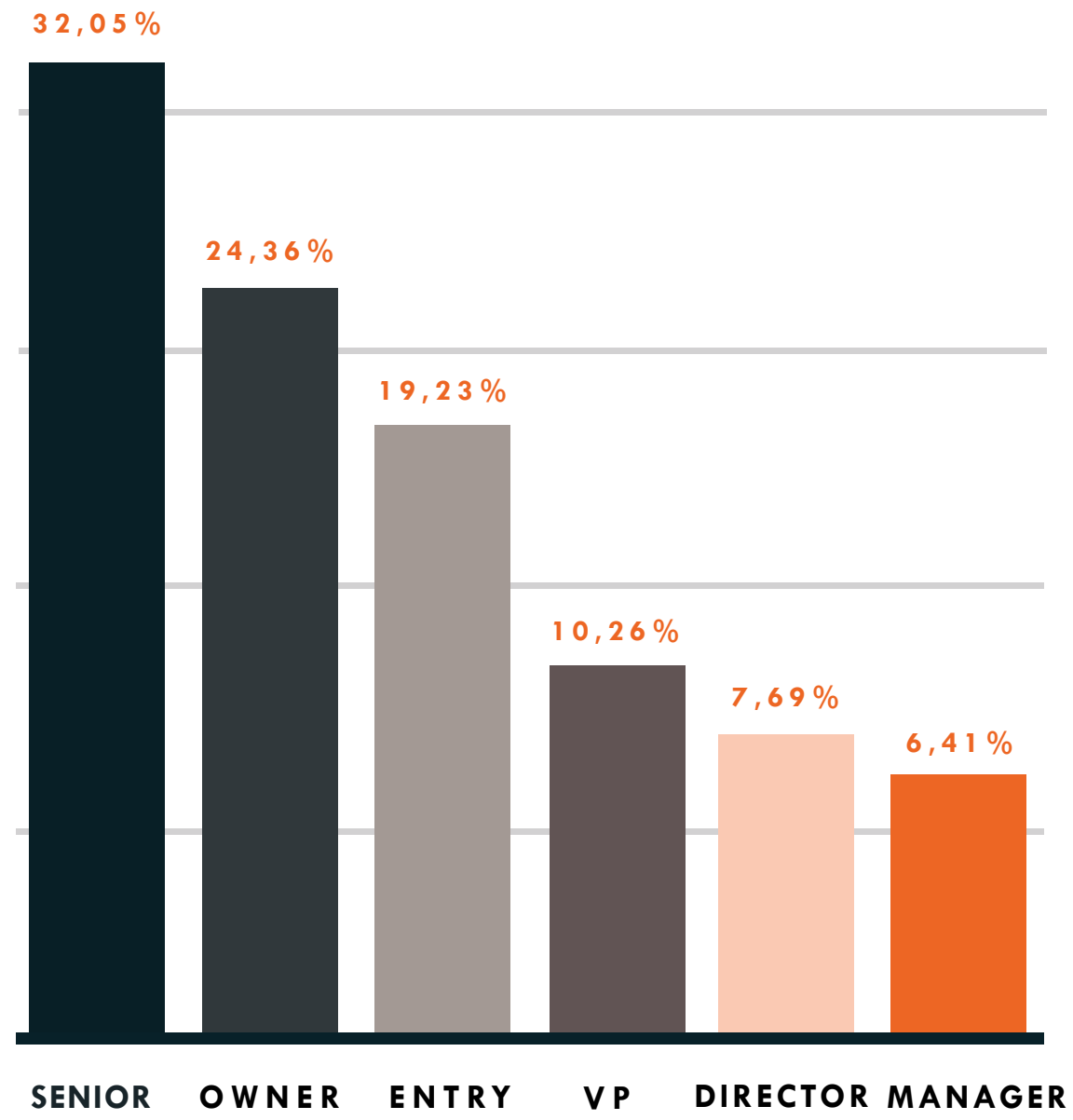
# TOP 10 COUNTRIES



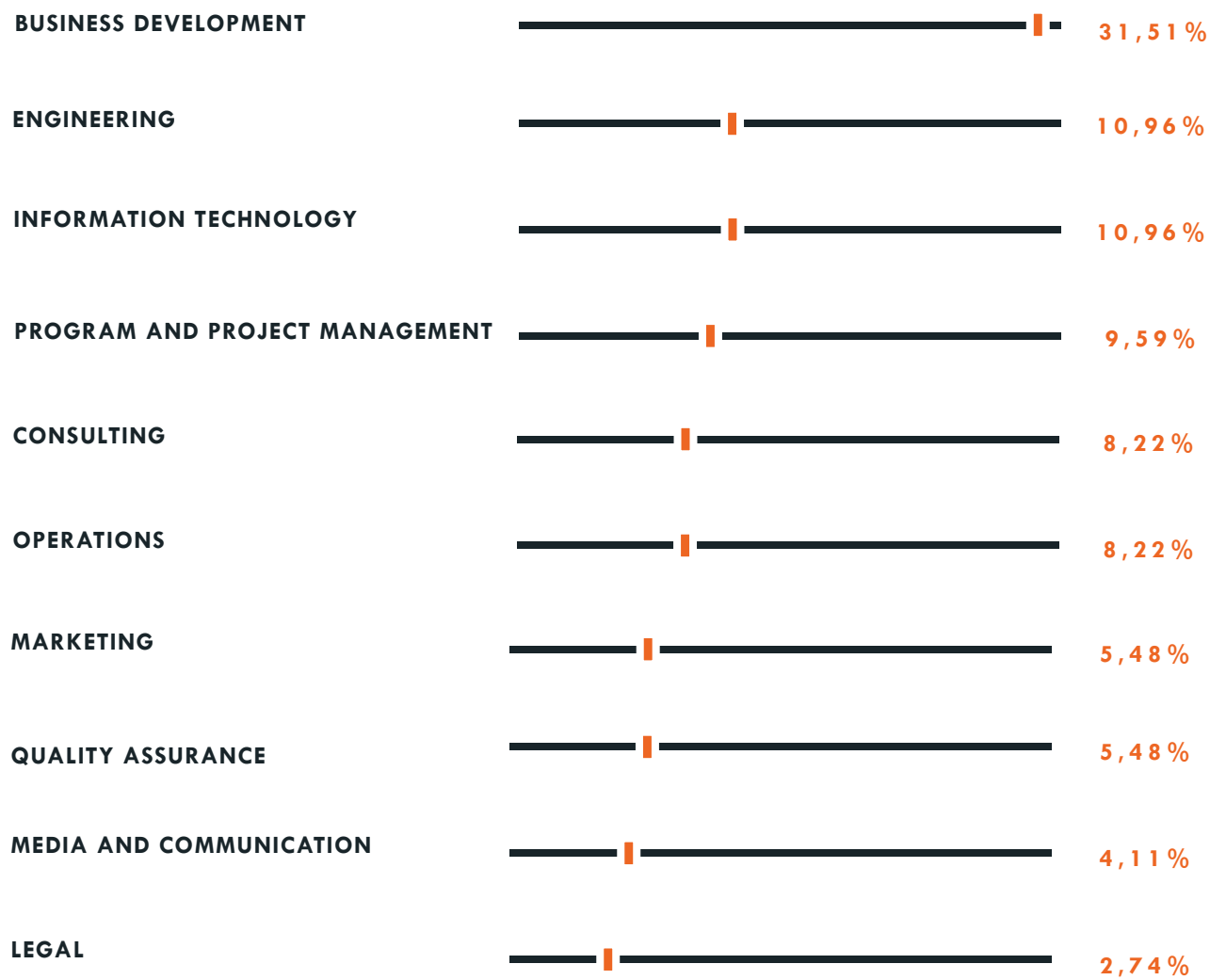
ASIA	39,27%
AMERICAS	34,85%
EUROPE	17,63%
AFRICA	5,39%
OCEANIA	2,86%

WORLDWIDE AUDIENCE

TOP SENIORITIES



TOP JOB FUNCTIONS

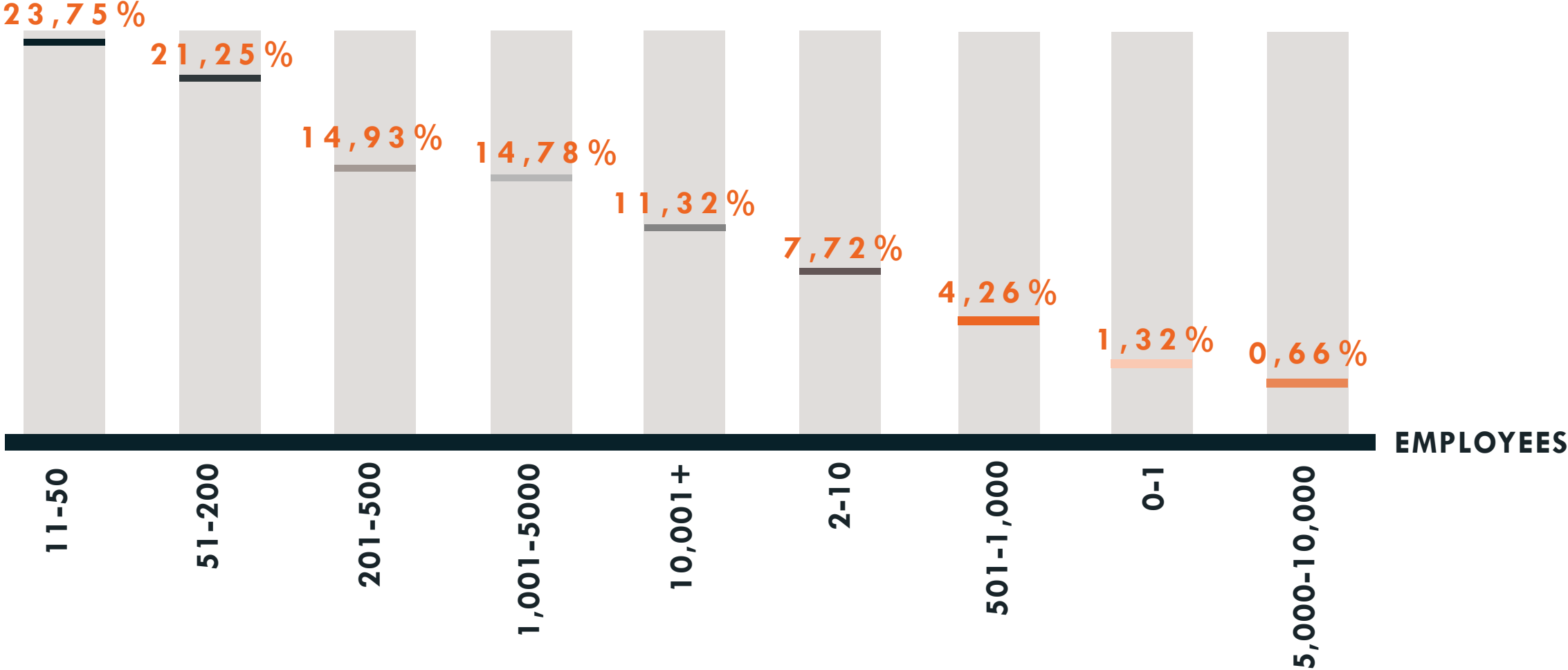


Our audience is decision-makers, IT professionals, innovators, engineers, and thought leaders.

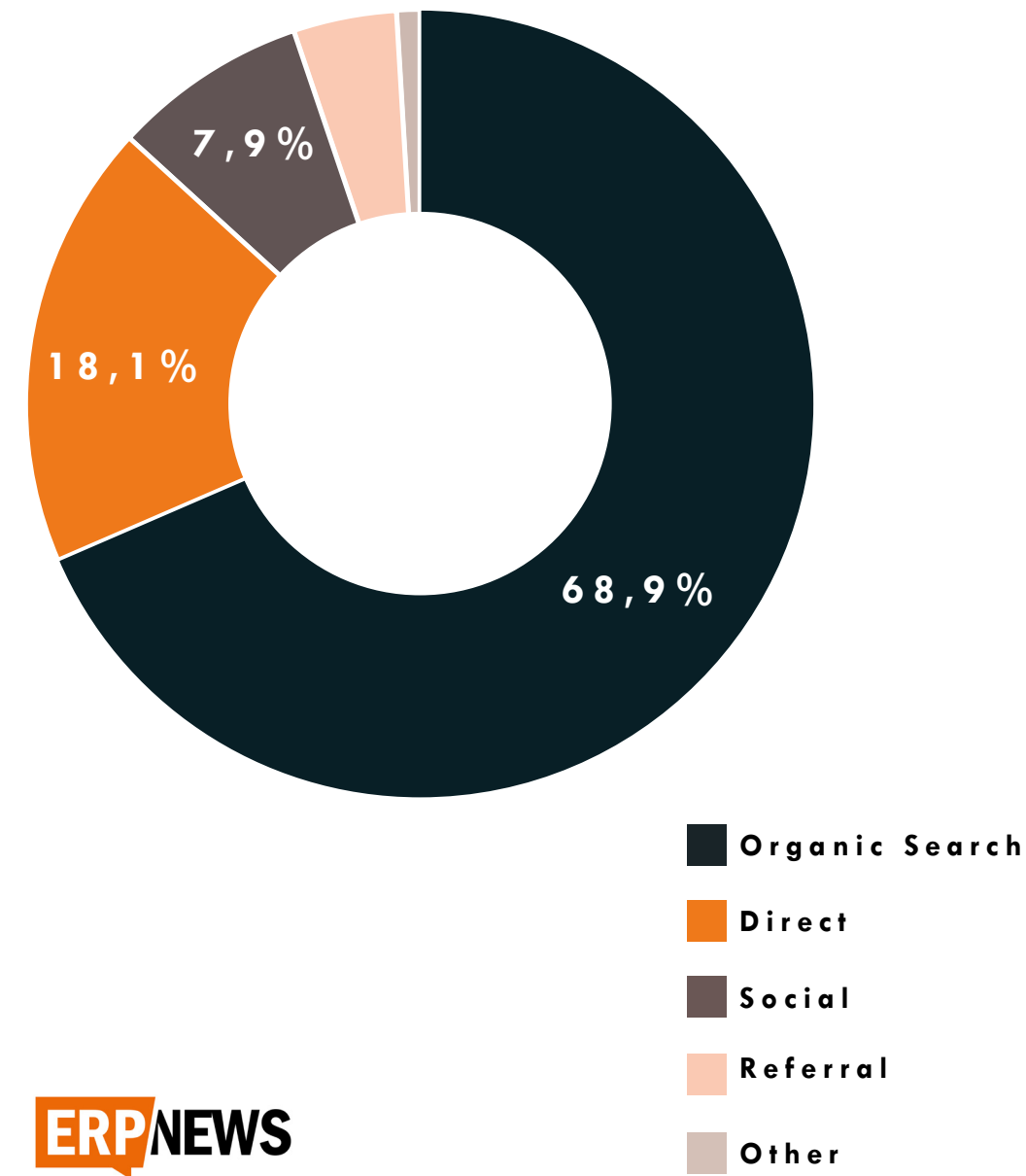
WORLDWIDE AUDIENCE



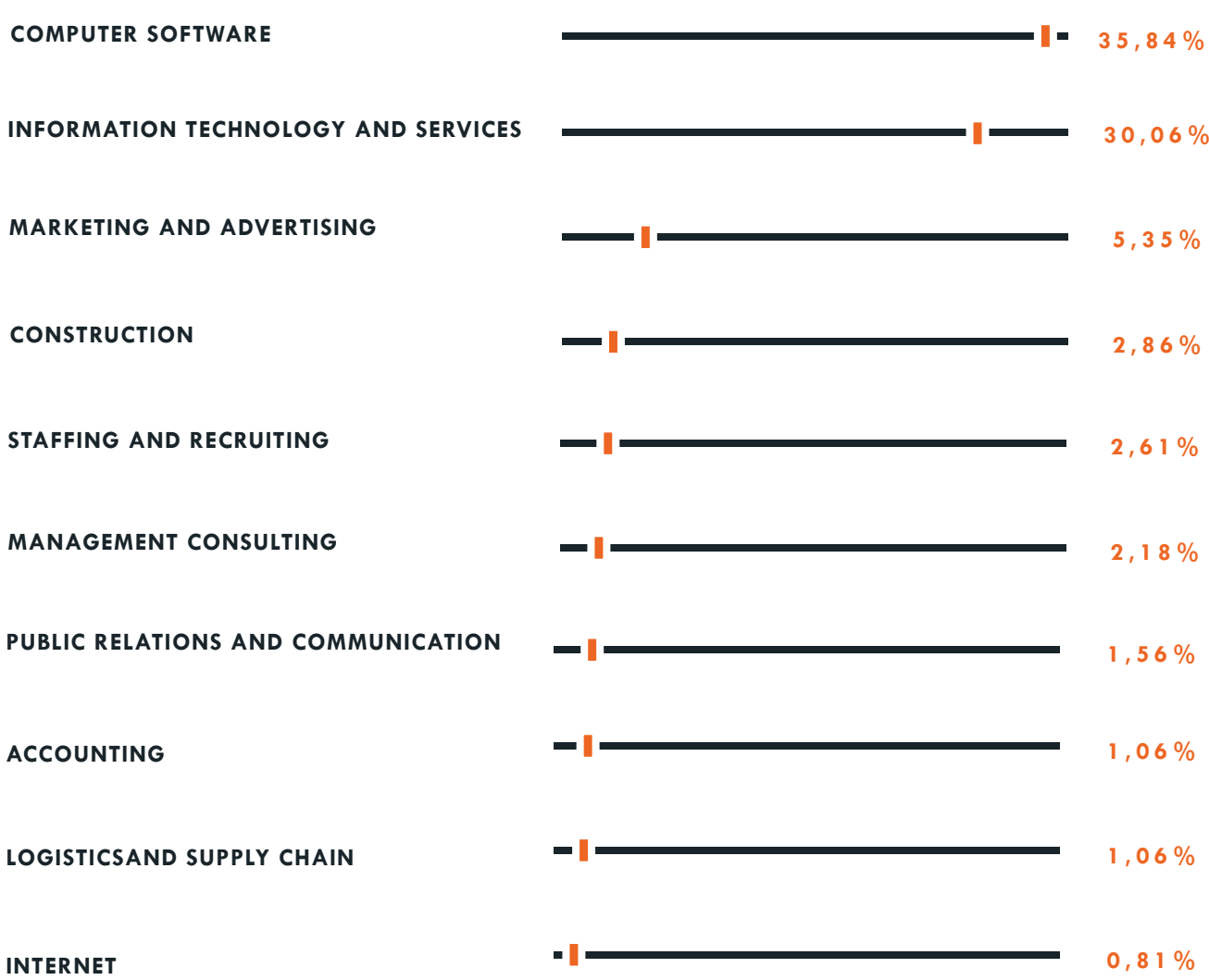
TOP COMPANY SIZES



WEBSITE TRAFFIC



TOP INDUSTRIES



# OUR SERVICES



- PREMIUM WEBSITE
- MONTHLY MAGAZINE
- DIGITAL ADVERTISING
- CONTENT CREATION
- CONTENT MARKETING



# D I G I T A L A D V E R T I S I N G

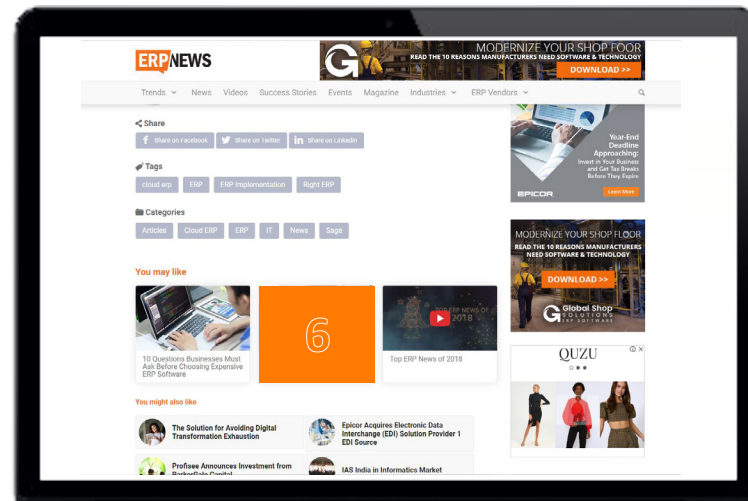
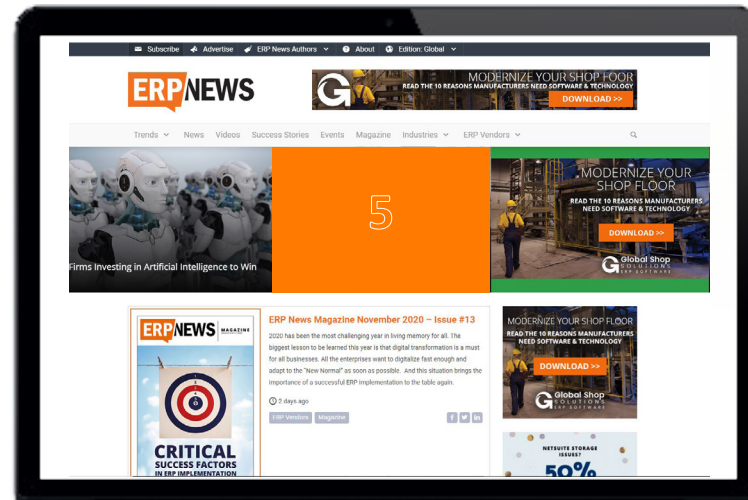
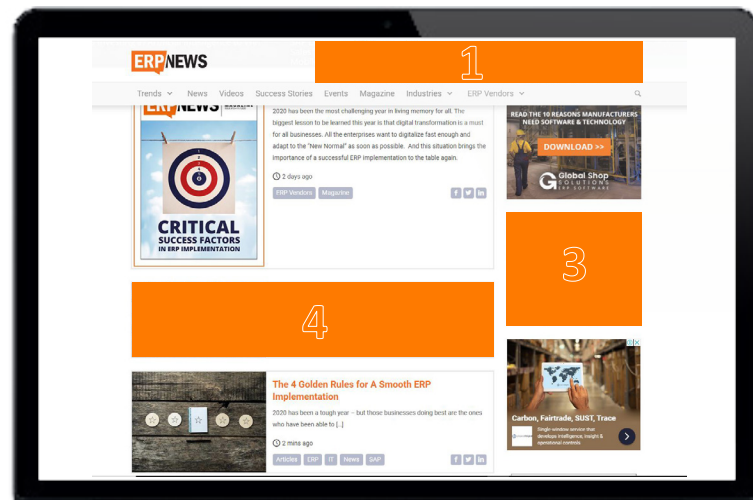
We serve a rapidly growing community of highly educated decision-makers, IT professionals, innovators, engineers, and thought leaders and we enlighten the world of ERP business for them.

You can use our digital advertising programs to become visible to our target audience so that you can connect with the right buyers.

- **ONLINE DISPLAY ADS**
- **ONLINE VIDEO ADS**
- **NATIVE ADS**
- **SUGGESTED POSTS**
- **SPONSORSHIPS**



## WEB BANNER ADS



- 1 HEADER BANNER**  
(desktop) 728 pixels (w) x 90pixels (h) **\$ 8 5 0** per month
- 2 MIDDLE BANNER**  
728 pixels (w) x 90 pixels (h) **\$ 3 5 0** per month
- 3 SIDE BAR BANNER**  
300 pixels (w) x 340 pixels (h) **\$ 3 5 0** per month
- 4 NEWS FEED AD**  
740 pixels (w) x 415 pixels (h) **\$ 3 5 0** per month
- 5 SLIDER AD**  
488 pixels (w) x 325pixels (h) **\$ 6 0 0** per month
- 6 YOU MAY LIKE AD**  
320 pixels (w) x 180 pixels (h) **\$ 3 5 0** per month

## R E Q U I R E M E N T S

For images; artwork should only be sent as an animated .png or .jpeg file, 72 dpi, RGB format and less than 200kb in size. Please provide a link to the destination page. For the native ads, please provide company name, text, headline of up to 45 characters in length including spaces and link to the destination page.

Native advertising ensures that your ads appear as regular content on homepage and inner pages.



## E-MAGAZINE ADS



1

**FRONT COVER**  
210mm(w) x 297mm(h)

\$1200

2

**INSIDE FRONT COVER**  
210mm(w) x 297mm(h)

\$850

3

**DOUBLE PAGE SPREAD**  
420mm(w) x 297mm(h)

\$550

4

**FULL PAGE**  
210mm(w) x 297 mm(h)

\$450

5

**VERTICAL HALF PAGE**  
105mm(w) x 297 mm(h)

\$350

6

**HORIZONTAL HALF PAGE**  
210mm(w) x 148.5 mm(h)

\$350

7

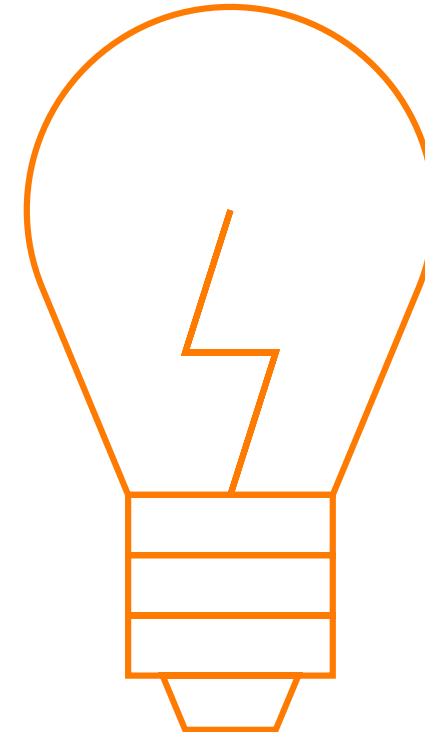
**QUARTER PAGE**  
105mm(w) x 148.5 mm(h)

\$250

# C O N T E N T S O L U T I O N S

ERP News offers many different options for you to effectively position your brand in the ERP Industry. We are well aware that how the decision-makers act during their purchasing process and it is in your hands to use our expertise to influence the buyers during their selection journey. We can either create unique content for your brand or you can promote your content in our digital channels to become thought leaders in the industry.

- **ADVERTORIALS**
- **SUCCESS STORIES**
- **WHITE PAPERS**
- **ARTICLES**
- **NEWS/PRESS RELEASES**
- **EVENTS**
- **INFOGRAPHICS**
- **VIDEOS**
- **ANIMATIONS**



1

## WRITTEN CONTENT

---

Please provide company name, text, headline of up to 45 characters in length including spaces and link to your website.

**\$99** /per publish

2

## VIDEO CONTENT

---

Please provide Youtube links of the videos you wish to stream on erpnews.com. For best results, length of videos should be maximum 10 minutes.

**\$49** /per publish

For images; artwork should only be sent as an jpeg or png file, 72dpi, RGB format and less than 200kb in size.

1

## VIDEO ANIMATION

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2d, flat, hand-draw,  
animated infographic,  
isometric, motion graphics  
and more.

**\$900**

up to 1min.

2

## SUCCESS STORY

---

We offer our expertise for  
you to share your success  
stories with the rest of the  
world.

**\$180**

up to 900 words

3

## PRESS RELEASE

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Our writers consist of  
ERP consultants and  
professionals who have  
extensive know-how about  
the industry.

**\$180**

up to 900 words

4

## ARTICLE

---

Our writers consist of  
ERP consultants and  
professionals who have  
extensive know-how about  
the industry.

**\$180**

up to 900 words

We create contents that are tailor made for your needs and support your SEO strategy.  
Please contact us via [advertise@erpnews.com](mailto:advertise@erpnews.com) for further information.



2021

## Subscription Package Options



Side Bar Banner  
You May Like Ad  
Half Page Ad - Magazine  
1 Article Publication - Magazine  
1 Article Publication - Website

**\$400**



Side Bar Banner  
News Feed Ad  
Middle Banner  
You May Like Ad  
1 Article Creation  
4 Articles /News Publication -Website  
Full Page Page Ad - Magazine  
1 Article Publication - Magazine

**\$800**



Header Banner  
Slider Ad  
Side Bar Banner  
2 articles creation and publication  
Double Page Spread Ad - Magazine  
1 video interview  
+ 1 cover story/year for yearly agreements

**\$1200**



# EDITORIAL

## CALENDAR

1

2

3

4

5

6

ISSUE DATE	THEME	QUESTION OF THE MONTH	AD CLOSE	MATERIALS DUE
JANUARY	DEVELOPING A STRONG ERP STRATEGY IN 2021	What is the importance of a strong ERP strategy for a post-pandemic world?	01.01.2021	08.01.2021
FEBRUARY	REMOTE WORKING WITH ERP	How can ERP software help with remote working?	01.02.2021	08.02.2021
MARCH	CUSTOMER EXPERIENCE IN ERP IMPLEMENTATION	Why is customer experience important for ERP?	01.03.2021	08.03.2021
APRIL	ERP AND THE NEW NORMAL	How does cloud ERP help businesses embrace the new normal?	01.04.2021	08.04.2021
MAY	TWO-TIER ERP STRATEGY	What are the advantages of having a two-tier ERP system?	01.05.2021	10.05.2021
JUNE	AUGMENTED ANALYTICS AND ERP	How augmented analytics is transforming business intelligence?	01.06.2021	08.06.2021



7

8

9

10

11

12

ISSUE DATE

THEME

QUESTION OF  
THE MONTH

AD CLOSE

MATERIALS DUE

J U L Y

CLOUD COMPUTING IN 2021

What are the factors that  
affect cloud ERP costs

01.07.2021

08.07.2021

A U G U S T

INTEGRATING IOT WITH ERP

What are the benefits of  
integrating IoT with ERP?

02.08.2021

09.08.2021

S E P T E M B E R

ARTIFICIAL INTELLIGENCE  
AND ERPWhat are the impacts of  
artificial intelligence in  
ERP?

01.09.2021

08.09.2021

O C T O B E R

MILLENNIALS  
AND ERPWhat are the features  
millennials want in an  
ERP solution?

01.10.2021

08.10.2021

N O V E M B E R

THE POWER OF MOBILE ERP

What are the features  
and benefits of mobile  
ERP?

01.11.2021

08.11.2021

D E C E M B E R

THE FUTURE OF ERP

What are the top ERP  
trends to look out for in  
2022?

01.12.2021

08.12.2021





# ERP NEWS

Enterprise Resource Planning Software supports innovation by driving changes and improvements in business processes, so it is critical to ensure that ERP software solutions evolve constantly to enable businesses to further innovate. ERPNews Magazine was born to shed a light on this constantly innovating industry of ERP, but it has also turned into a community that brings the software vendors, partners, and businesses together.

Every month, ERPNews Magazine compiles the most up-to-date news, and success stories about the ERP industry and several responses and articles from industry experts to enlighten your ERP journey. ERP News Magazine includes the latest innovations, experiences of other businesses, writers, and industry leaders, and much more and it continues to be a platform that grows and evolves every month!

You can contribute to our magazine with your thoughts on the ERP industry or we can create content for you! You can also advertise in ERP News Magazine to make your company visible in the ERP world.

So be a PART of it and contact us!



Please contact us via

[info@erpnews.com](mailto:info@erpnews.com)  
[advertise@erpnews.com](mailto:advertise@erpnews.com)

