

# ERPNEWS MEDIA KIT 2022

FREE  
AD  
SPACE



# OUR STORY



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

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 reach 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.

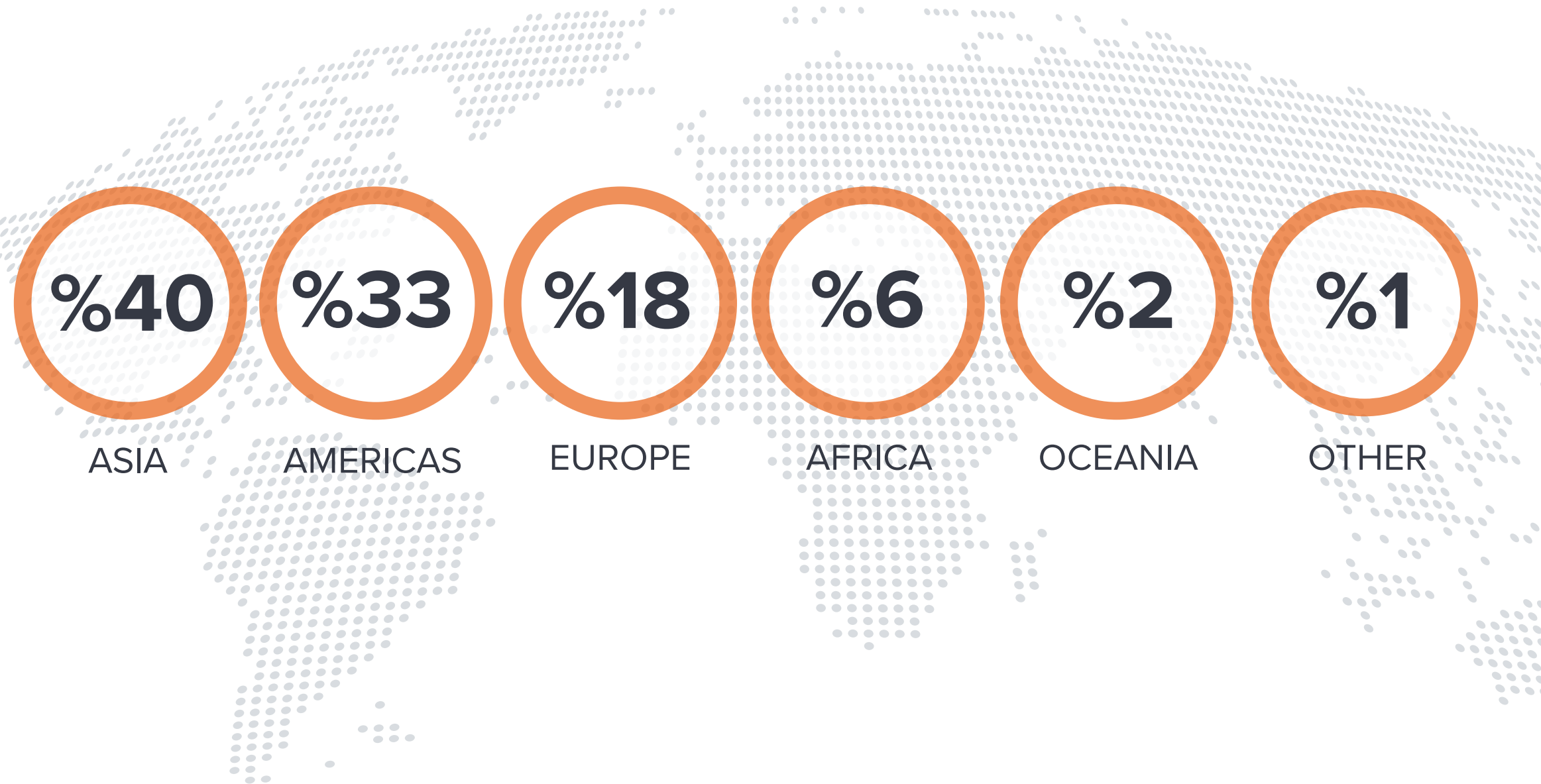
ERP News is the biggest news and information platform about ERP where the ERP vendors can be visible to the right audience who are trying to make the right choice for them organizations. If you are an ERP vendor, you should not get lost in the huge technology world when you advertise. If you want to focus on the right audience, our team can prepare the most effective brand campaigns in which you can generate leads for your products



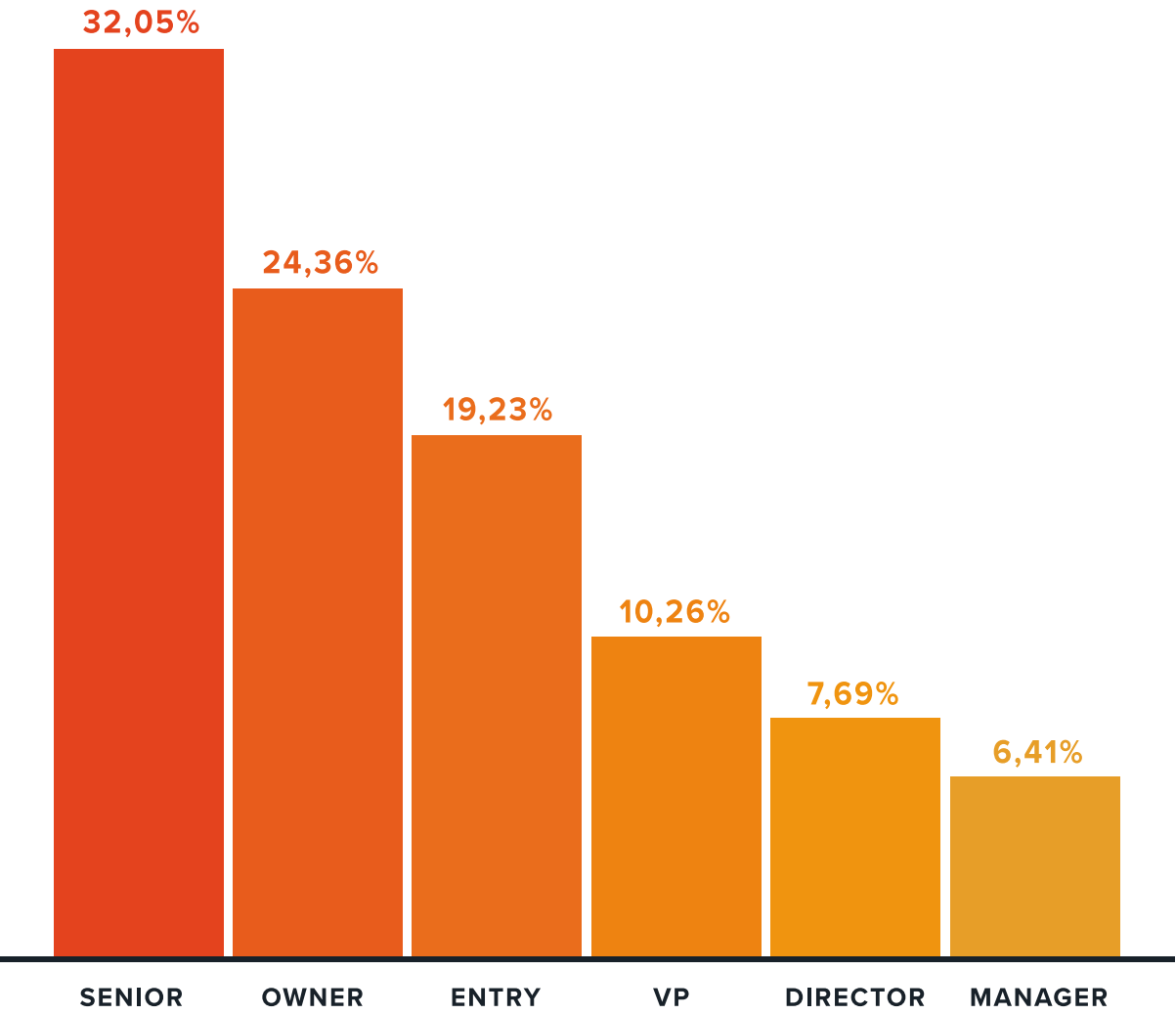
## WORLDWIDE AUDIENCE

**TOTAL  
READERSHIP**

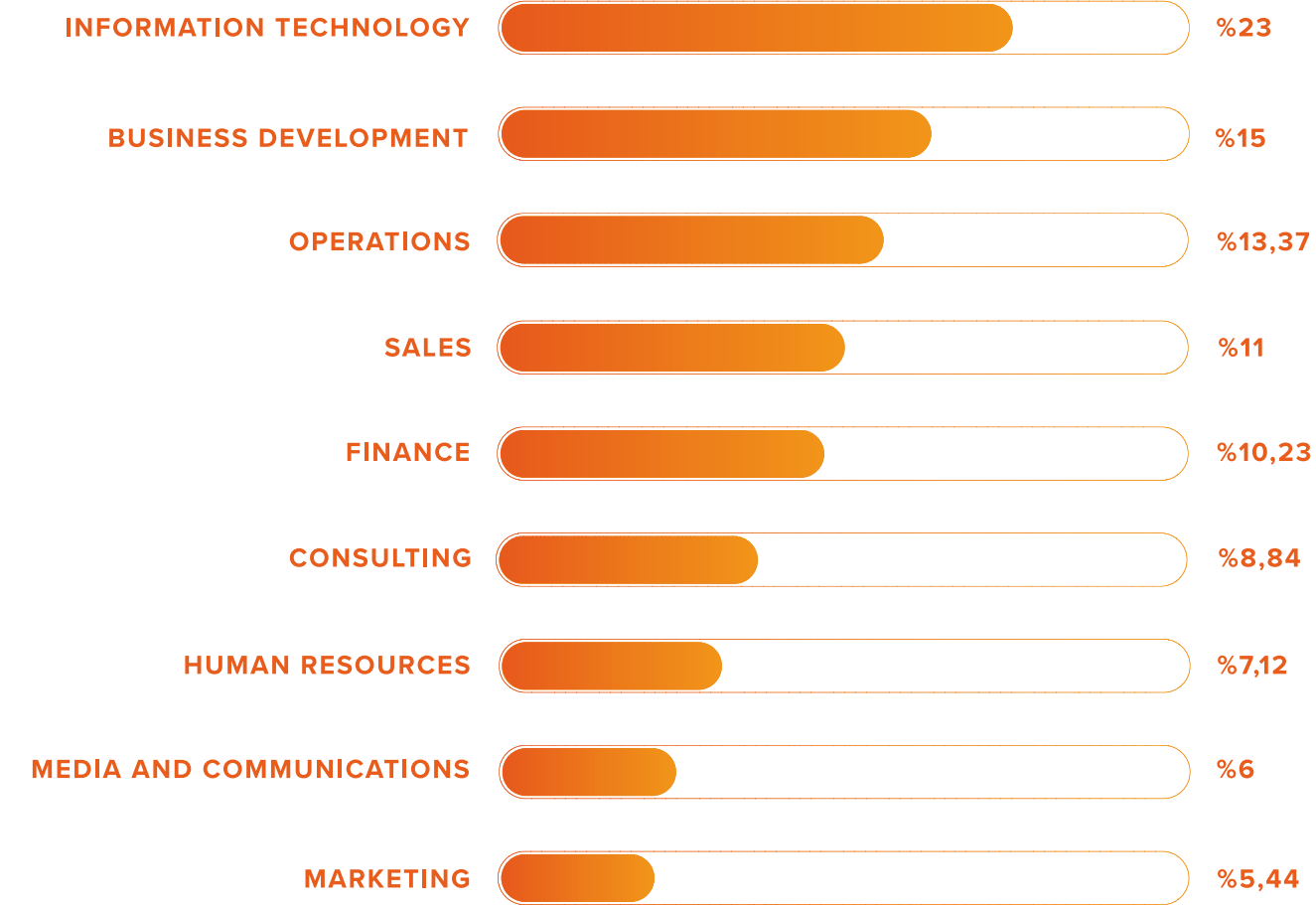
**145.000**



# TOP SENIORITYTIES



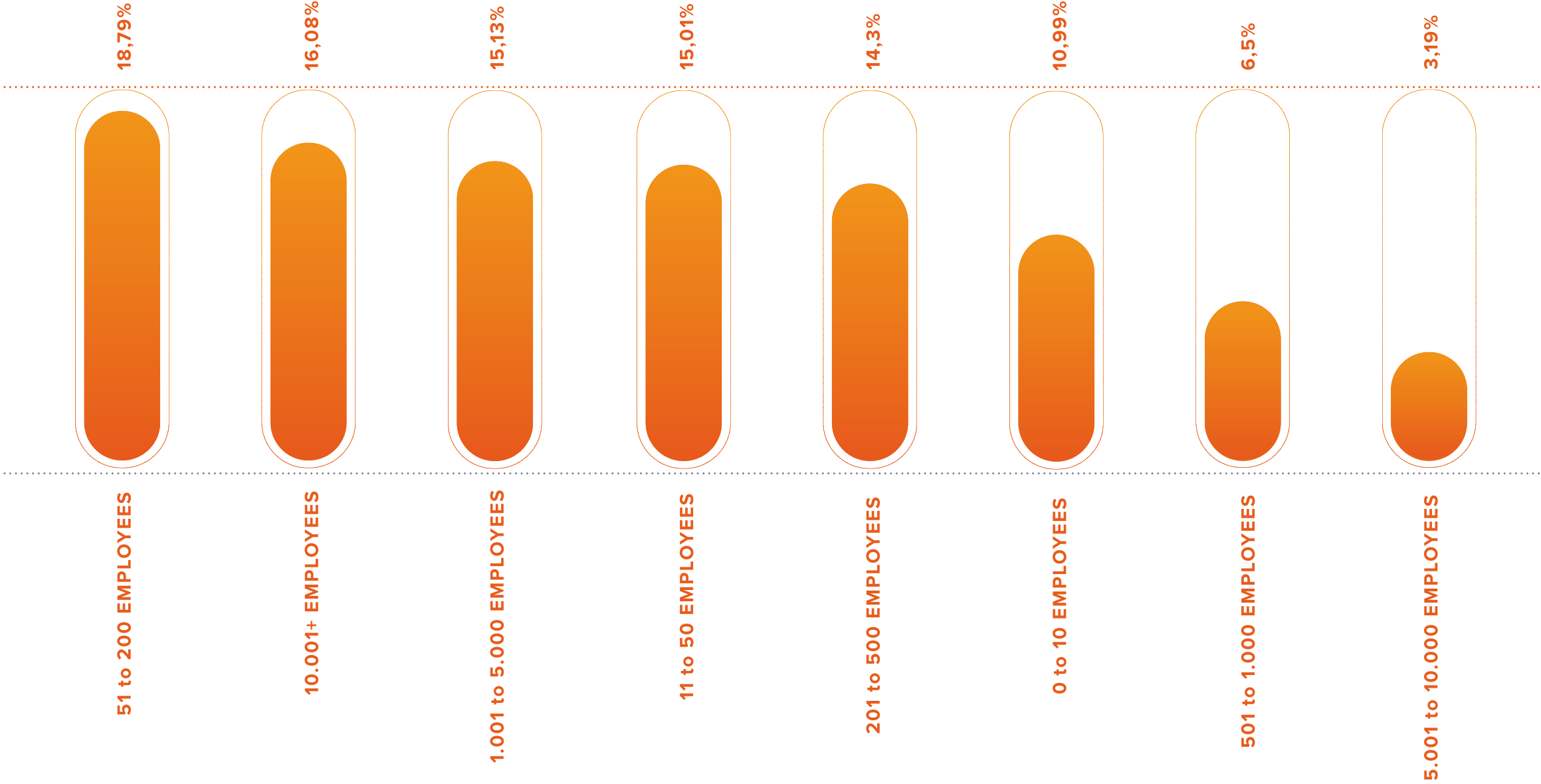
# TOP JOB FUNCTIONS



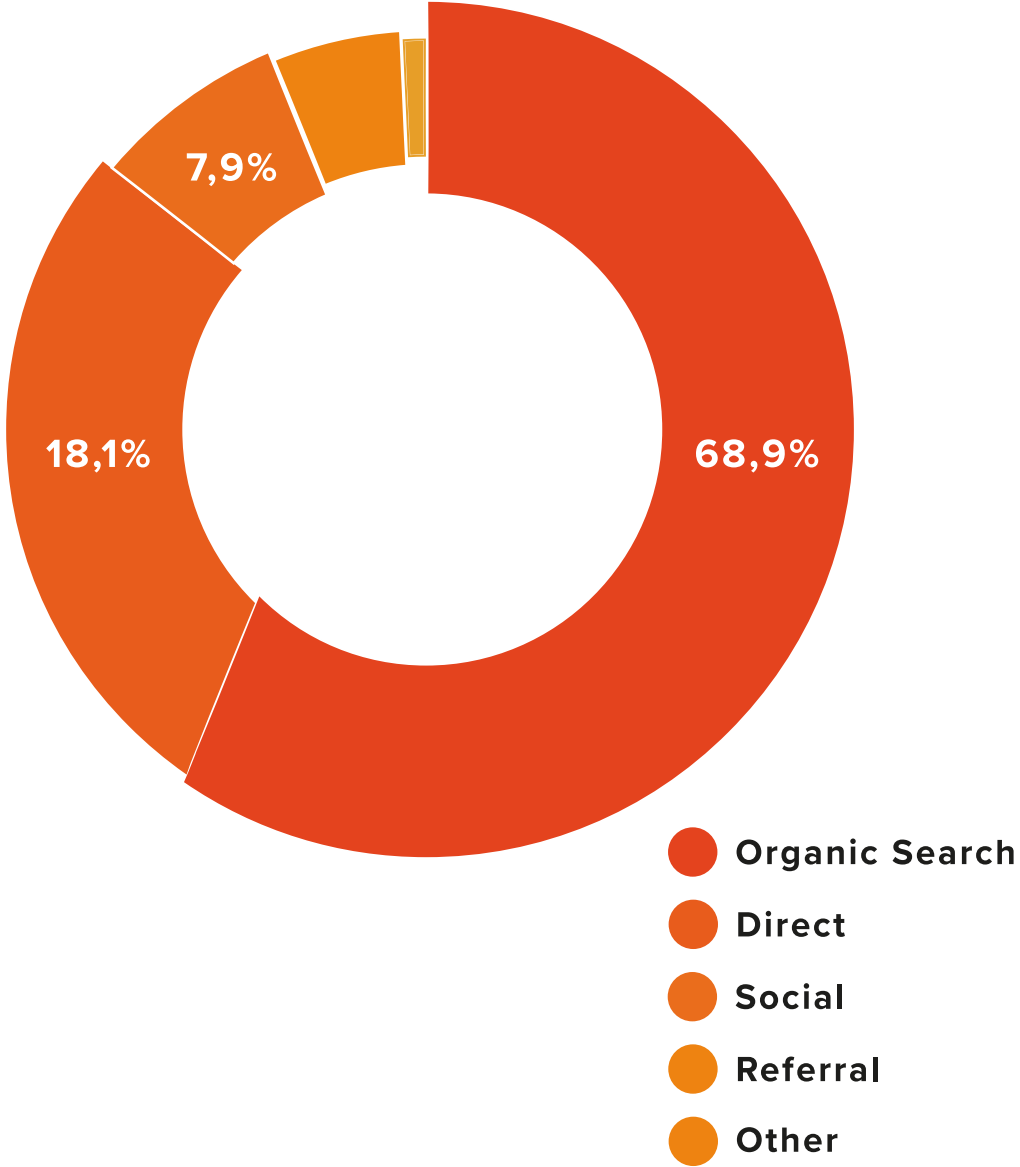
Our audience is decision-makers, IT professionals, innovators, engineers, and thought leaders.



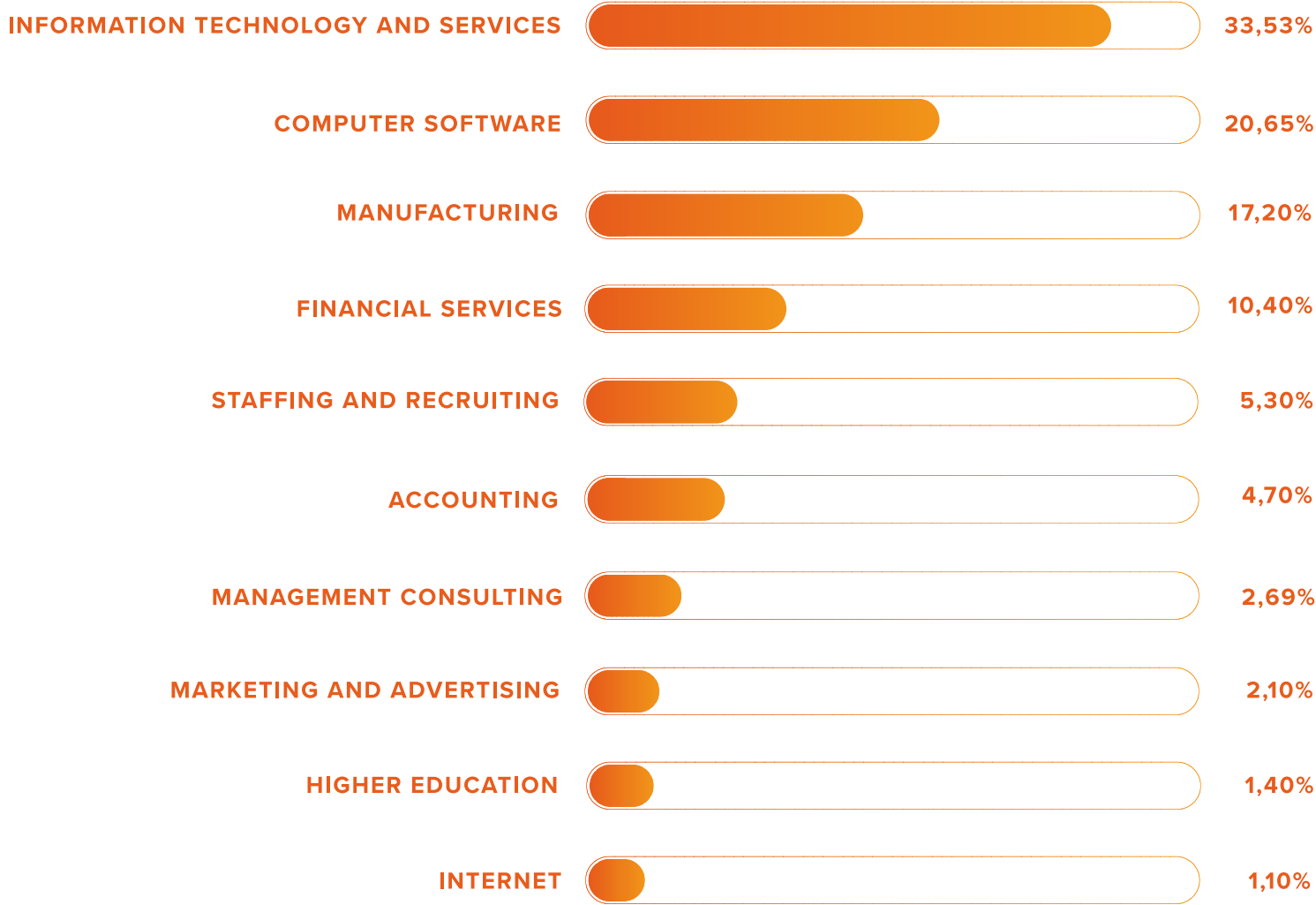
TOP COMPANY SIZES



## WEBSITE TRAFFIC



## TOP INDUSTRIES



# OUR SERVICES



**PREMIUM  
WEBSITE**



**MONTHLY  
MAGAZINE**



**DIGITAL  
ADVERTISING**



**VENDOR  
VOICE**



**CONTENT  
MARKETING**

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

**ERP NEWS**

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



# DIGITAL ADVERTISING

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





## 1 FULL PAGE AD - DIGITAL MAGAZINE

### 2 HEADER BANNER (desktop) 728 pixels (w) x 90 pixels (h)

### 3 MIDDLE BANNER 728 pixels (w) x 90 pixels (h)

### 4 SIDEBAR BANNER 300 pixels (w) x 340 pixels (h)

### 5 NEWS FEED AD 740 pixels (w) x 415 pixels (h)

### 6 YOU MAY LIKE AD 320 pixels (w) x 180 pixels (h)

3-Months

\$12.000

6-Months

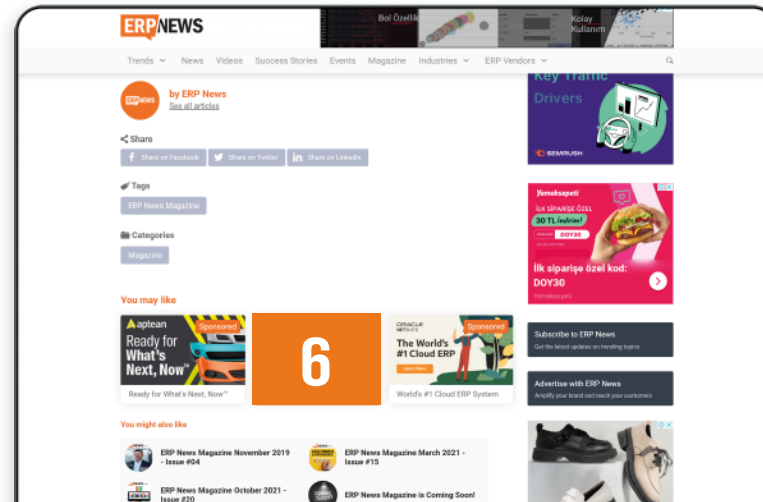
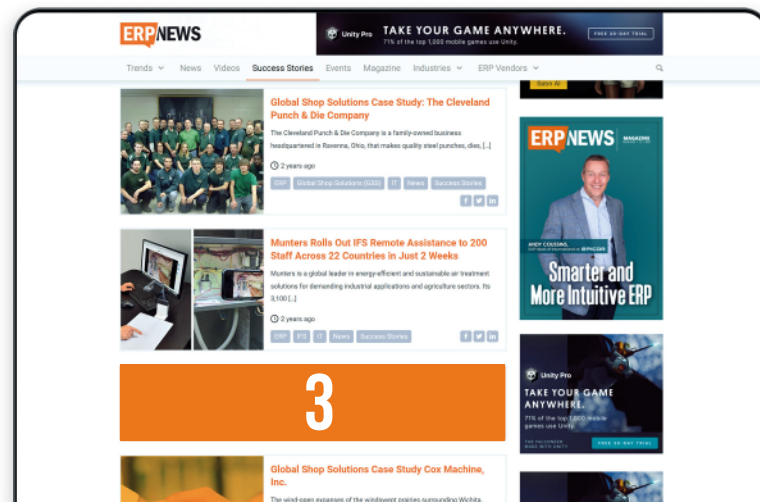
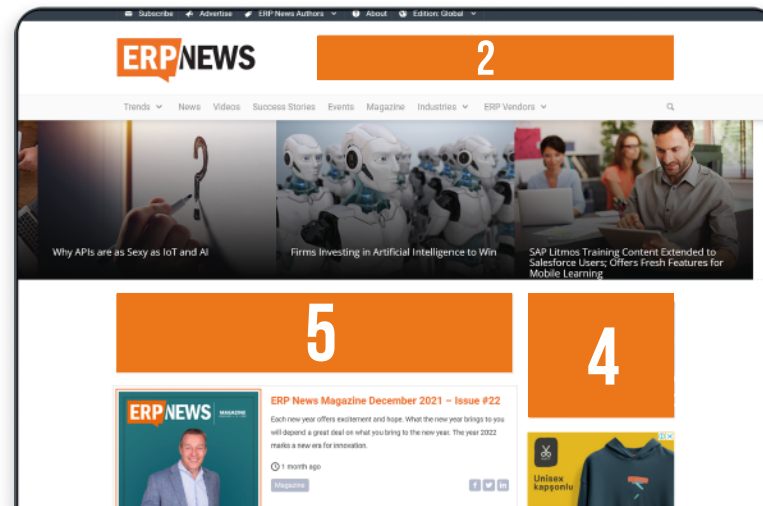
\$20.000

12-Months

\$35.000

## REQUIREMENTS

For images; artwork should only be sent as an animated .png or .jpeg file, 72dpi, 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.





# 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.

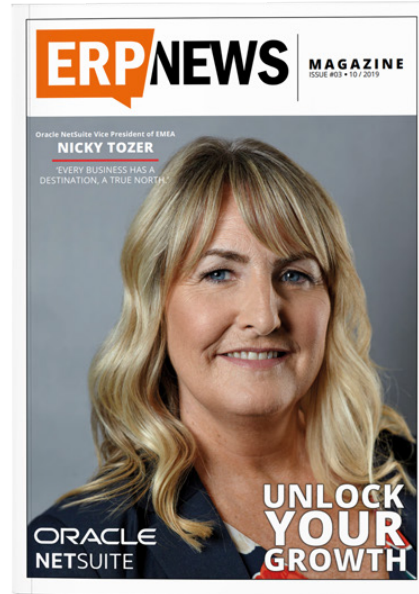
So be a PART of it and contact us!



# E - MAGAZINE COVERS



EPICOR



ORACLE  
NETSUITE



sage



EPICOR

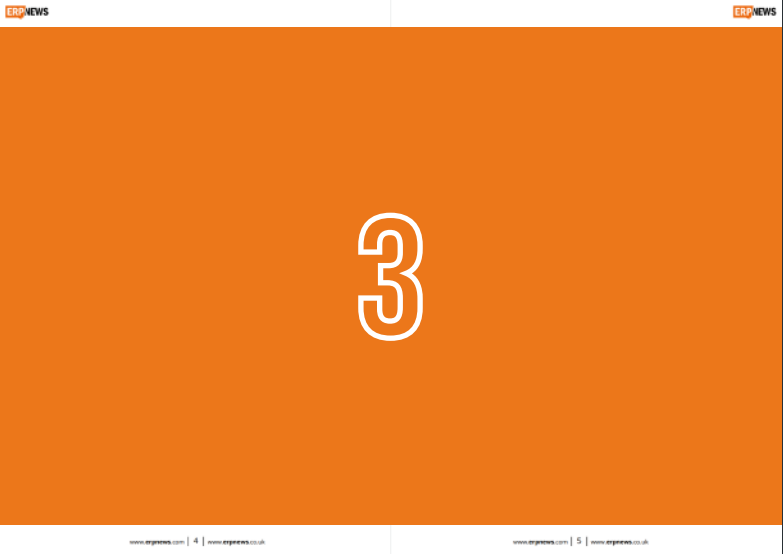


Global Shop  
SOLUTIONS



# E - MAGAZINE ADS

ERP NEWS



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

\$2.000

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

\$1.500

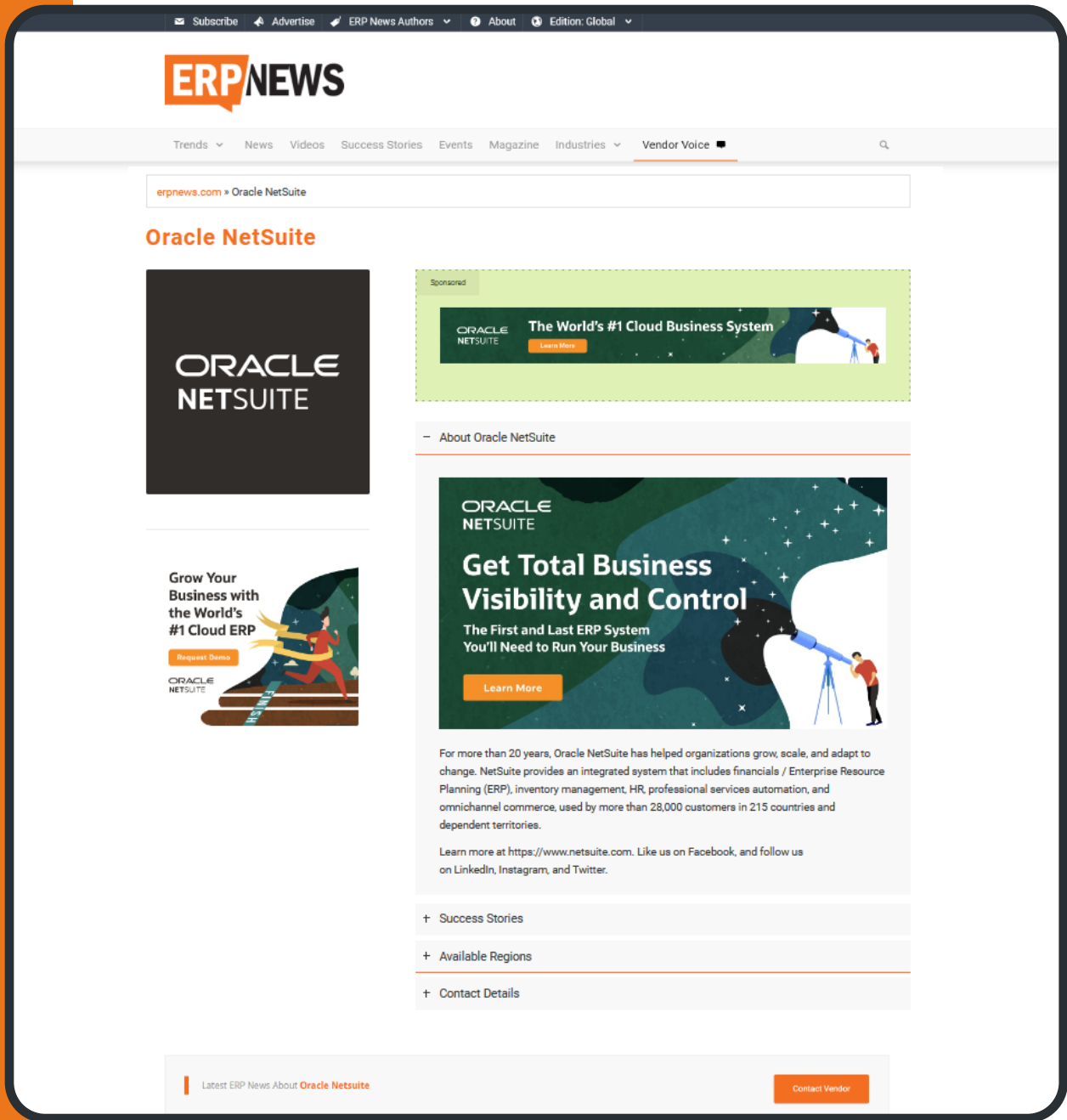
3 DOUBLE PAGE SPREAD  
420mm (w) x 297mm (h)

\$1.200

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

\$800





# VENDOR

Would you like to be a part of our Vendor Voice platform and stand out in the ERP industry?

As an ERP Vendor or a partner, you can share the latest news, product innovations, interviews, and success stories on your own microsite, and position your company as an authoritative source for your area of expertise.

Just be a Part of it and boost your industry presence with Vendor Voice!

# VOICE

3-Months \$15.000

6-Months \$25.000

12-Months \$40.000

# CONTENT SOLUTIONS

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.

Don't lose time! Publish your unique content on our platform and promote your content in our digital channels to become thought leaders in the industry.

Article Publication: 1/week | Push Notification: 1/week

**3-Months**

**\$6.000**

**6-Months**

**\$10.000**

**12-Months**

**\$15.000**



# EDITORIAL CALENDAR

	ISSUE DATE	THEME	QUESTION OF THE MONTH	AD CLOSE	MATERIALS DUE
1	JANUARY	DEVELOPING A STRONG ERP STRATEGY IN 2022	What are the critical steps to create a strong ERP strategy??	03.12.2021	07.01.2022
2	FEBRUARY	KEY FEATURES OF THE DIGITAL TRANSFORMATION ROADMAP FOR SME'S	What should SME's consider when preparing a digital transformation roadmap?	01.02.2022	08.02.2022
3	MARCH	INDUSTRY-SPECIFIC CLOUD SOLUTIONS	What are the benefits of Industry-Specific Cloud Solutions?	01.03.2022	08.03.2022
4	APRIL	IMPORTANCE OF COMPLIANCE AUTOMATION	What are the benefits of automating compliance in financial technology?	01.04.2022	08.04.2022
5	MAY	IOT INTEGRATION STRATEGY	What opportunities does IoT Integration create in the ERP landscape?	02.05.2022	09.05.2022
6	JUNE	SELF SERVICE & LOW/NO-CODE ERP	How is the Self Service & Low/No-Code ERP Trend affecting the software industry?	01.06.2022	08.06.2022

# EDITORIAL CALENDAR

ISSUE DATE

THEME

QUESTION  
OF THE MONTH

AD CLOSE

MATERIALS DUE

7

JULY

HEADLESS ERP

How Headless ERP Can Help  
Digitize Businesses?

01.07.2022

08.07.2022

8

AUGUST

THE IMPACT OF 3D PRINTING ON  
ERP MANUFACTURING SYSTEMS

How will the 3D Printing and  
ERP relationship affect the  
manufacturing industry?

01.08.2022

08.08.2022

9

SEPTEMBER

INTEGRATION OF AI AND  
OTHER INTELLIGENT TECH

What are the impacts of  
artificial intelligence in ERP?

01.09.2022

08.09.2022

10

OCTOBER

CUSTOMIZED ERP SOLUTIONS

What should be considered  
when it comes to  
customized ERP solutions?

03.10.2022

07.10.2022

11

NOVEMBER

ERP AUTOMATION BENEFITS AND  
TRENDS

What are the 5 benefits of  
ERP Automation?

01.11.2022

08.11.2022

12

DECEMBER

WHAT IS NEXT FOR THE ERP INDUSTRY?

What are the top ERP trends  
to look out for in 2023?

01.12.2022

08.12.2022





**ERP**NEWS

from all around the world

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