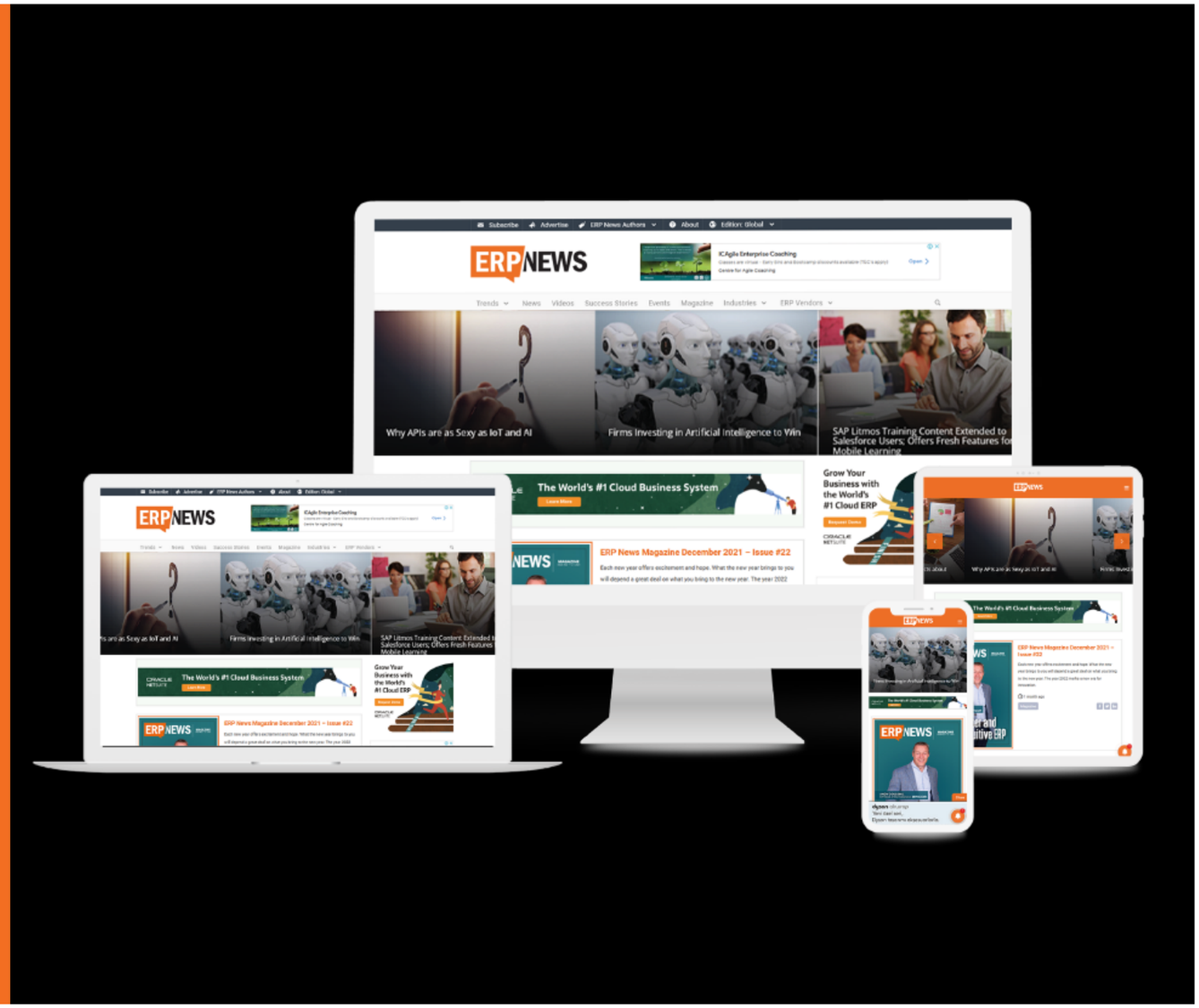
ERPNEWS

MEDIA KIT 2023

www.erpnews.com
www.erpnews.co.uk

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



OUR Story

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

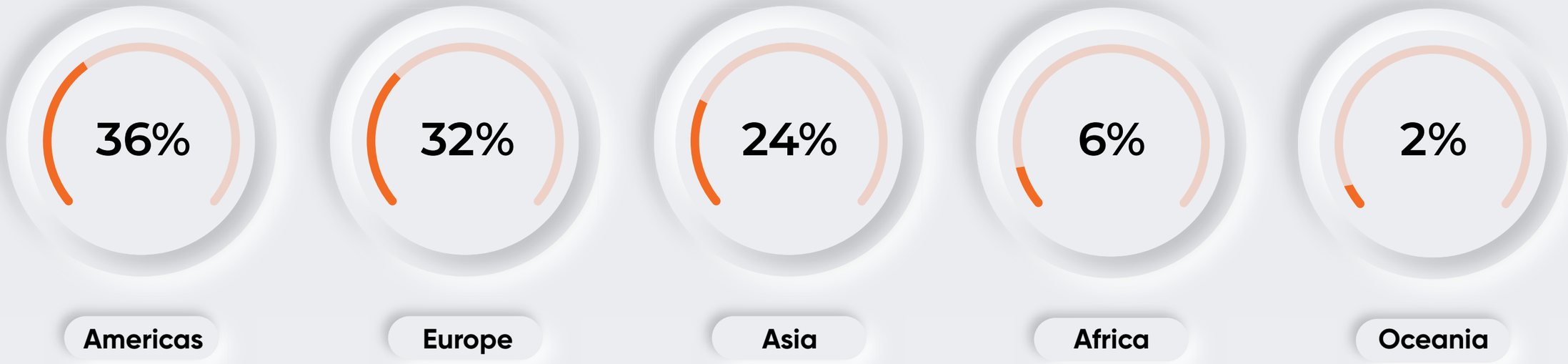
ERPNEWS

PAGE VIEWS

600.000

VISITORS

300.000



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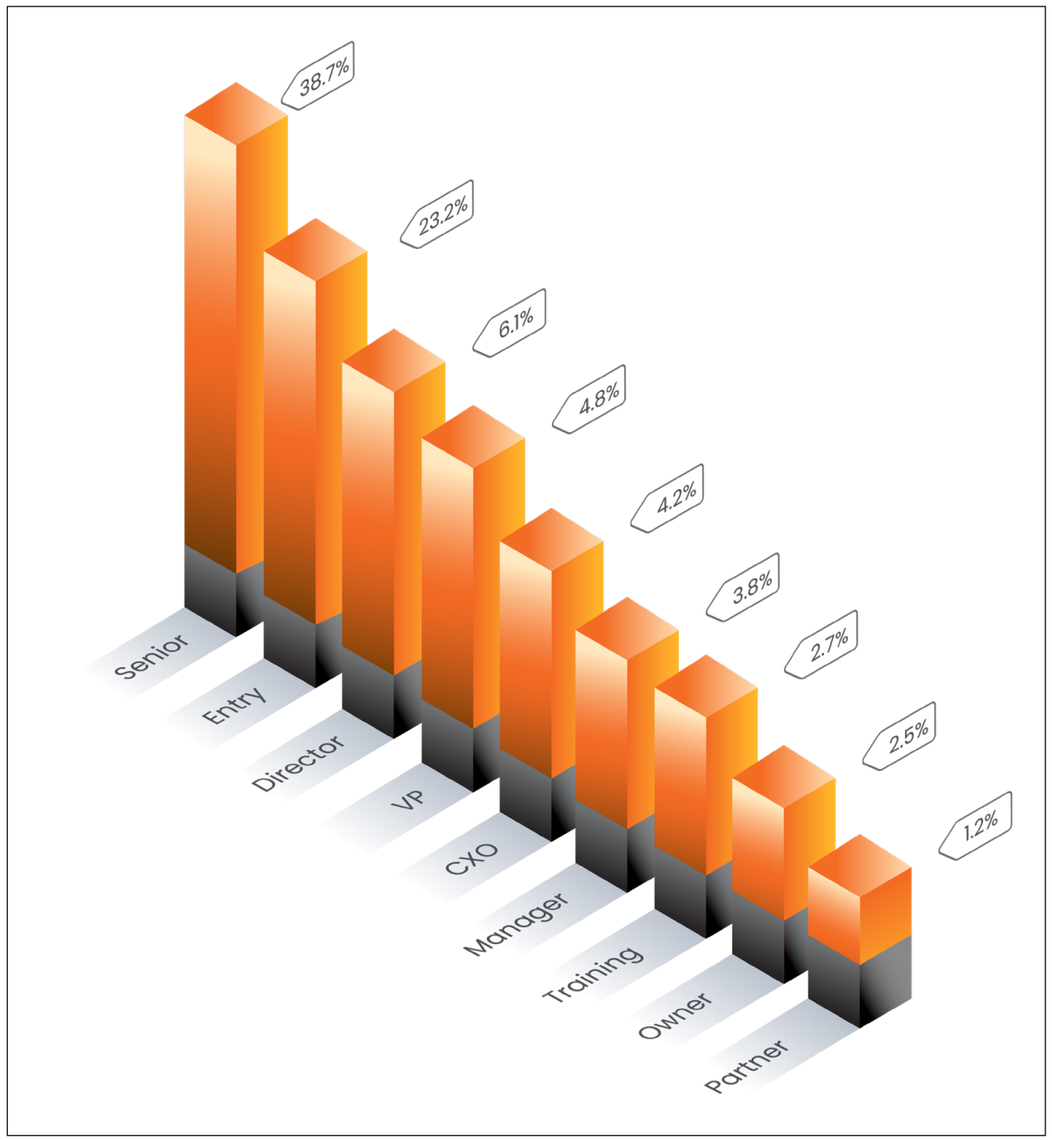
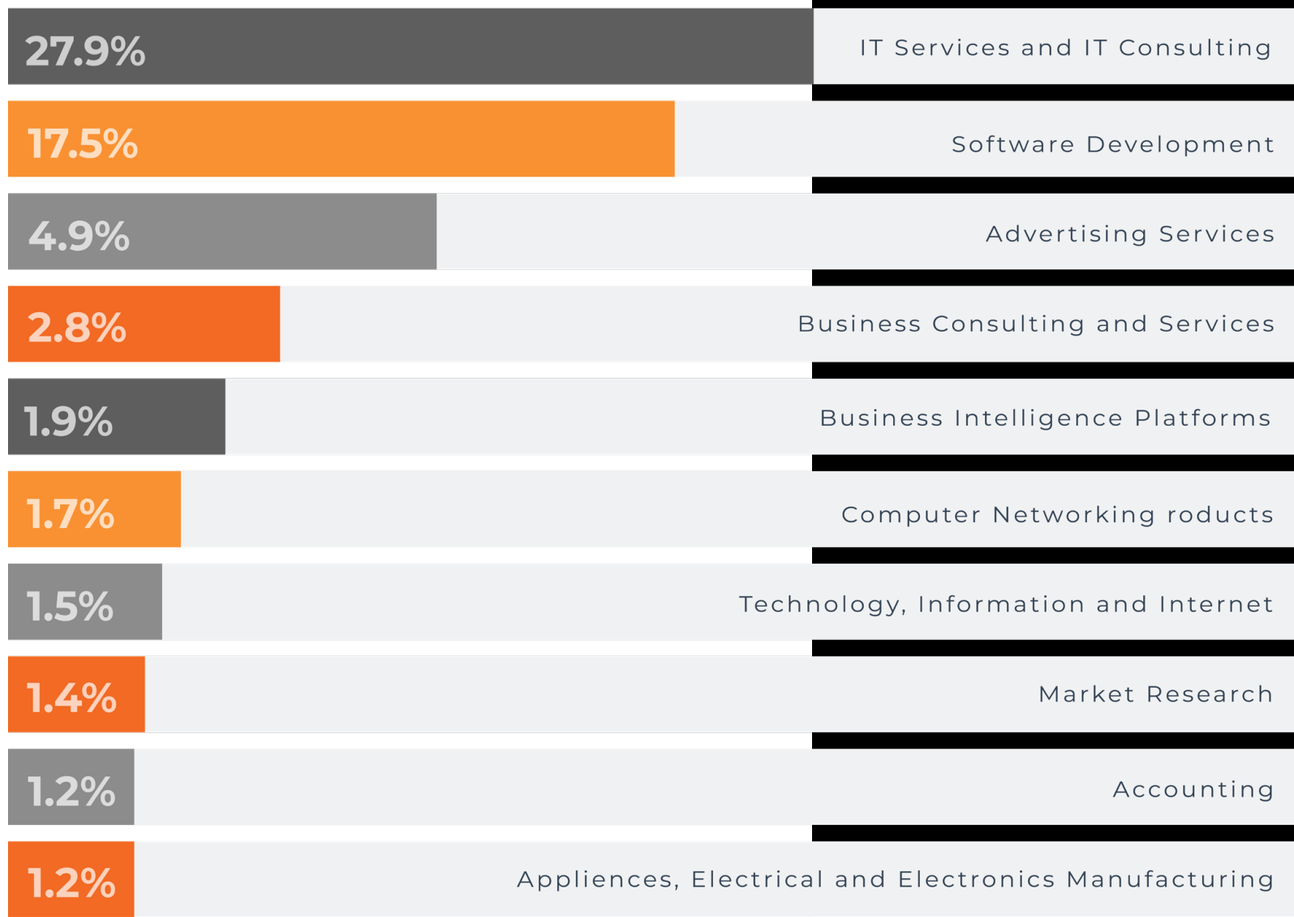


Top Seniorities

Top Industries



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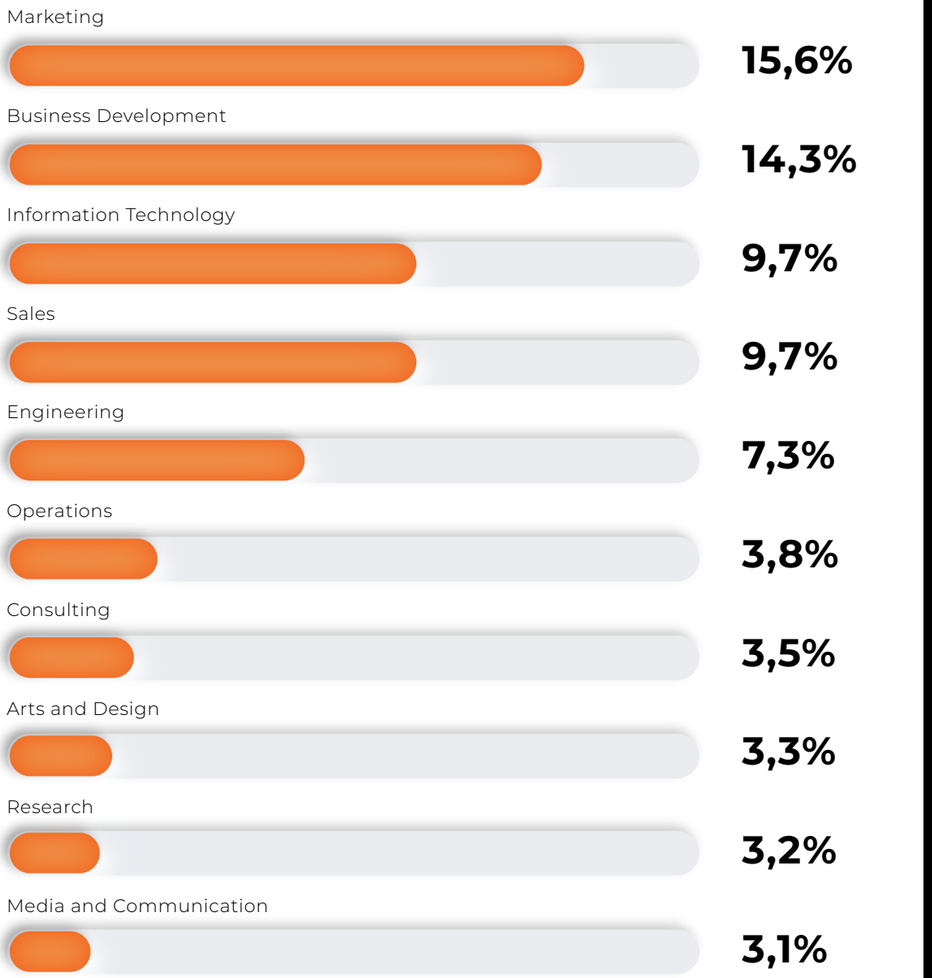
Top Job Functions



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

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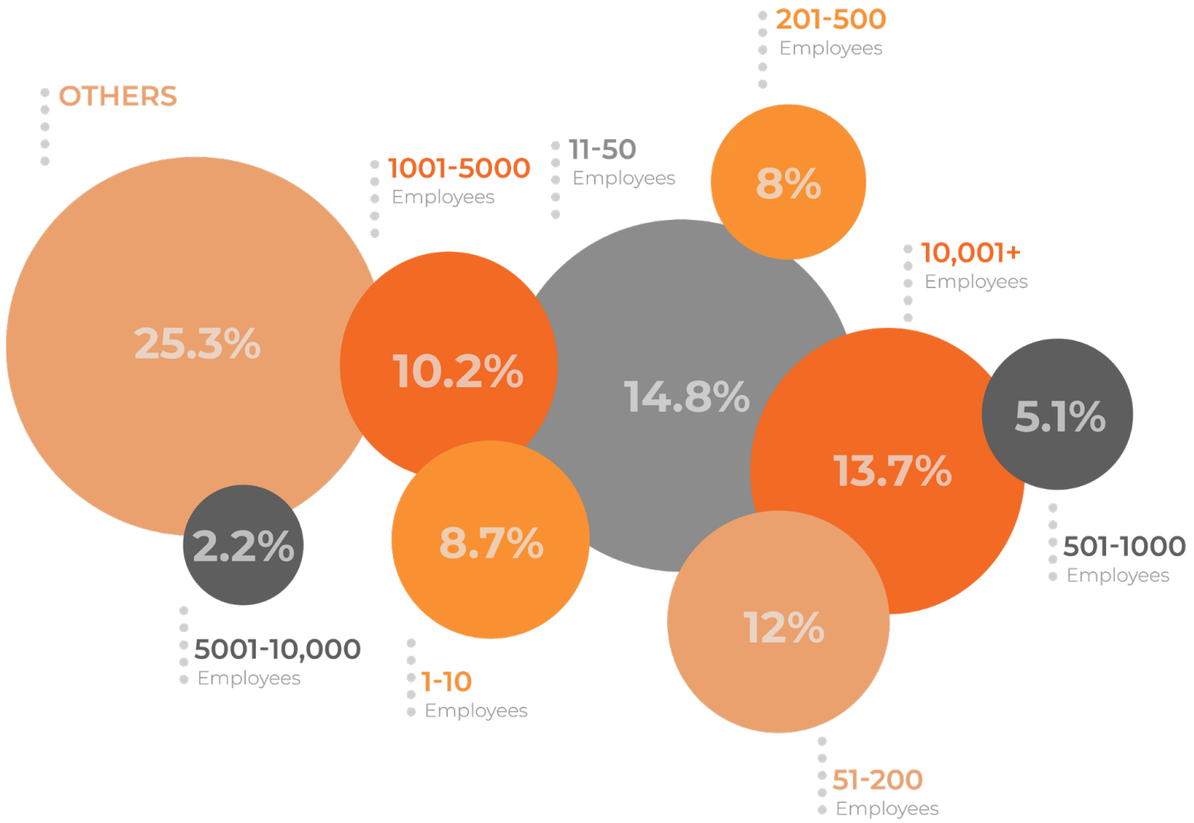

Top Company Sizes

OUR Services

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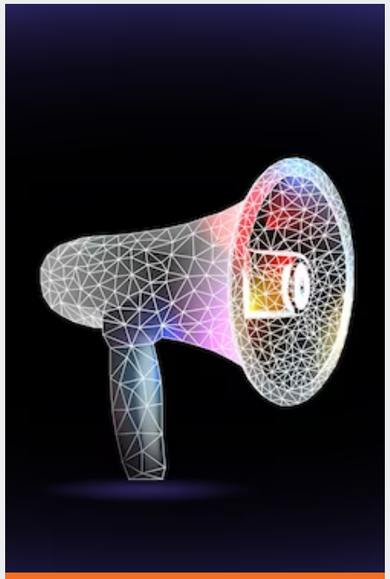
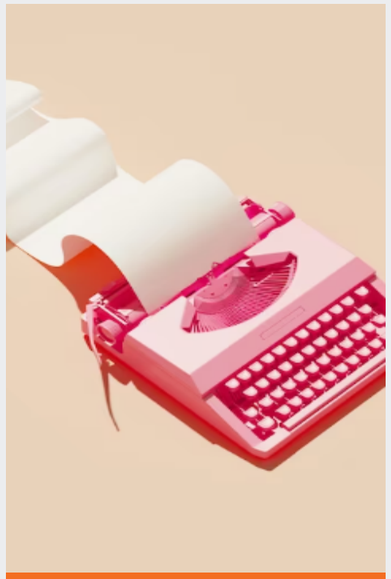


01

Digital Advertising

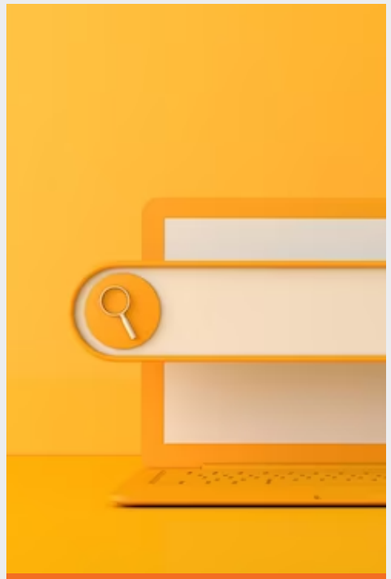


02

Content Solutions

03

Vendor Voice



04

Premium Website

05

Monthly Magazine

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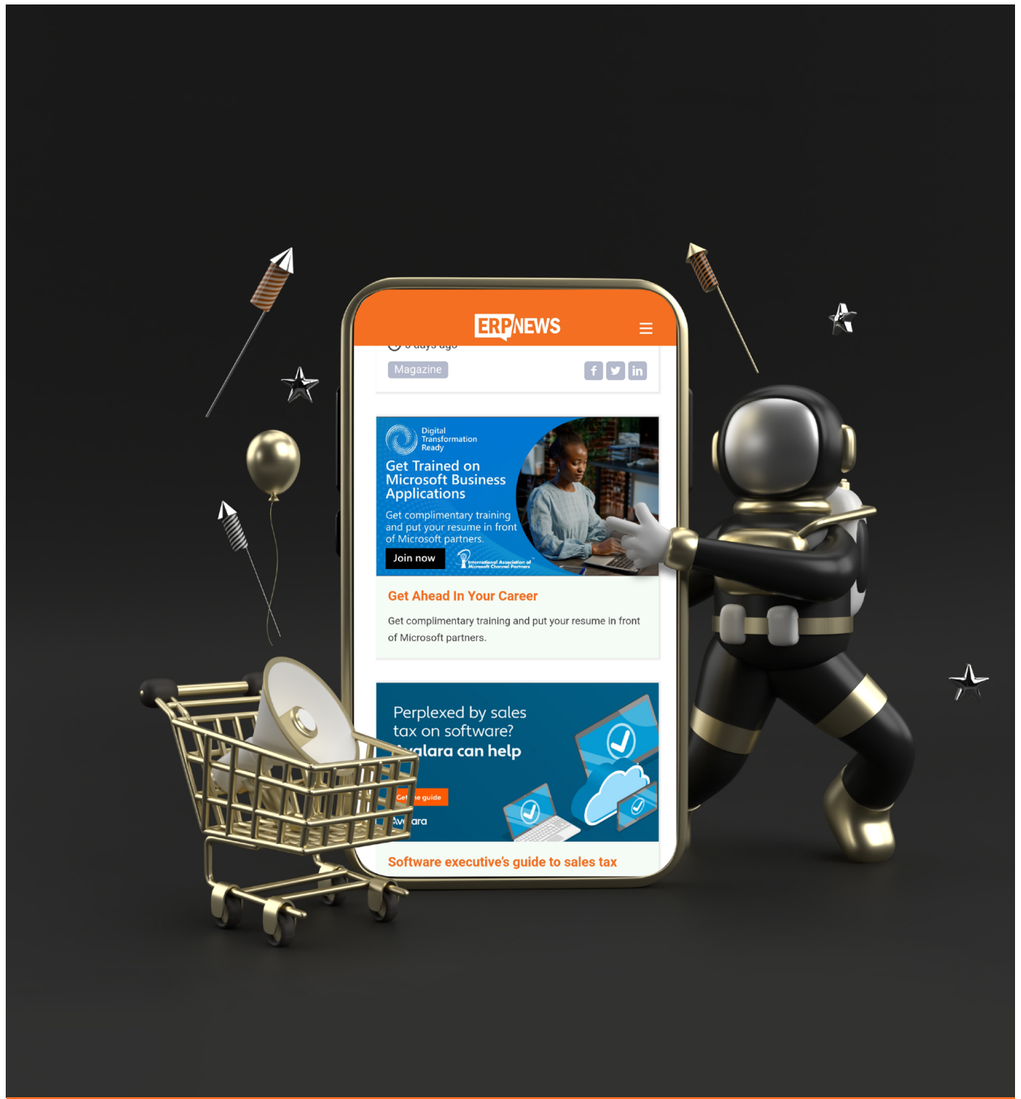
DIGITAL Advertising

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 • SPONSORSHIP •



01

Please contact us for advertisement options - ERP News Marketing Department
advertise@erpnews.com

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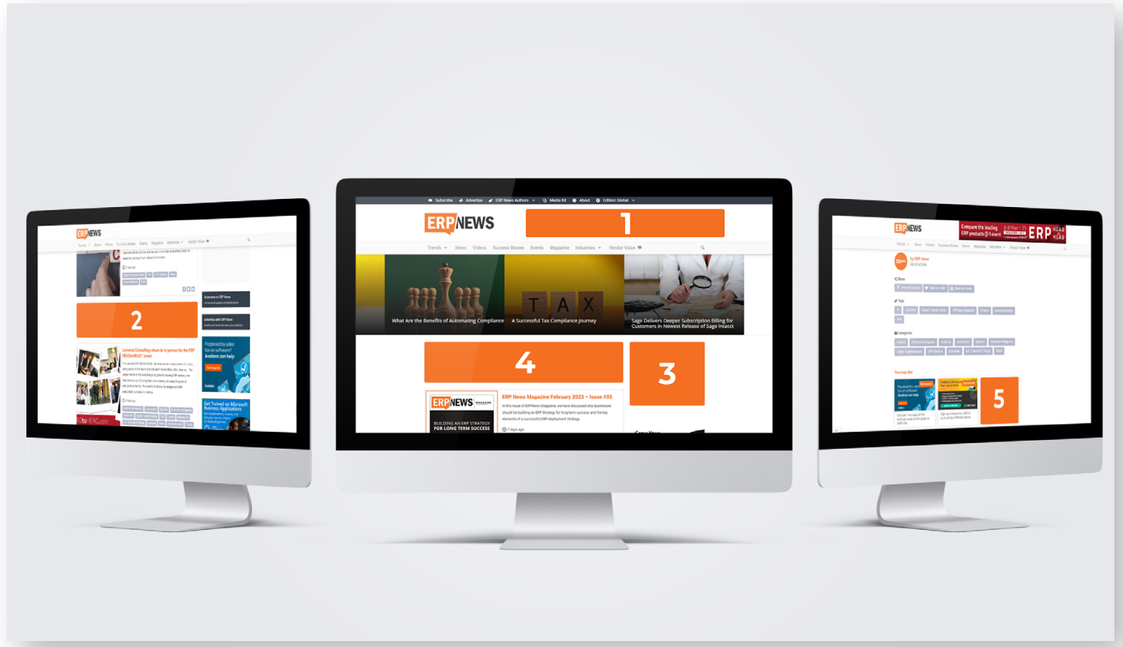
Digital Advertising 01

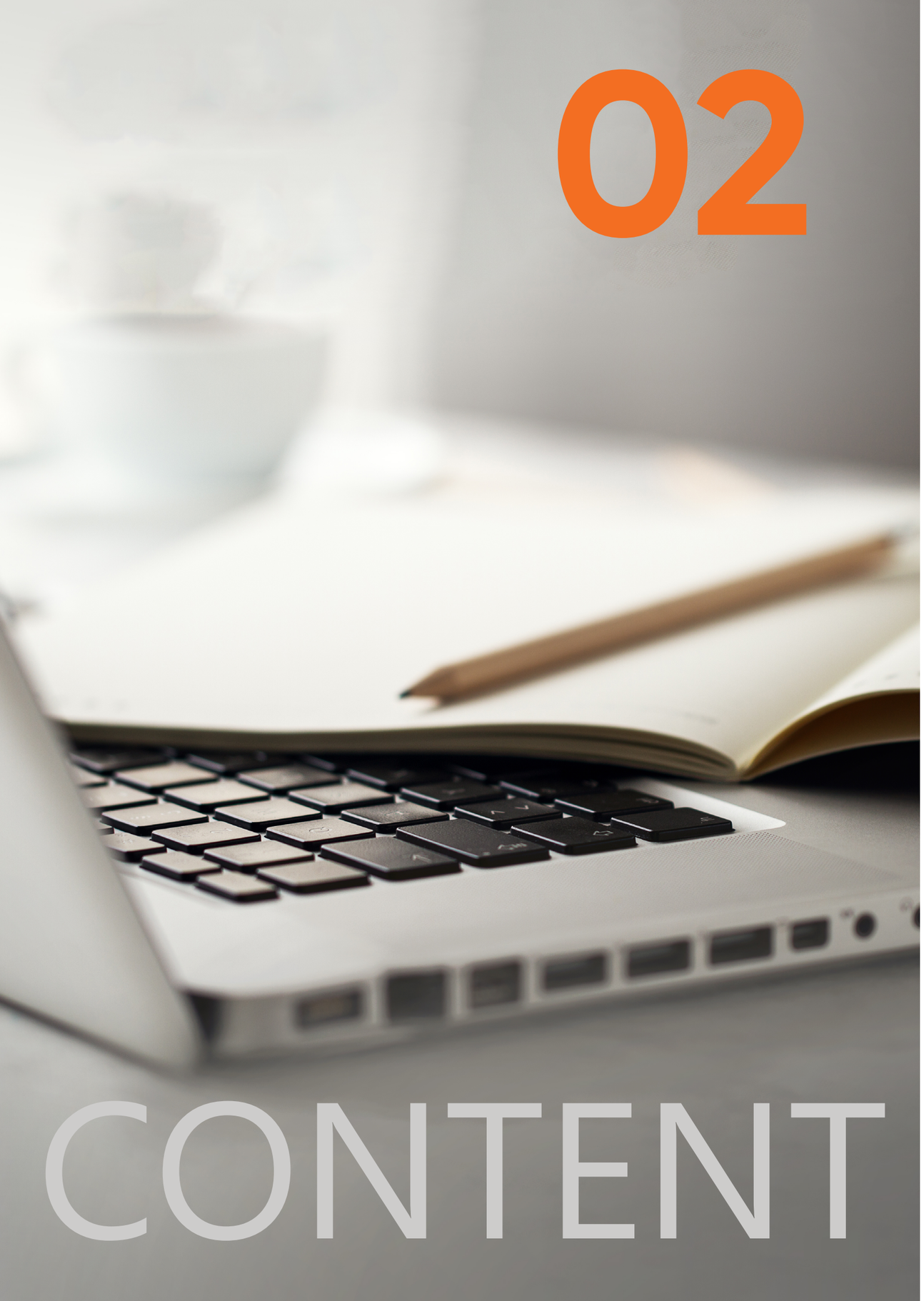


1	**HEADER BANNER** 728 pixels (w) x 90 pixels (h) (desktop)	**$3,500**/3-months, **$6,000**/6-months, **$10,000**/12-months
2	**MIDDLE BANNER** 728 pixels (w) x 90 pixels (h)	**$2,000**/3-months, **$3,500**/6-months, **$6,000**/12-months
3	**SIDEBAR BANNER** 300 pixels (w) x 340 pixels (h)	**$2,500**/3-months, **$4,500**/6-months, **$8,000**/12-months
4	**NEWS FEED AD** 740 pixels (w) x 415 pixels (h)	**$2,500**/3-months, **$4,500**/6-months, **$8,000**/12-months
5	**YOU MAY LIKE AD** 320 pixels (w) x 180 pixels (h)	**$2,000**/3-months, **$3,500**/6-months, **$6,000**/12-months

PRICE LIST

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.



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Article/Press Release Publication + Push Notification: ***$99***

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.

Solutions

03

Vendor Voice

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!

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ERP NEWS Magazine

Enterprise Resource Planning Software supports innovation by driving changes and improvements in business process, 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 complies 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 bussinesses, writers, and industry leaders, and much more and it continues to be a platform that grows and evolves every month!

ERPNEWS

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

So be a PART of it and contact us!

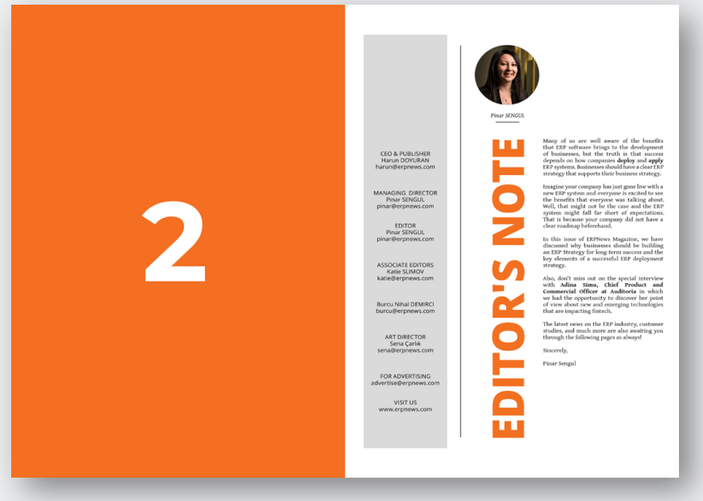
e-Magazine
Ads

1 **FRONT COVER**
210mm (w) x 297mm (h)
$2,500

2 **INSIDE FRONT COVER**
210mm (w) x 297mm (h)
$1,750

3 **DOUBLE PAGE SPREAD**
20mm (w) x 297mm (h)
$1,500

4 **FULL PAGE**
210mm (w) x 297mm (h)
$1,000



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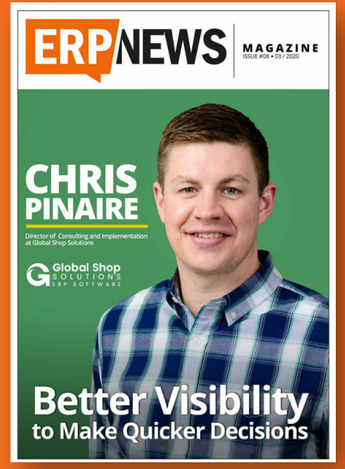

e-Magazine Covers

EPICOR · SAP · ORACLE NETSUITE · Sage · IFS · Global Shop SOLUTIONS ERP SOFTWARE · UNIT4 · infor

Digital Marketing

Packages

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Basic

3-months

1 x Banner Ad Package
1 x e-Magazine Full Page Ad
1 x Product Review
1 x Article

$3,000

Super

3-months

1 x Banner Ad Package
1 x e-Magazine Double Page Ad
1 x Product Review
3 x Articles

$4,000

Pro

3-months

2 x Banner Ad Package
1 x e-Magazine Front Cover
1 x Product Review
1 x Interview
2 x Articles
Vendor Voice Membership

$6,000

EDITORIAL

Calendar

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Month	Editorial Theme	Question of the Month	Ad Close	Materials Due
02	Building an ERP Strategy for Long Term Success	**What are the key elements of a successful ERP strategy?**	01.20.2023	01.25.2023
03	How to Build a Digital Transformation Roadmap for 2023	**What are the top 10 Digital Transformation Trends in 2023?**	02.20.2023	02.25.2023
04	How to Choose Between Generic and Industry-Specific ERP Systems	**What are the 5 steps for selecting the right ERP system?**	03.20.2023	03.25.2023
05	Special Considerations before Switching ERP Systems	**Why do companies switch to a new ERP in 2023?**	04.20.2023	04.25.2023
06	How Automation is Redefining Compliance Management	**What are the 5 reasons to automate your compliance workflow?**	05.20.2023	05.25.2023
07	How AI & ML are Transforming ERP Systems	**What are the impacts of AI & ML on ERP?**	06.20.2023	06.25.2023
08	Extending Your ERP in a Low-Code / No-Code Environment	**What are the pros and cons of Low-Code / No-Code platforms?**	07.20.2023	07.25.2023
09	Benefits of Mobile ERP	**Why Is Mobile ERP critical to Manufacturing and Distribution?**	08.20.2023	08.25.2023
10	Manufacturing & Supply Chain in Two-Tier ERP	**What are the top benefits of having a two-tier ERP system**	09.20.2023	09.25.2023
11	Benefits of Integrating ERP with IoT	**How IoT is used in ERP?**	10.20.2023	10.25.2023
12	The Future of ERP:	**What are top ERP trends in 2024?**	11.20.2023	11.25.2023

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