



PROFILE:
TRAVEL

PROJECT



MISSION



POWER: ON/OFF



ONLINE: USER A
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VOICE FEED: NETWORK+12.38.73

Profits:

ANALYTICS DASHBOARD

ERP.TODAY



MEDIA KIT 2022



THE ONLY MEDIA PLATFORM DEDICATED TO ENTERPRISE APPLICATIONS AND ASSOCIATED TECHNOLOGIES

TIME-DATE 00:38:29

Customers Satisfaction

THE ONLY MEDIA PLATFORM DEDICATED TO ENTERPRISE APPLICATIONS AND ASSOCIATED TECHNOLOGIES

WHAT WE DO ERP Today is the independent voice of the enterprise technology sector and has established itself as the must-read publication for senior tech execs and more than 12,000 CxOs. Through its use of dynamic journalism, creativity and purpose, we take the confusing and baffling nature of emerging technologies and present the opportunities with clear and concise editorial.

OUR STORY Since we launched our print publication in 2019 our subscribers have quadrupled. We now publish a monthly digital magazine, daily industry news blog, and produce our own interactive content on ERP Today Live! We have interviewed many of the industry's most influential leaders along with a stellar cast of business forerunners to bring their stories to life. We work with virtually every major player in the business technology sector and continue to develop new relationships with the world's leading brands.

OUR VALUES ERP Today is a completely independent voice and does not publish any paid-for editorial. We are a free platform and will never sell your data to third parties. We believe that technology with a purpose can change the world by improving experiences, creating sustainable businesses and unleashing human capacity. We have a strong focus on technology that makes the world a better, cleaner and fairer place for people and the broader environment.



ASCOT RACECOURSE

THE ERP TODAY AWARDS & FUNDRAISER

IN PARTNERSHIP WITH
NHS **NHS** AND NHSCT

NHS CHARITIES
TOGETHER

The ERP Today Awards & Fundraiser is an annual social event for the ERP community hosted at Ascot Racecourse. The 2021 event was attended by more than 1,000 tech execs and raised over £100,000 for the NHS. Unlike any other corporate event, the ERP Today Awards & Fundraiser is designed to bring fun, social inclusion and entertainment to an otherwise dull and boring corporate events calendar. Once a year, the ERP community comes together to thank the NHS, raise money to support the wellbeing of frontline NHS staff and to recognise excellence across our industry through the independent ERP Today Awards

£100,000
RAISED FOR
THE NHS

1,000
ERP
PROFESSIONALS

50
SPONSORS
AND PARTNERS

[ERPTODAYAWARDS.COM](https://erptodayawards.com)

VISIT OUR PHOTO GALLERY AT [ERPTODAYAWARDS.COM/GALLERY/](https://erptodayawards.com/gallery/)



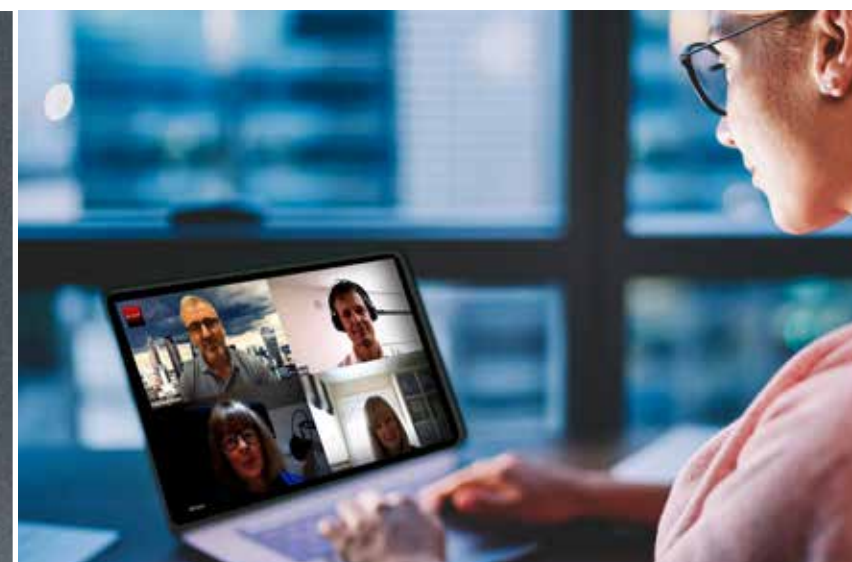
OUR MEDIA PLATFORMS



PRINT



DIGITAL
ERP.TODAY



ERP TODAY LIVE!
ERP.TODAY/LIVE



PARTNERS
ERP.TODAY/PARTNERS

PRINT

ERP TODAY IS THE ONLY PRINT PUBLICATION DEDICATED TO ENTERPRISE TECHNOLOGY AND IS READ BY MORE THAN 12,000 BUSINESS LEADERS AND TECH EXECs.

Published to the very highest standards, ERP Today represents a completely unique opportunity to position branding alongside authoritative and engaging editorial that is read by an engaged and educated audience. ERP Today is the independent voice of the enterprise technology sector.

READ BY

+12,000

BUSINESS LEADERS

TO CONFIRM OR DISCUSS YOUR BOOKING
CONTACT IAIN PLUMMER AT IAIN@ERP.TODAY

**OUR MEDIA
PLATFORMS**



OUR MEDIA PLATFORMS



ERP.TODAY

DIGITAL

DIGITAL RESOURCE HUB
DIGITAL AND PRINT MEDIA REINFORCE ONE ANOTHER, SO RATHER THAN SEEING THE TWO AS COMPETITORS, WE INTEGRATE THEM.

You can now read our featured articles and expert analysis on the new digital hub or download the whole magazine directly to any device. Our back catalogue includes all of the articles, features and opinions from previous issues. The digital hub also showcases breaking news from the ERP community.

+10,000
DOWNLOADS
PER MONTH

TO CONFIRM OR DISCUSS YOUR BOOKING CONTACT IAIN PLUMMER AT IAIN@ERP.TODAY

ERP.TODAY/LIVE

LIVE!

ERP TODAY LIVE!
THE NEW HOME FOR OUR
INTERACTIVE CONTENT
INCLUDING WEBINARS, PANEL
DISCUSSIONS AND LIVE
INTERVIEWS.

Our webinars and webchats are hosted by ERP Today editor Paul Esherwood with participants from global brands such as Sainsbury's, MoD, BP, Mondelez International, Bupa, Abu Dhabi National Oil Company, AO.com and Skanska. We also interview the biggest names in enterprise technology and live stream content across our social channels.

**OUR MEDIA
PLATFORMS**

*TO CONFIRM OR DISCUSS YOUR BOOKING
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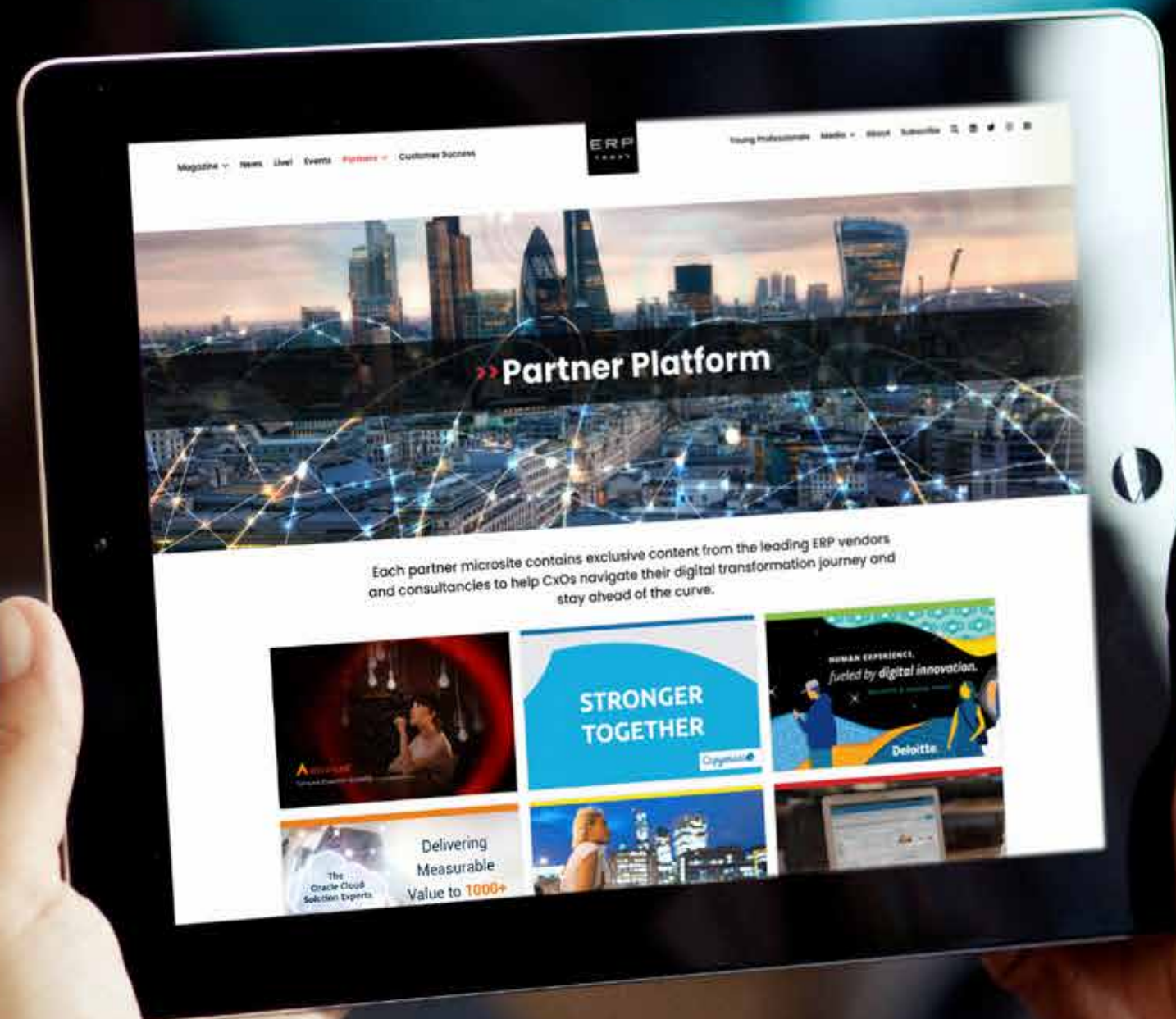
ERP.TODAY/PARTNERS

PARTNERS

PARTNER PLATFORM
INCLUDING PARTNER
MICROSITE. THE LATEST
NEWS, PRODUCT
INNOVATIONS AND
OPPORTUNITIES FROM
ACROSS THE ENTERPRISE
TECHNOLOGY SECTOR.

Each partner microsite contains exclusive content from the leading ERP vendors and consultancies to help CxOs navigate their digital transformation journey and stay ahead of the curve.

13 MICROSITES
WITH EXCLUSIVE CONTENT



OUR MEDIA PLATFORMS



AUDIENCE FACTS & FIGURES

SINCE WE LAUNCHED OUR PRINT PUBLICATION IN 2019 PRINT SUBSCRIBERS HAVE QUADRUPLED.

Since we launched our print publication in 2019 our subscribers have quadrupled and our new digital platform has grown from a few hundred users to a community of more than 10,000 regular visitors. Now a trusted independent voice for the enterprise technology community, ERP Today has interviewed many of the industry's most influential leaders along with a stellar cast of business forerunners to bring their stories to life. We work with virtually every major player in the business technology sector and continue to develop new relationships with the world's leading brands.

THE NUMBERS

MAGAZINE DISTRIBUTION

12,000+ recipients including every CIO and CFO at the top 3,000 UK enterprises by turnover

READERSHIP

20,000+

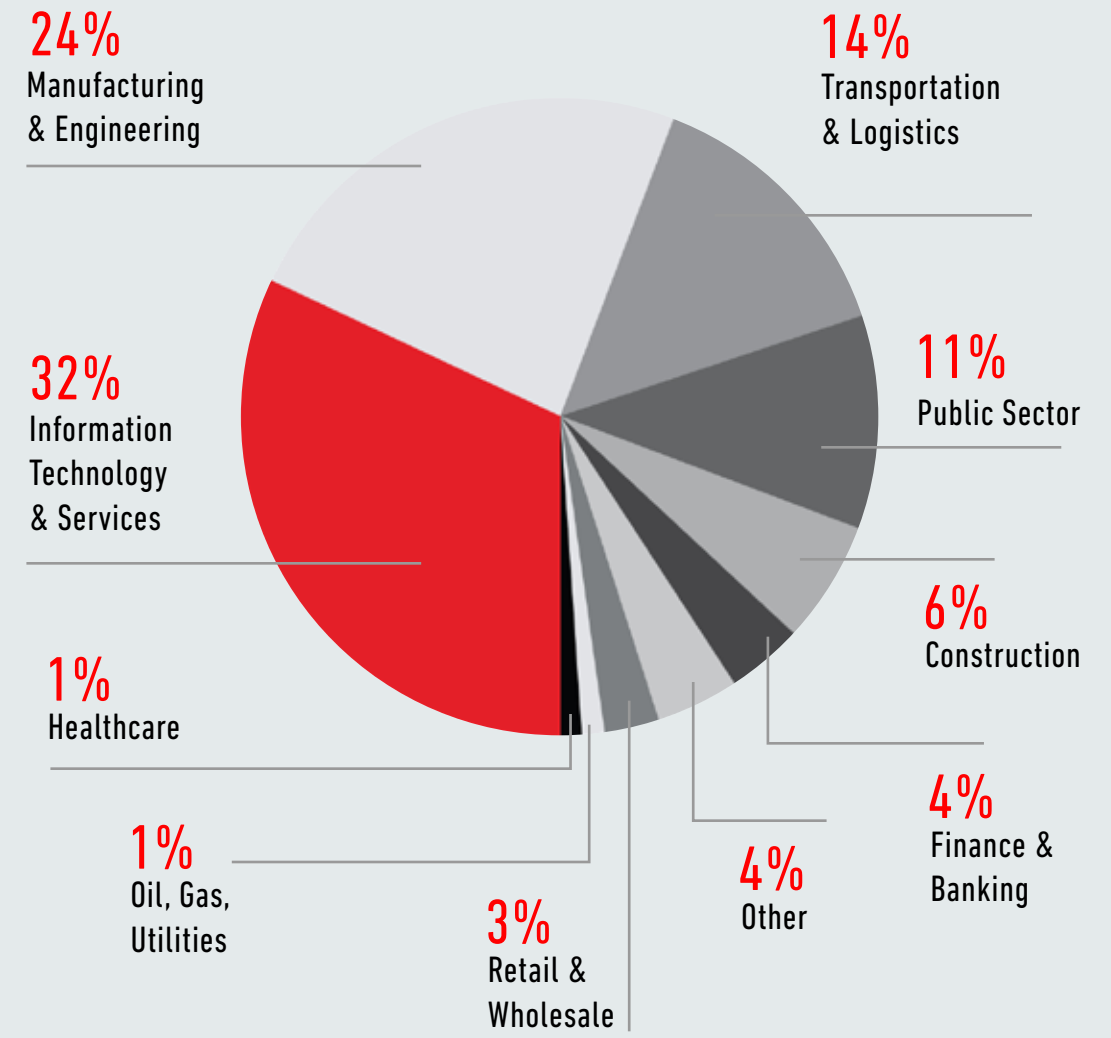
DIGITAL

10,000+ magazine downloads every month

WEBSITE VISITORS

10,000 unique users per month

DIRECT MAIL THE BREAKDOWN



STATS

THERE ARE 12,314 INDIVIDUAL NAMES ON THE ERP TODAY DATABASE

Here are the 10 most popular job roles. There are in excess of 1000 different job roles, most with very small differences, so our database records them as a unique job title.

These stats only include data captured after our website was updated in March 2020.

There is an additional 4041 subscribers whose data we did not capture in full that subscribed between our launch in April 2019 and February 2020.

In addition to the complete data that has been captured since March 2020, there are also approximately 2000 subscribers from the ERP ecosystem.

JOB TITLE	SUBSCRIBERS
FINANCE DIRECTOR	1668
CHIEF FINANCIAL OFFICER	1034
HEAD OF IT	552
IT DIRECTOR	398
HEAD OF FINANCE	313
GROUP FINANCE DIRECTOR	292
DIRECTOR OF FINANCE	249
CHIEF INFORMATION OFFICER	215
FINANCIAL DIRECTOR	189
DIRECTOR OF IT	135

BY NO.EMPLOYEES	SUBSCRIBERS	AS %
1-49	478	7.7
50-99	621	10.0
100-249	1198	19.3
250-499	931	15.0
500-999	857	13.8
1000+	2107	34.0

BY TURNOVER	SUBSCRIBERS	AS %
£0.1M-£50M	1353	21.7
£50M - £100M	1126	18.0
£100M-£200M	924	14.8
£200M+	2837	45.5

**ERP TODAY IS A MULTIMEDIA PLATFORM
AND THE PERFECT VEHICLE TO PROMOTE YOUR
TECHNOLOGY BUSINESS TO CIOS, CFOS AND TECH
BUYERS AT THE UK'S LARGEST COMPANIES. OUR
ADVERTISING AND PARTNER SOLUTIONS OFFER
UNRIVALLED ACCESS TO AN ENGAGED AUDIENCE.**

SUBSCRIPTION PACK

CLICK THE **+** BUTTON NEXT TO EACH ITEM TO SEE AN EXAMPLE

TO CONFIRM OR DISCUSS YOUR BOOKING
CONTACT IAIN PLUMMER AT IAIN@ERP.TODAY

BRAND BOOST

LIGHT TOUCH FOR CHALLENGER BRANDS DESIGNED TO RAISE PROFILE. INCLUDES BRAND RECOGNITION SURVEYS THROUGHOUT THE YEAR TO MONITOR PROGRESS

£1,000 PER MONTH = £12,000
(VALUE £15,000)

PAID ACTIVITY

- 12 weeks digital advertising
- 4 x sponsored news items **+**
- 2 x print ad **+**

VALUE ADD ACTIVITY

- 1 x guest by-line on digital **+**
- 1 x customer success stories on digital **+**

£2,000 PER MONTH = £24,000
(VALUE £33,000)

PAID ACTIVITY

- 18 weeks digital advertising
- 8 x sponsored news items **+**
- 1 x Live! session **+**
- 3 x print ads **+**

VALUE ADD ACTIVITY

- 2 x guest by-line on digital **+**
- 2 x customer success stories on digital **+**

BRAND MOMENTUM

DESIGNED TO SUPPORT ESTABLISHED BRANDS ELEVATE THEIR MESSAGING TO A SOPHISTICATED AUDIENCE

£3,000 PER MONTH = £36,000
(VALUE £59,000)

PAID ACTIVITY

- Dedicated account manager
- 24 weeks digital advertising
- 1 x website takeover **+**
- 12 x sponsored news items **+**
- 2 x sponsored Live! sessions **+**
- 4 x print ads **+**

VALUE ADD ACTIVITY

- 2 x guest by-lines on digital **+**
- 2 x customer success stories on digital **+**

MENU

BRAND AUTHORITY

INTEGRATED CAMPAIGN ACROSS ALL PLATFORMS THAT POSITIONS YOUR BRAND AND THOUGHT LEADERS AS AUTHORITIES WITH OUR AUDIENCE

£5,000 PER MONTH = £60,000
(VALUE £124,500)

PAID ACTIVITY

- Dedicated account manager
- 36 weeks digital ads
- 1 x website takeover **+**
- Partner microsite - 6 months **+**
- Unlimited sponsored news items **+**
- 3 x sponsored Live! sessions **+**
- 4 x print ads **+**
- 1 x sponsored reports **+**
- Silver sponsorship of awards event at Ascot **+**

VALUE ADD ACTIVITY

- 3 x guest by-lines on digital **+**
- 3 x customer success stories on digital **+**
- 1 x customer success story in print **+**
- 1 x guest by-line in print **+**

£8,000 PER MONTH = £96,000
(VALUE £213,000)

PAID ACTIVITY

- Dedicated account manager
- 52 weeks digital ads
- 2 x website takeovers **+**
- Partner microsite - 12 months **+**
- Unlimited sponsored news items **+**
- 4 x sponsored Live! sessions **+**
- 4 x print double page ads **+**
- 2 x sponsored reports **+**
- Gold sponsorship of awards event at Ascot **+**

VALUE ADD ACTIVITY

- 4 x guest by-lines on digital **+**
- 4 x customer success stories on digital **+**
- 2 x customer success story in print **+**
- 2 x guest by-line in print **+**

Print advertising	£4,000 per page
	£6,000 per double page
Digital advertising	£2,000 per month (min 6 positions)
Website takeover	£8,000 per week (all homepage positions)

ERP Today Live	£10,000 per session
Partner microsite	£25,000 per year
Sponsored reports	£5,000
Sponsored news	£250/£5,000

Awards event sponsorship	£15,000 (silver)
	£25,000 (gold)
Awards event exhibitor	£10,000 (standard)
	£20,000 (premier)

TECH SPECS

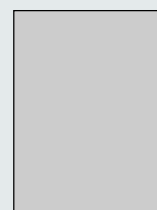
PRINT

SIZES (width x height)

FULL PAGE

Page size **210mm x 297mm**

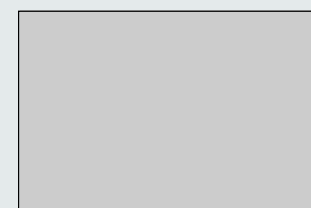
(Bleed area 216mm x 303mm)



DOUBLE PAGE SPREAD

Page size **420mm x 297mm**

(Bleed area 426mm x 303mm)



HALF PAGE

Portrait **99mm x 255mm**

Landscape **174mm x 128mm**



ONE COLUMN

57.5mm x 297mm



- Artwork must be supplied as **Print Ready PDF** (PDF/X-1a:2001 standard, PDF v1.3, Acrobat 4 compatible, composite PDF)
- Files should contain **3mm bleed all round**, with the appropriate bleed and **crop marks** (offset 10pt)
- Colour space **CMYK**. All non-printing spot colours should be converted to CMYK prior to exporting
- Minimum resolution **300 dpi**
- All fonts embedded or outlined
- No live matter any closer than 6mm to the trim edges

DIGITAL

SIZES (width x height)

LEADERBOARD

1920x250

HALF PAGE

300x600

MPU

300x250

BILLBOARD

970x250

- All artwork must be supplied as **jpg / gif**

MEET THE TEAM



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WWW.ERP.TODAY

