

MEDIA KIT 2022

THE ONLY MEDIA PLATFORM DEDICATED TO ENTERPRISE APPLICATIONS AND ASSOCIATED TECHNOLOGIES

ERP.TODAY



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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



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

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



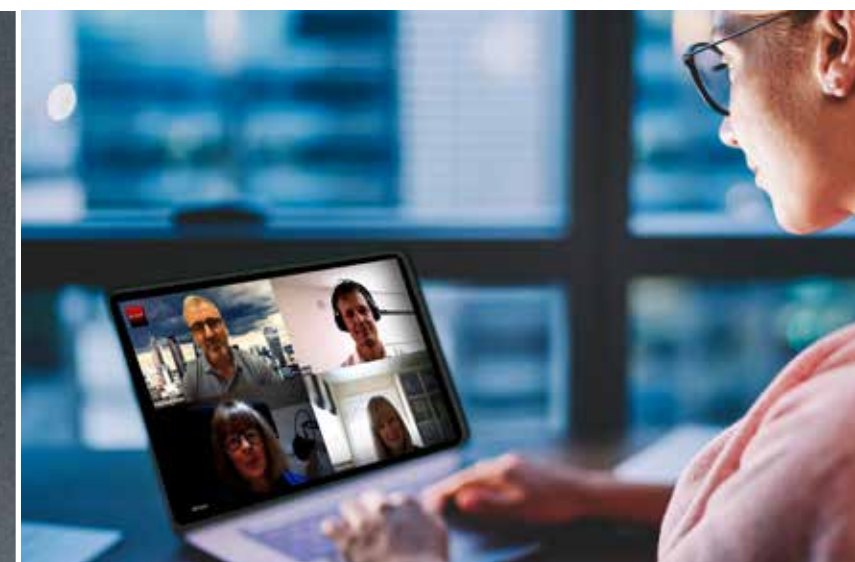
OUR MEDIA PLATFORMS



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 13,000 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.

**OUR MEDIA
PLATFORMS**

TO CONFIRM OR DISCUSS YOUR BOOKING CONTACT
TONY LITTLE / 07803229410 / TONY@ERP.TODAY

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.

**OUR MEDIA
PLATFORMS**



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.

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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.

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FACTS & FIGURES

ERP
TODAY

MEDIA
PACK
2022

APRIL **106.5K**

MARCH **75K**

FEBRUARY **20K**

JAN 2022 **12K**

WE ARE GROWING

OUR AUDIENCE BY **787%**

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

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.

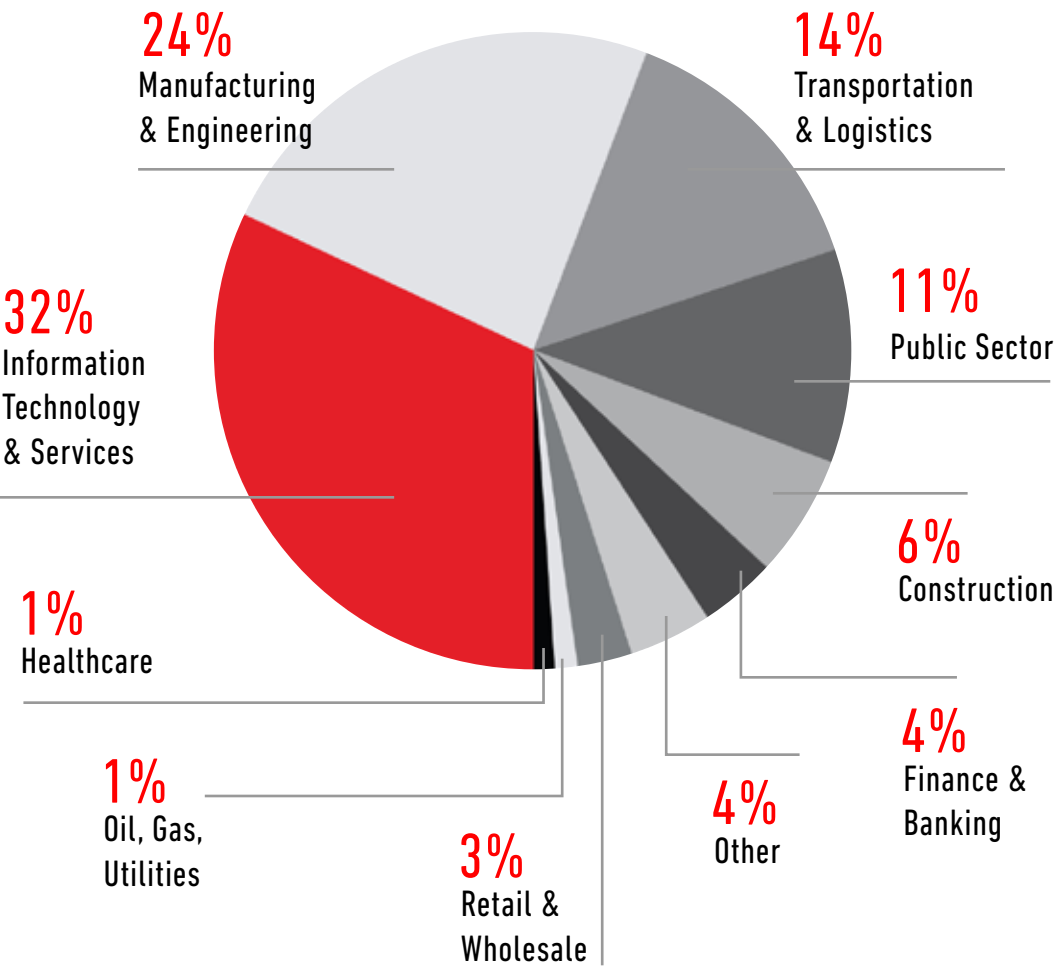
THE NUMBERS
MAGAZINE DISTRIBUTION

13,000+
SUBSCRIBERS TO PRINT

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		
£0.1M-£50M	1353	21.7
£50M - £100M	1126	18.0
£100M-£200M	924	14.8
£200M+	2837	45.5

DIRECT MAIL
THE BREAKDOWN



SUBSCRIPTION PACK

CLICK THE **+** BUTTON NEXT TO EACH ITEM TO SEE AN EXAMPLETO CONFIRM OR DISCUSS YOUR BOOKING CONTACT TONY LITTLE / 07803229410 / TONY@ERP.TODAY

BRAND BOOST	BRAND MOMENTUM		BRAND AUTHORITY
LIGHT TOUCH FOR CHALLENGER BRANDS DESIGNED TO RAISE PROFILE. INCLUDES BRAND RECOGNITION SURVEYS THROUGHOUT THE YEAR TO MONITOR PROGRESS	DESIGNED TO SUPPORT ESTABLISHED BRANDS ELEVATE THEIR MESSAGING TO A SOPHISTICATED AUDIENCE		INTEGRATED CAMPAIGN ACROSS ALL PLATFORMS THAT POSITIONS YOUR BRAND AND THOUGHT LEADERS AS AUTHORITIES WITH OUR AUDIENCE
<div>£1,000 PER MONTH = £12,000 (VALUE £15,000)</div> <div>PAID ACTIVITY<ul style="list-style-type: none">• 12 weeks digital advertising• 4 x sponsored news items +• 2 x print ad +VALUE ADD ACTIVITY<ul style="list-style-type: none">• 1 x guest by-line on digital +• 1 x customer success stories on digital +</div> <div>£2,000 PER MONTH = £24,000 (VALUE £33,000)</div> <div>PAID ACTIVITY<ul style="list-style-type: none">• 18 weeks digital advertising• 8 x sponsored news items +• 1 x Live! session +• 3 x print ads +VALUE ADD ACTIVITY<ul style="list-style-type: none">• 2 x guest by-line on digital +• 2 x customer success stories on digital +</div>	<div>£3,000 PER MONTH = £36,000 (VALUE £59,000)</div> <div>PAID ACTIVITY<ul style="list-style-type: none">• 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<ul style="list-style-type: none">• 2 x guest by-lines on digital +• 2 x customer success stories on digital +</div> <div>MENU</div> <div><div><div>Print advertising</div><div>£4,000 per page £6,000 per double page</div></div><div><div>Digital advertising</div><div>£2,000 per month (min 6 positions)</div></div><div><div>Website takeover</div><div>£8,000 per week (all homepage positions)</div></div></div> <div><div>ERP Today Live</div><div>from £10,000 3 sessions for £25,000</div></div> <div><div>Partner microsite</div><div>£25,000 per year</div></div> <div><div>Sponsored reports</div><div>£20,000</div></div> <div><div>Sponsored news</div><div>£5000 per year</div></div> <div><div>Awards event sponsorship</div><div>£15,000 (silver) £25,000 (gold)</div></div>	<div>£5,000 PER MONTH = £60,000 (VALUE £124,500)</div> <div>PAID ACTIVITY<ul style="list-style-type: none">• 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<ul style="list-style-type: none">• 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 +</div>	<div>£8,000 PER MONTH = £96,000 (VALUE £213,000)</div> <div>PAID ACTIVITY<ul style="list-style-type: none">• 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<ul style="list-style-type: none">• 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 +</div>

ADVERTS TECH SPECS

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PRINT

SIZES (width x height)

FULL PAGE

Page size 210mm x 297mm
(Bleed area 216mm x 303mm)

DOUBLE PAGE SPREAD

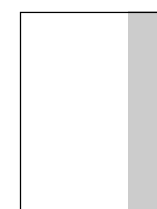
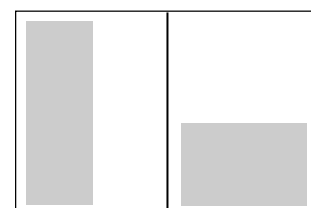
Page size 420mm x 297mm
(Bleed area 426mm x 303mm)

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 px

HALF PAGE 300x600 px

MPU 300x250 px

BILLBOARD 970x250 px

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

THE TEAM



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