



GLOBAL

MEDIA PACK

**THE ONLY MEDIA
PLATFORM
DEDICATED
TO ENTERPRISE
APPLICATIONS
AND ASSOCIATED
TECHNOLOGIES**

erp.today





THE TRUSTED PARTNER TO THE WORLD'S BIGGEST TECH BRANDS

Deloitte.

IBM


**Hewlett Packard
Enterprise**


EY

 **Microsoft**

 **SAP**

 **salesforce**

servicenow.

ORACLE


workday.

OUR BRANDS



ERP.TODAY



ERPTODAYAWARDS.COM



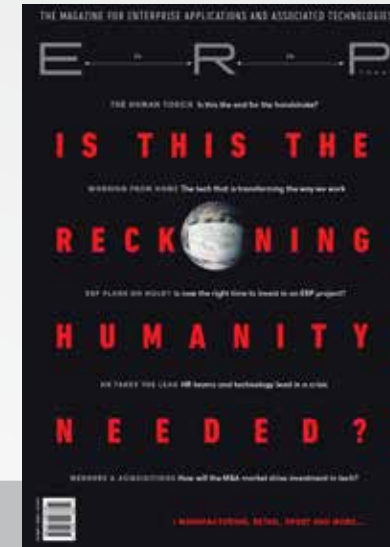
ERP.TODAY/LIVE



ERP.TODAY/TV



YPNAWARDS.COM



"It was an honor to partner with Paul Esherwood at ERP Today on our cover story. Paul's thought leadership challenges the status quo. His art-form storytelling made the ERP Today + ServiceNow story a sensation!"

BILL McDERMOTT, CEO SERVICENOW



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 13,000 CxOs in the UK. 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 ability to humanise the world of enterprise tech with personal and thought provoking journalism has set us apart from other media outlets. We bring stories to life in a way that digital-only publishers cannot and use a mix of print, digital and live events to create campaigns with real impact.

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.

20,000

US PRINT CIRCULATION

+ 13,000

UK PRINT SUBSCRIBERS

427K

DIGITAL VISITORS ANNUALLY

4M

**DIGITAL TOUCH POINTS WITH
OUR AUDIENCE IN 2022**

54K

FOLLOWERS ON LINKEDIN

SINCE 2019, WE HAVE PUBLISHED OUR UNIQUE PRINT MAGAZINE IN THE UK THAT IS NOW READ BY 13,000 CXOS. IN Q1 2023, WE LAUNCHED THE SAME INNOVATIVE PRODUCT IN NORTH AMERICA, THIS NEW AND DEDICATED COMPLIMENTARY MAGAZINE REACHES OVER 20,000 CXOS AT THE LARGEST ENTERPRISES IN THE USA AND CANADA.

ERP TODAY IS A THE #1 MEDIA PLATFORM FOR ENTERPRISE TECHNOLOGY, DELIVERING NEWS AND ANALYSIS FOR A SENIOR BUSINESS AUDIENCE.

We are trusted by the world's most influential CEOs and tech brands to deliver creative content that encourages our audience to think differently about the complex challenges of twenty-first century IT. Our EMEA magazine and digital platform was first published in 2019 and is read by 25,000 business decision makers. In Q1 2023, we launched into North America with a product that lands on the desks of more than 20,000 CxOs at the largest enterprises in the USA and Canada. Our premium quality print magazine sets us apart from all other media outlets and allows us to bring stories to life in a way that others cannot. We augment our traditional product with the industry's premier in-person event, the ERP Today Awards, and a dynamic digital offering which includes dedicated vendor channels, daily industry news, special reports, blogs and webinars. The combined offering of print, digital and live formats has created a powerful media brand that continues to grow in reputation and reach.



ERPTODAYAWARDS.COM

ASCOT RACECOURSE

THE ERP TODAY AWARDS & FUNDRAISER

IN PARTNERSHIP WITH NHS AND NHSCT



The ERP Today Awards & NHS Fundraiser has set a new benchmark for in-person events, combining fun, awards and fundraising in an outdoor festival-style setting. Following our trilogy finale event, we've raised more than £300,000 to date to support the health and wellbeing of frontline NHS workers, and the patients and communities they care for. Thanks to community fundraising like this, NHS Charities Together is launching an innovation program to better the health of children and young people, aiding the next generation.

Over 3000 people connected and celebrated at Ascot Racecourse in 2023 and we are expecting many more than that in 2024, as our awards are set to take a whole new format, raising the bar even higher in terms of capacity, entertainment and fundraising.

£250,000
RAISED FOR THE NHS

3,000
ATTENDEES

50
SPONSORS



OUR MEDIA PLATFORMS



PRINT

CHECK
OUT OUR
MAGAZINE
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DIGITAL

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DIGITAL PLATFORM
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LIVE!

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WEBINARS AND
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PARTNER PLATFORM

[ERP.TODAY/
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TV

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OUR MEDIA
PLATFORMS

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 IN EMEA. OUR NEW NORTH AMERICA EDITION REACHES THE DESKS OF 20,000 CXOS AT THE LARGEST ENTERPRISES IN THE USA AND CANADA.

Published to the 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.

OUR MEDIA PLATFORMS



ERP.TODAY

WEB

DIGITAL RESOURCE HUB

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

You can read our featured articles
and expert analysis on the 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.



ERP
TODAY

| tv

OUR MEDIA
PLATFORMS

ERP.TODAY/TV

TV

BRINGING TECH TO LIFE

ERP Today TV is where stories behind enterprise technology come alive. Through professional filmmaking, engaging narratives and expert analysis our documentaries inform audiences with a new kind of storytelling. We shoot on location with technology's biggest brands, highlighting business leaders and insiders on camera while exploring the movers and shakers behind the sector's most compelling trends and projects.



YOUTUBE @ERPTODAYTV



OUR MEDIA
PLATFORMS

ERP.TODAY/LIVE

LIVE!

ERP TODAY LIVE!

The home for our interactive content including webinars, panel discussions and live interviews.



STATS AT A GLANCE

IN 2022 WE GENERATED MORE THAN **4,000,000 DIGITAL TOUCH POINTS** BETWEEN OUR AUDIENCE AND OUR PARTNERS.

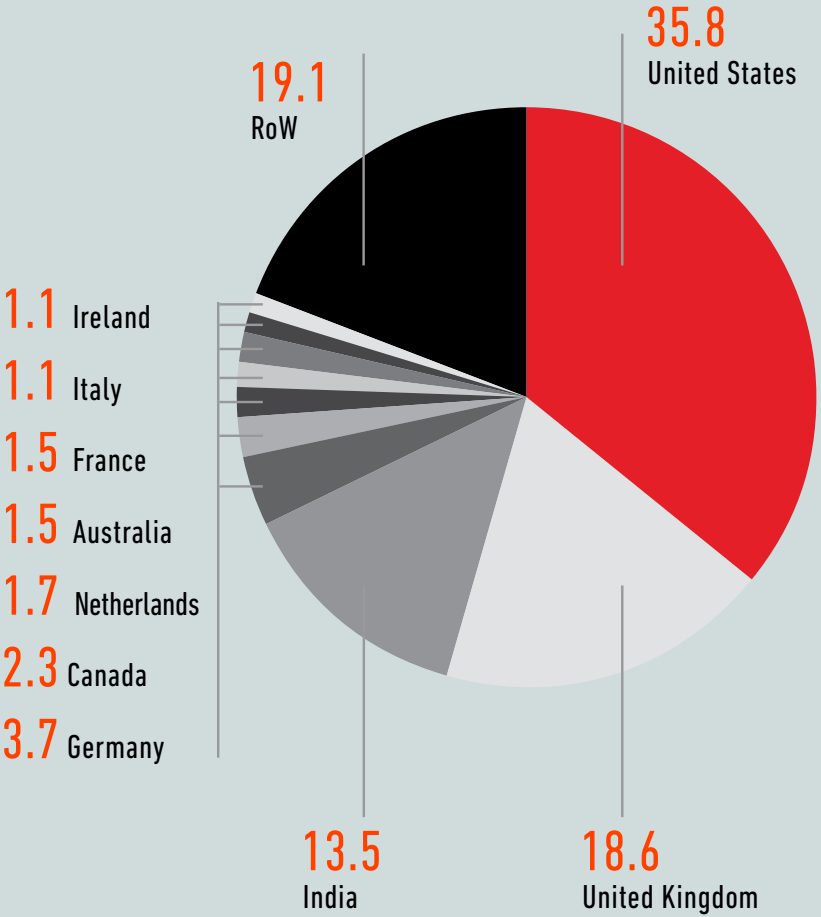
Across our digital platform, vendor channels, newsletter lists and social, we already engage with more than 100,000 users each month to deliver the news, analysis and reports that help them understand the world of enterprise technology, with the launch of our brand new and dedicated platforms for North America our numbers will more than double. Our audience in the UK/EMEA consumed nearly 50,000 hours of content across our platforms with an average user dwell time of more than 2 minutes per session on ERP.Today. Our print subscribers are highly engaged C-suite executives and we have successfully converted nearly 13,000 CIOs and CFOs as subscribers to ERP Today Magazine in EMEA. Our USA print edition lands on the desks of 20,000 CxOs at the largest enterprises in North America and we expect our subscriber conversion programme to follow a similarly successful pattern.

WHERE DO OUR SUBSCRIBERS WORK?

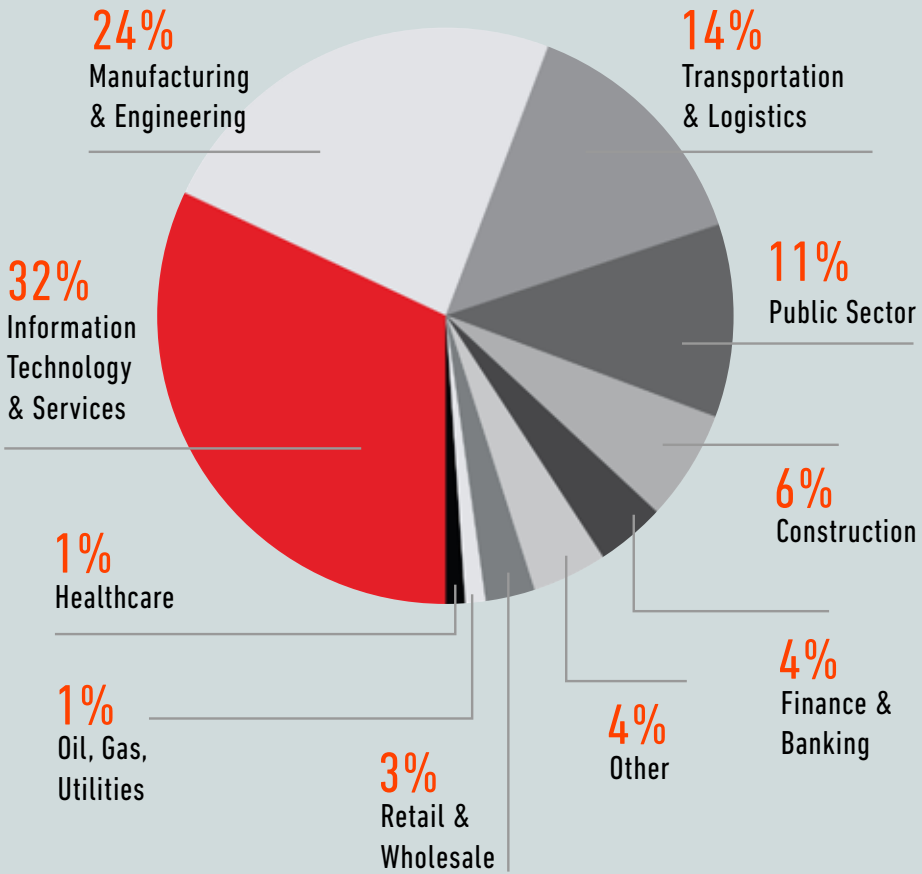
BY NO.EMPLOYEES	
1-99	11.5%
100-249	10%
250-499	19.3%
500-999	26.2%
1000+	33%

BY TURNOVER	
£1M-£50M	21.7%
£50M - £200M	18%
£201M-£500M	34.8%
£500M+	25.5%

BY COUNTRY



BY INDUSTRY



GLOBAL

SUBSCRIPTION PACKS

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

BRAND BOOST	BRAND MOMENTUM	BRAND ACCELERATOR	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.	Elevate your brand and highlight your services with this comprehensive package of media options across a range of platforms.	Integrated campaign across all platforms that positions your brand and thought leaders as authorities with our audience
\$5K PER MONTH 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 +	\$8K PER MONTH 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 +	\$10K PER MONTH 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 +• 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 +	\$15K PER MONTH 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 +• 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 +

MENU

Print advertising	\$10,000 per page
	\$12,000 per double page
Digital advertising	\$5,000 per month (min 6 positions)
Website takeover	\$15,000 per week (all homepage positions)

ERP Today Live	from \$10,000 / 3 sessions for \$25,000
Partner microsite	\$45,000 per year
Sponsored reports	\$30,000
Sponsored news	\$8,000 per year

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

TECH SPECS

ADVERTISING

PRINT

SIZES (width x height)

FULL PAGE

Trim size 213mm x 276mm

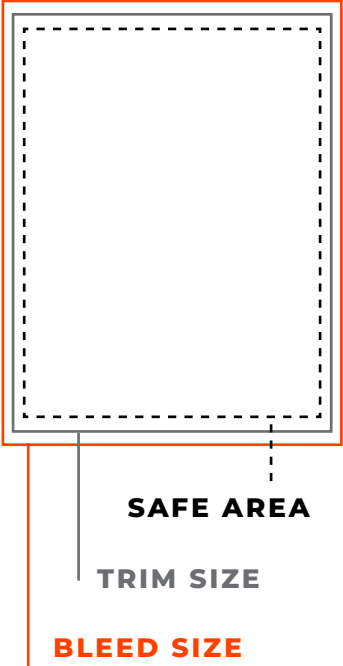
Bleed size 219mm x 282mm

artwork needs to extend 3mm. outside the trim size

DOUBLE PAGE SPREAD

Page size 426mm x 276mm

Bleed size 432mm x 282mm



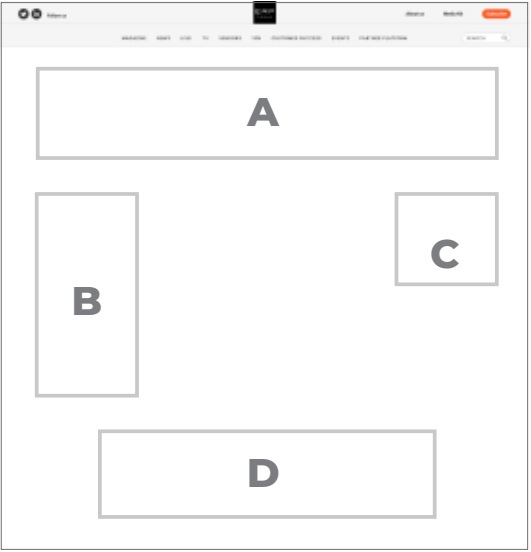
- Artwork must be supplied as **Print Ready PDF** (PDF/X-1a:2001 standard, PDF v1.3, Acrobat 4 compatible, composite PDF)
- Files should contain **3mm / .125" bleed all round**, with the appropriate bleed and **crop marks** (offset 10pt) • Colour space **CMYK**.
- All non-printing spot colours should 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)



A	LEADERBOARD	1920x250 px
B	HALF PAGE	300x600 px
C	MPU	300x250 px
D	BILLBOARD	970x250 px



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