

# 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**

**servicenow.**

**SAP**

 **salesforce**

**servicenow.**

**ORACLE**

 **workday.**

# ERP TODAY IS THE #1 MEDIA PLATFORM FOR ENTERPRISE TECHNOLOGY, DELIVERING NEWS, RESEARCH AND ANALYSIS TO 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.

Across our digital platforms, vendor channels, newsletter lists and social, we engage with more than 100,000 users each month to deliver the news, analysis, webinars and special reports that help them understand the world of enterprise technology.

Our print subscribers are highly engaged C-suite executives and we have successfully converted 13,000 CIOs and CFOs as subscribers to ERP Today Magazine in EMEA and 20,000 CxOs at the largest enterprises in North America.

By working with virtually every major player within the ERP space, ERP Today has become the go-to brand for those professionals wanting to keep ahead of the trends in an ever-changing and uniquely dynamic industry.



# STATS AT A GLANCE

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

## WHERE DO OUR SUBSCRIBERS WORK?

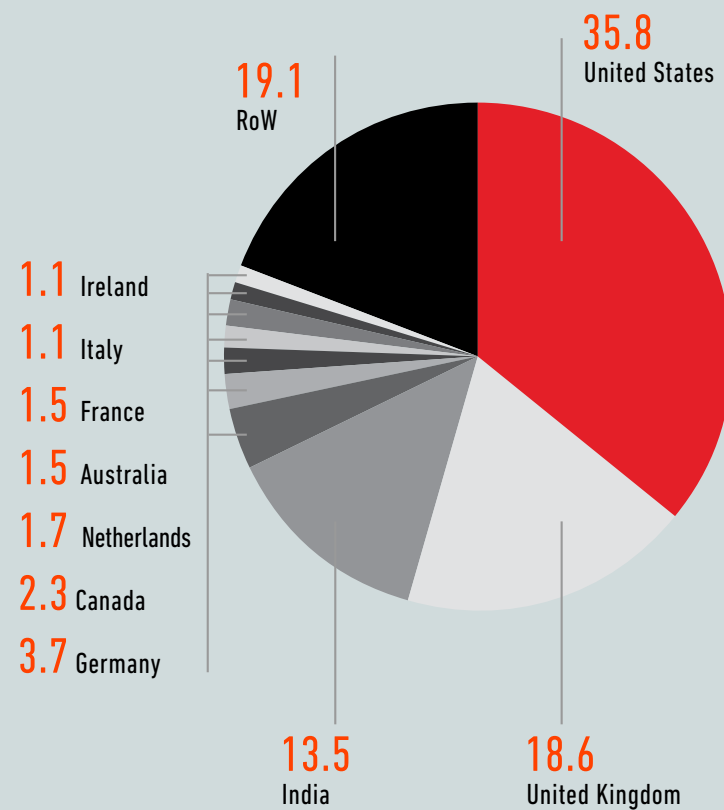
### BY NO. EMPLOYEES

1-99	11.5%
100-249	10%
250-499	19.3%
500-999	26.2%
1000+	33%

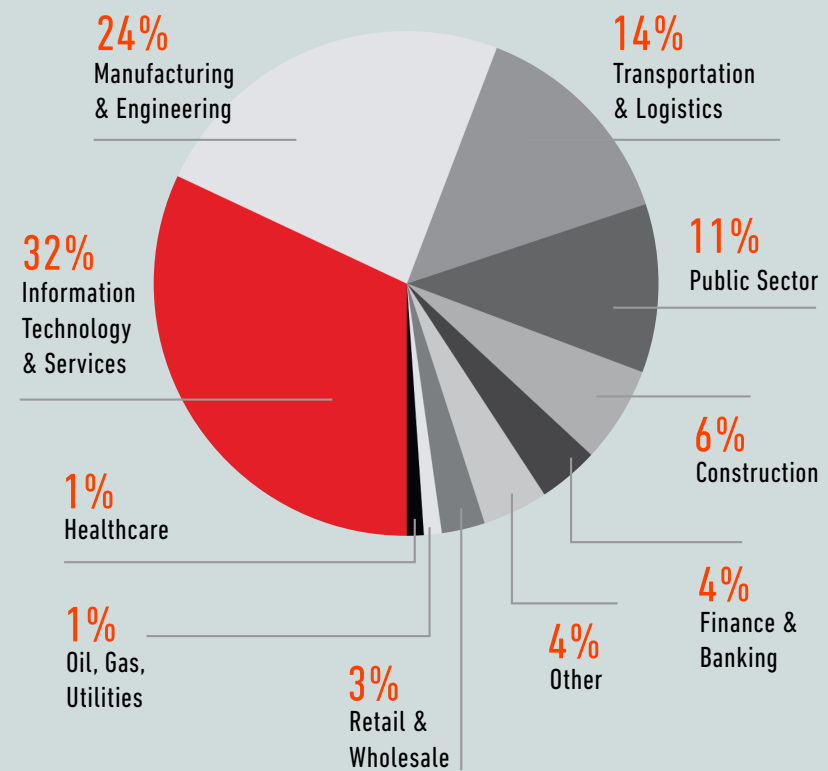
### BY TURNOVER

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

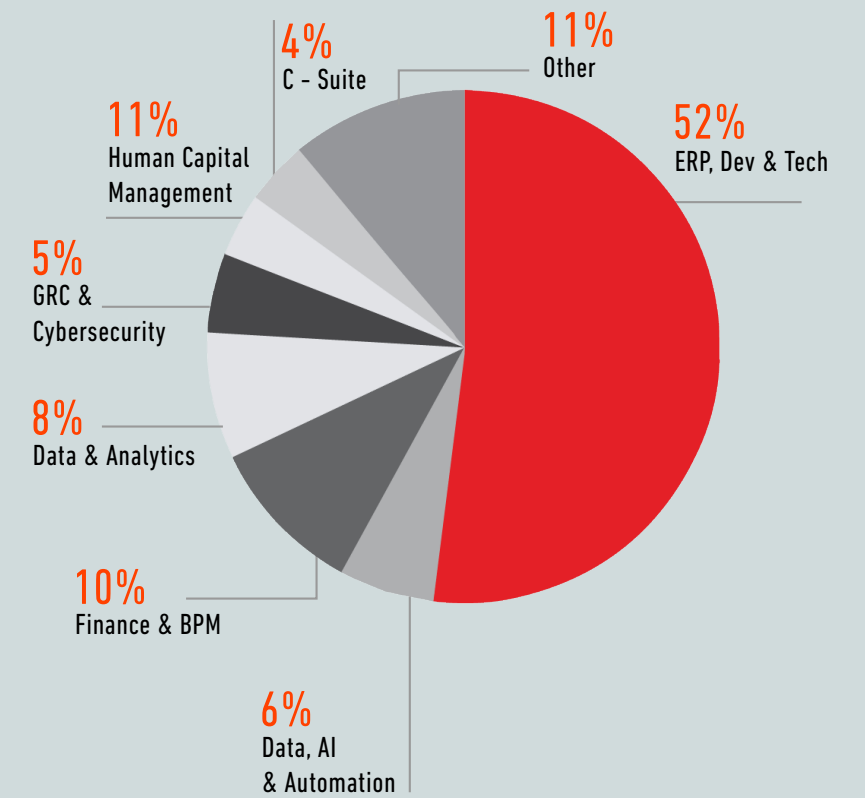
## BY COUNTRY



## BY INDUSTRY



## OUR USERS BY FUNCTION





# PARTNER MEMBERSHIP PROGRAMMES

## THE MOST TRUSTED INDEPENDENT INFORMATION SOURCE FOR ENTERPRISE SOFTWARE CONTENT

These programmes are specifically designed to put you in direct contact with our highly engaged and qualified audience of senior decision makers and CxOs.

Reach your future clients, drive leads and engagement through your own dedicated microsite comprising of thought leadership, customer success stories, videos, podcasts and all the latest news and developments in your business. The ERP Today expert editorial team will ensure monthly coverage of your brand, and through your own dedicated performance insights dashboard you will be able to track and optimise your campaigns, and seamlessly integrate qualified leads into your marketing and sales funnels.

The ERP Today partner membership programmes form the basis of our partnership together, bringing you the unique opportunity to elevate your organisation as a leader in the world of enterprise technology. From that basis you will have exclusive access to our range of ACE marketing services which will further champion your brand with our decision making community, and **guarantee you results.**



# ANNUAL PARTNER MEMBERSHIP PROGRAMMES

SILVER PROGRAMME	GOLD PROGRAMME	GOLD PLUS PROGRAMME
<p><b>£12,000</b> PER YEAR</p> <ul style="list-style-type: none"> <li><b>+ Annual Directory Marketing Showcase Listing</b> <ul style="list-style-type: none"> <li>Company showcase page tagged to all relevant categories</li> <li>Unlimited content assets hosted on partner member showcase</li> <li>Silver placement in all Category Search Results pages</li> <li>Unlimited display ad impressions on your showcase page</li> <li>Unlimited global opt-in GDPR compliant leads from your content</li> </ul> </li> <li><b>+ Monthly Editorial &amp; Media Publishing</b> <ul style="list-style-type: none"> <li>News article posted across the ERP Today website and hosted on your showcase listing</li> <li>Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers</li> </ul> </li> <li><b>+ ERP Today Performance Insight Dashboard</b> <ul style="list-style-type: none"> <li>Monitor the progress of your campaign in real time</li> <li>Track qualified leads quickly and efficiently</li> <li>Integrated to over 70 CRM &amp; MA platforms</li> </ul> </li> </ul>	<p><b>£20,000</b> PER YEAR</p> <ul style="list-style-type: none"> <li><b>+ Directory Marketing Showcase Listing</b> <ul style="list-style-type: none"> <li>Company showcase page tagged to all relevant categories</li> <li>Unlimited content assets hosted on partner member showcase</li> <li>Gold placement in all Category Search Results pages</li> <li>Unlimited display ad impressions on your showcase page</li> <li>Unlimited global opt-in GDPR compliant leads from your content</li> </ul> </li> <li><b>+ Media Awareness - Monthly Editorial &amp; Media Publishing</b> <ul style="list-style-type: none"> <li>News article posted across the ERP Today website and hosted on your showcase listing</li> <li>Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers</li> </ul> </li> <li><b>+ ERP Today Performance Insight Dashboard</b> <ul style="list-style-type: none"> <li>Monitor the progress of your campaign in real time</li> <li>Track qualified leads quickly and efficiently</li> <li>Integrated to over 70 CRM &amp; MA platforms</li> </ul> </li> </ul> <div data-bbox="1169 1058 2159 1395" style="background-color: #fff9c4; padding: 10px;"> <p><b>PLUS</b></p> <ul style="list-style-type: none"> <li><b>+ Showcase &amp; Master Category Display Advertising</b> <ul style="list-style-type: none"> <li>25,000 display ad impressions guaranteed annually</li> <li>Targeted to all relevant categories</li> <li>Unlimited Click through leads</li> </ul> </li> <li><b>+ Webinar with lead generation</b> <ul style="list-style-type: none"> <li>100 GDPR compliant opt in registration leads guaranteed</li> </ul> </li> </ul> </div>	<p><b>£26,500</b> PER YEAR</p> <ul style="list-style-type: none"> <li><b>+ Directory Marketing Showcase Listing</b> <ul style="list-style-type: none"> <li>Company showcase page tagged to all relevant categories</li> <li>Unlimited content assets hosted on partner member showcase</li> <li>Gold placement in all Category Search Results pages</li> <li>Unlimited display ad impressions on your showcase page</li> <li>Unlimited global opt-in GDPR compliant leads from your content</li> </ul> </li> <li><b>+ Media Awareness - Monthly Editorial &amp; Media Publishing</b> <ul style="list-style-type: none"> <li>News article posted across the ERP Today website and hosted on your showcase listing</li> <li>Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers</li> </ul> </li> <li><b>+ ERP Today Performance Insight Dashboard</b> <ul style="list-style-type: none"> <li>Monitor the progress of your campaign in real time</li> <li>Track qualified leads quickly and efficiently</li> <li>Integrated to over 70 CRM &amp; MA platforms</li> </ul> </li> <li><b>+ Showcase &amp; Master Category Display Advertising</b> <ul style="list-style-type: none"> <li>25,000 display ad impressions guaranteed annually</li> <li>Targeted to all relevant categories</li> <li>Unlimited Click through leads</li> </ul> </li> <li><b>+ Webinar with lead generation</b> <ul style="list-style-type: none"> <li>100 GDPR compliant opt in registration leads guaranteed</li> </ul> </li> </ul> <div data-bbox="2222 1333 3198 1558" style="background-color: #fff9c4; padding: 10px;"> <p><b>PLUS</b></p> <ul style="list-style-type: none"> <li><b>+ ERP Today Magazine Advertising</b> <ul style="list-style-type: none"> <li>Full page ad in any edition</li> <li>Sent to 33,000 CXOs globally</li> </ul> </li> </ul> </div>

# ANNUAL PARTNER MEMBERSHIP PROGRAMMES

PLATINUM PROGRAMME	PLATINUM PLUS PROGRAMME	ELITE PLUS PROGRAMME
<p><b>£32,000</b> PER YEAR</p> <ul style="list-style-type: none"> <li><b>+ Directory Marketing Showcase Listing</b> <ul style="list-style-type: none"> <li>Company showcase page tagged to all relevant categories</li> <li>Unlimited content assets hosted on partner member showcase</li> <li>Platinum placement in all Category Search Results pages</li> <li>Unlimited display ad impressions on your showcase page</li> <li>Unlimited global opt-in GDPR compliant leads from your content</li> </ul> </li> <li><b>+ Media Awareness - Monthly Editorial &amp; Media Publishing</b> <ul style="list-style-type: none"> <li>News article posted across the ERP Today website and hosted on your showcase listing</li> <li>Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers</li> <li>Blog post on ERP Today website &amp; showcase</li> <li>Social media post on ERP Today Linked In channel</li> </ul> </li> <li><b>+ ERP Today Performance Insight Dashboard</b> <ul style="list-style-type: none"> <li>Monitor the progress of your campaign in real time</li> <li>Track qualified leads quickly and efficiently</li> <li>Integrated to over 70 CRM &amp; MA platforms</li> </ul> </li> <li><b>+ Webinar with lead generation</b> <ul style="list-style-type: none"> <li>Sponsorship of one Category Buyer's Guide annually</li> <li>100 GDPR compliant opt in registration leads guaranteed</li> </ul> </li> </ul> <p><b>PLUS</b></p> <ul style="list-style-type: none"> <li><b>+ Monthly ERP Today Newsletter Digital Ad placement</b> <ul style="list-style-type: none"> <li>Select the newsletter that aligns with your preferred topic of focus</li> <li>Banner ad included in newsletter monthly</li> <li>Unlimited digital ad impressions and click through leads</li> </ul> </li> <li><b>+ Showcase &amp; Master Category Display Advertising</b> <ul style="list-style-type: none"> <li>50,000 display ad impressions guaranteed annually</li> <li>Targeted to all relevant categories</li> <li>Unlimited Click through leads</li> </ul> </li> </ul>	<p><b>£40,500</b> PER YEAR</p> <ul style="list-style-type: none"> <li><b>+ Directory Marketing Showcase Listing</b> <ul style="list-style-type: none"> <li>Company showcase page tagged to all relevant categories</li> <li>Unlimited content assets hosted on partner member showcase</li> <li>Platinum placement in all Category Search Results pages</li> <li>Unlimited display ad impressions on your showcase page</li> <li>Unlimited global opt-in GDPR compliant leads from your content</li> </ul> </li> <li><b>+ Media Awareness - Monthly Editorial &amp; Media Publishing</b> <ul style="list-style-type: none"> <li>News article posted across the ERP Today website and hosted on your showcase listing</li> <li>Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers</li> </ul> </li> <li><b>+ ERP Today Performance Insight Dashboard</b> <ul style="list-style-type: none"> <li>Integrated to over 70 CRM &amp; MA platforms</li> </ul> </li> <li><b>+ Monthly ERP Today Newsletter Digital Ad placement</b> <ul style="list-style-type: none"> <li>Select the newsletter that aligns with your preferred topic of focus</li> <li>Banner ad included in newsletter monthly</li> <li>Unlimited digital ad impressions and click through leads</li> </ul> </li> <li><b>+ Showcase &amp; Master Category Display Advertising</b> <ul style="list-style-type: none"> <li>60,000 display ad impressions guaranteed annually</li> <li>Targeted to all relevant categories</li> <li>Unlimited Click through leads</li> </ul> </li> <li><b>+ Webinar with lead generation</b> <ul style="list-style-type: none"> <li>Sponsorship of one Category Buyer's Guide annually</li> <li>100 GDPR compliant opt in registration leads guaranteed</li> </ul> </li> </ul> <p><b>PLUS</b></p> <ul style="list-style-type: none"> <li><b>+ ERP Today Magazine Advertising</b> <ul style="list-style-type: none"> <li>Full page ad in any edition</li> </ul> </li> </ul>	<p><b>£105,500</b> PER YEAR</p> <ul style="list-style-type: none"> <li><b>+ Directory Marketing Showcase Listing</b> <ul style="list-style-type: none"> <li>Company showcase page tagged to all relevant categories</li> <li>Unlimited content assets hosted on partner member showcase</li> <li>Elite placement in all Category Search Results pages</li> <li>Unlimited display ad impressions on your showcase page</li> <li>Unlimited global opt-in GDPR compliant leads from your content</li> </ul> </li> <li><b>+ Media Awareness - Monthly Editorial &amp; Media Publishing</b> <ul style="list-style-type: none"> <li>News article posted across the ERP Today website and hosted on your showcase listing</li> <li>Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers</li> </ul> </li> <li><b>+ ERP Today Performance Insight Dashboard</b> <ul style="list-style-type: none"> <li>Integrated to over 70 CRM &amp; MA platforms</li> </ul> </li> <li><b>+ Monthly ERP Today Newsletter Digital Ad placement</b> <ul style="list-style-type: none"> <li>Select the newsletter that aligns with your preferred topic of focus</li> <li>Banner ad included in newsletter monthly</li> <li>Unlimited digital ad impressions and click through leads</li> </ul> </li> <li><b>+ Showcase &amp; Master Category Display Advertising</b> <ul style="list-style-type: none"> <li>60,000 display ad impressions guaranteed annually</li> <li>Targeted to all relevant categories</li> <li>Unlimited Click through leads</li> </ul> </li> <li><b>+ Webinar with lead generation</b> <ul style="list-style-type: none"> <li>Sponsorship of one Category Buyer's Guide annually</li> <li>100 GDPR compliant opt in registration leads guaranteed</li> </ul> </li> </ul> <p><b>PLUS</b></p> <ul style="list-style-type: none"> <li><b>+ Platinum Event Sponsorship</b> <ul style="list-style-type: none"> <li>Platinum sponsorship of EMEA's flagship ERP event, Mastering ERP</li> </ul> </li> <li><b>+ ERP Today Magazine Advertising</b> <ul style="list-style-type: none"> <li>Full page advert in each of our quarterly magazine issues - 4 full page ads</li> </ul> </li> </ul>

# SILVER PROGRAMME

## £12,000 PER YEAR

### + Annual Directory Marketing Showcase Listing

- Company showcase page tagged to all relevant categories
- Unlimited content assets hosted on partner member showcase
- Silver placement in all Category Search Results pages
- Unlimited display ad impressions on your showcase page
- Unlimited global opt-in GDPR compliant leads from your content

### + Monthly Editorial & Media Publishing

- News article posted across the ERP Today website and hosted on your showcase listing
- Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers

### + ERP Today Performance Insight Dashboard

- Monitor the progress of your campaign in real time
- Track qualified leads quickly and efficiently
- Integrated to over 70 CRM & MA platforms



# GOLD PROGRAMME

**£20,000 PER YEAR**

**+ Directory Marketing Showcase Listing**

- Company showcase page tagged to all relevant categories
- Unlimited content assets hosted on partner member showcase
- Gold placement in all Category Search Results pages
- Unlimited display ad impressions on your showcase page
- Unlimited global opt-in GDPR compliant leads from your content

**+ Media Awareness - Monthly Editorial & Media Publishing**

- News article posted across the ERP Today website and hosted on your showcase listing
- Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers

**+ ERP Today Performance Insight Dashboard**

- Monitor the progress of your campaign in real time
- Track qualified leads quickly and efficiently
- Integrated to over 70 CRM & MA platforms



**PLUS**

**+ Showcase & Master Category Display Advertising**

- 25,000 display ad impressions guaranteed annually
- Targeted to all relevant categories
- Unlimited Click through leads

**+ Webinar with lead generation**

- 100 GDPR compliant opt in registration leads guaranteed

# GOLD PLUS PROGRAMME

**£26,500 PER YEAR**

**+ Directory Marketing Showcase Listing**

- Company showcase page tagged to all relevant categories
- Unlimited content assets hosted on partner member showcase
- Gold placement in all Category Search Results pages
- Unlimited display ad impressions on your showcase page
- Unlimited global opt-in GDPR compliant leads from your content

**+ Media Awareness - Monthly Editorial & Media Publishing**

- News article posted across the ERP Today website and hosted on your showcase listing
- Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers

**+ ERP Today Performance Insight Dashboard**

- Monitor the progress of your campaign in real time
- Track qualified leads quickly and efficiently
- Integrated to over 70 CRM & MA platforms

**+ Showcase & Master Category Display Advertising**

- 25,000 display ad impressions guaranteed annually
- Targeted to all relevant categories
- Unlimited Click through leads

**+ Webinar with lead generation**

- 100 GDPR compliant opt in registration leads guaranteed

**PLUS**

**+ ERP Today Magazine Advertising**

- Full page ad in any edition
- Sent to 33,000 CXOs globally

# PLATINUM PROGRAMME

**£32,000 PER YEAR**

## + Directory Marketing Showcase Listing

- Company showcase page tagged to all relevant categories
- Unlimited content assets hosted on partner member showcase
- Platinum placement in all Category Search Results pages
- Unlimited display ad impressions on your showcase page
- Unlimited global opt-in GDPR compliant leads from your content

## + Media Awareness - Monthly Editorial & Media Publishing

- News article posted across the ERP Today website and hosted on your showcase listing
- Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers
- Blog post on ERP Today website & showcase
- Social media post on ERP Today Linked In channel

## + ERP Today Performance Insight Dashboard

- Monitor the progress of your campaign in real time
- Track qualified leads quickly and efficiently
- Integrated to over 70 CRM & MA platforms

## + Webinar with lead generation

- 100 GDPR compliant opt in registration leads guaranteed

## PLUS

## + Monthly ERP Today Newsletter Digital Ad placement

- Select the newsletter that aligns with your preferred topic of focus
- Banner ad included in newsletter monthly
- Unlimited digital ad impressions and click through leads

## + Showcase & Master Category Display Advertising

- 50,000 display ad impressions guaranteed annually
- Targeted to all relevant categories
- Unlimited Click through leads

# PLATINUM PLUS PROGRAMME

**£40,500 PER YEAR**

**+ Directory Marketing Showcase Listing**

- Company showcase page tagged to all relevant categories
- Unlimited content assets hosted on partner member showcase
- Platinum placement in all Category Search Results pages
- Unlimited display ad impressions on your showcase page
- Unlimited global opt-in GDPR compliant leads from your content

**+ Media Awareness - Monthly Editorial & Media Publishing**

- News article posted across the ERP Today website and hosted on your showcase listing
- Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers

**+ ERP Today Performance Insight Dashboard**

- Integrated to over 70 CRM & MA platforms

**+ Monthly ERP Today Newsletter Digital Ad placement**

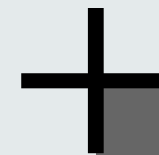
- Select the newsletter that aligns with your preferred topic of focus
- Banner ad included in newsletter monthly
- Unlimited digital ad impressions and click through leads

**+ Showcase & Master Category Display Advertising**

- 60,000 display ad impressions guaranteed annually
- Targeted to all relevant categories
- Unlimited Click through leads

**+ Webinar with lead generation**

- 100 GDPR compliant opt in registration leads guaranteed



**PLUS**

**+ ERP Today Magazine Advertising**

- Full page ad in any edition

# ELITE PLUS PROGRAMME

**£105,500 PER YEAR**

**+ Directory Marketing Showcase Listing**

- Company showcase page tagged to all relevant categories
- Unlimited content assets hosted on partner member showcase
- Elite placement in all Category Search Results pages
- Unlimited display ad impressions on your showcase page
- Unlimited global opt-in GDPR compliant leads from your content

**+ Media Awareness - Monthly Editorial & Media Publishing**

- News article posted across the ERP Today website and hosted on your showcase listing
- Social media post on the ERP Today LinkedIn channel - circa 18,000 subscribers

**+ ERP Today Performance Insight Dashboard**

- Integrated to over 70 CRM & MA platforms

**+ Monthly ERP Today Newsletter Digital Ad placement**

- Select the newsletter that aligns with your preferred topic of focus
- Banner ad included in newsletter monthly
- Unlimited digital ad impressions and click through leads

**+ Showcase & Master Category Display Advertising**

- 60,000 display ad impressions guaranteed annually
- Targeted to all relevant categories
- Unlimited Click through leads

**+ Webinar with lead generation**

- 100 GDPR compliant opt in registration leads guaranteed

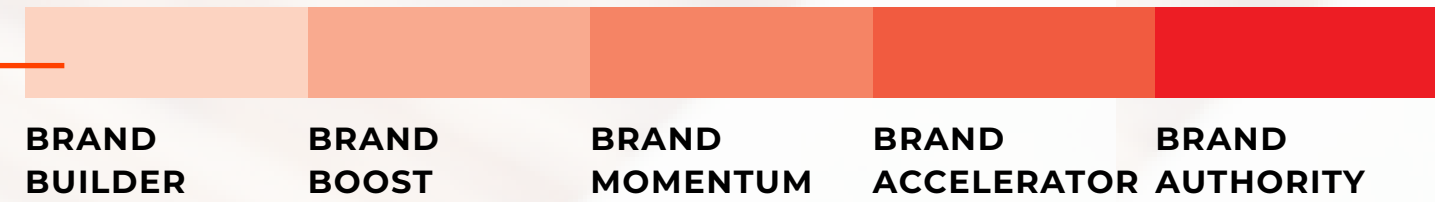
**PLUS**

**+ Platinum Event Sponsorship**

- Platinum sponsorship of EMEA's flagship ERP event, Mastering ERP

**+ ERP Today Magazine Advertising**

- Full page advert in each of our quarterly magazine issues - 4 full page ads



# INTEGRATED CAMPAIGN PACKAGES

**TAKE FULL ADVANTAGE OF OUR MARKET LEADING BRAND AWARENESS, CONTENT AND LEAD GENERATION SERVICES THROUGH OUR HIGH-PERFORMANCE BRAND PACKAGES.**

We have worked consistently and comprehensively with the largest tech businesses in the world, we know the pain points, demands and challenges that marketing functions face in this competitive marketplace. We have designed these integrated campaign packages to address this. Utilising the breadth of our services these packages will allow your brand to stand out from your competitors and enable you to convey your UDPs and meet your targets in a high profile and commanding fashion with our audience.

Create awareness with your target audience with advertising across our print and digital estates, drive consideration from your key personas through a structured content plan, and secure **guaranteed leads** through our high performing webinar product. These packages will provide you with a comprehensive annual campaign, a basis from which you can be assured of results, allowing for our relationship to grow with tactical bolt on's via our ACE Marketing services.

Our integrated campaign packages offer you the most cost-effective solution to access our key decision maker and CxO audience. Speak to one of our expert sales team to understand how we can partner together to bring you growth.

# INTEGRATED CAMPAIGN PACKAGES

BRAND BUILDER	BRAND BOOST	BRAND MOMENTUM	BRAND ACCELERATOR	BRAND AUTHORITY
<b>£30,000</b> PER YEAR (full price bought separately £36,500)	<b>£45,000</b> PER YEAR (full price bought separately £61,500)	<b>£75,000</b> PER YEAR (full price bought separately £100,500)	<b>£105,000</b> PER YEAR (full price bought separately £139,500)	<b>£157,500</b> PER YEAR (full price bought separately £190,500)
<ul style="list-style-type: none"> <li>• Partner Member Showcase Silver - Media Awareness – 12 months</li> <li>• Newsletter Ad Campaign (3 newsletters)</li> <li>• 1/2 Page Print and Digital Magazine Ad Campaign – 1 Edition</li> <li>• 1 Targeted Email Campaign</li> <li>• Performance Insights Dashboard</li> </ul>	<ul style="list-style-type: none"> <li>• Partner Member Showcase Gold with Webinar - Media Awareness – 12 months - 25,000 Impressions - 100 Leads</li> <li>• Newsletter Ad Campaign (3 newsletters)</li> <li>• Full Page Print and Digital Magazine Ad Campaign – 4 Editions</li> <li>• Performance Insights Dashboard</li> </ul>	<ul style="list-style-type: none"> <li>• Partner Member Showcase Gold with Webinar - Media Awareness – 12 months - 25,000 Impressions - 100 Leads</li> <li>• 1 Additional Webinar - 100 Leads</li> <li>• Newsletter Ad Campaign (3 newsletters)</li> <li>• Website Leader Program - 100,000 Impressions</li> <li>• Full Page Print and Digital Magazine Ad Campaign – 4 Editions</li> <li>• Performance Insights Dashboard</li> </ul>	<ul style="list-style-type: none"> <li>• Partner Member Showcase Gold with Webinar - Media Awareness – 12 months - 25,000 Impressions - 100 Leads</li> <li>• 2 Additional Webinars - 200 Leads</li> <li>• Quarterly Newsletter Ad Campaign (4 newsletters)</li> <li>• Website Leader Program - 100,000 Impressions</li> <li>• Full Page Print and Digital Magazine Ad Campaign – 4 Editions</li> <li>• 2 Targeted Email Campaigns</li> <li>• Social Media Promotion (52 weeks)</li> <li>• Performance Insights Dashboard</li> </ul>	<ul style="list-style-type: none"> <li>• Partner Member Showcase Platinum with Webinar - Media Awareness – 12 months - 50,000 Impressions - 100 Leads</li> <li>• 2 Additional Webinars - 200 Leads</li> <li>• Monthly Newsletter Ad Campaign (12 newsletters)</li> <li>• Website Leader Program - 100,000 Impressions</li> <li>• Full Page Print and Digital Magazine Ad Campaign – 4 Editions</li> <li>• Annual Messaging Elite Bundle - Quarterly (4) Targeted Emails - Monthly (12) Social Pushes</li> <li>• Performance Insights Dashboard</li> </ul>

# ACE

## MARKETING SERVICES

**UPON BECOMING A PARTNER MEMBER OF ERP TODAY YOU WILL THEN HAVE ACCESS TO OUR WIDE RANGE OF ACE MARKETING SERVICES TO CHAMPION YOUR BRAND TO OUR COMMUNITY AND GUARANTEE YOU ADDITIONAL LEADS. THESE SERVICES ENSURE:**

### **AWARENESS**

to build your brand with the right audience, wherever they are

### **CONSIDERATION**

with buyers and influencers of your solution

### **ENGAGEMENT**

through targeted lead generation initiatives and events



**BRAND  
ADVERTISING  
SERVICES**



**Annual Brand Advertising Elite Bundle**  
ERP Today Magazine Advertising  
Website Leader Display Advertising  
Category Leader Display Advertising  
Regional Leader Display Advertising  
Industry Leader Display Advertising  
Run of Website Display Advertising

**MESSAGING  
SERVICES**



**Annual Messaging Elite Bundle**  
Newsletter Advertising Package  
Email Campaigns  
Social Media Promotions

**LEAD  
GENERATION  
SERVICES**



**Webinar Campaign with Lead Generation**

**EDITORIAL  
SERVICES**



**Publishing Elite Bundle**  
Media Awareness Coverage  
Articles & Case Studies  
Technology Insights Brief & Video  
Licensed Content

**BRAND  
ADVERTISING  
SERVICES**

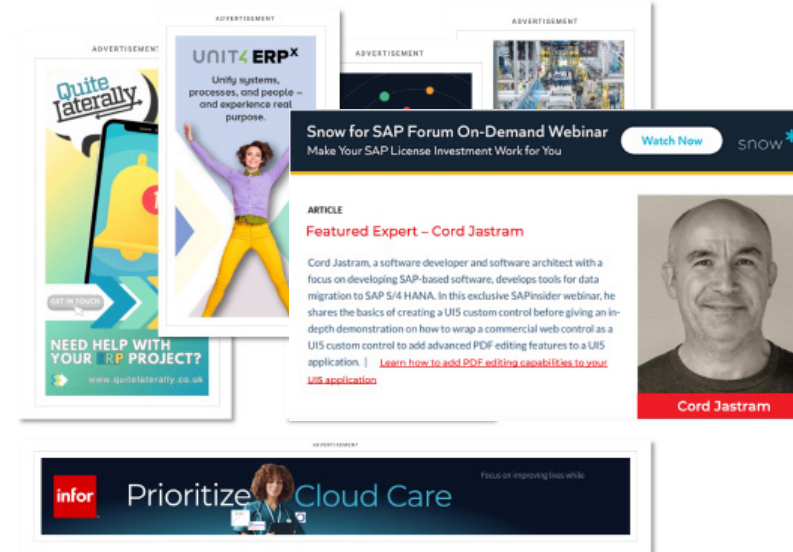
**BRAND ADVERTISING SERVICES**

# ANNUAL BRAND ADVERTISING ELITE BUNDLE

**£80,000 - £160 CPM**

## Engage the ERP Today Community

- 500,000 impressions guaranteed
- Run of Site Leadership Ad placement Display ads on the home page
  - Display ads on all your category pages
  - Display ads on all your content pages
  - Display ads on your Partner Member Showcase
- Quarterly (4) ERP Today Full page advertising – print and digital
- Monthly (12) Newsletter Display Ad placements
- Reporting: impressions, click throughs Dedicated advertising consultant



# BRAND ADVERTISING SERVICES

## ERP TODAY MAGAZINE ADVERTISING

- Circulation of 33,000 senior decision makers and CxOs
- Digital version averaging 10,000 downloads per issue
- Visible to entire ERP Today global community
- Maintained for 12 months on ERP Today website with active impression and click through reporting
- Reporting: Delivered, traffic, opens, impressions

### Inside Cover Full Page Ad Campaign

**£50,000 annually** – Featured in ALL annual editions (4)

**£15,000 per edition** – Select the edition for your ad to appear

### Back Cover Full Page Ad Campaign

**£50,000 annually** – Featured in ALL annual editions (4)

**£15,000 per edition** – Select the edition for your ad to appear

### Full Page Ad Campaign

**£37,500 annually** – Featured in ALL annual editions (4)

**£10,000 per edition** – Select the edition for your ad to appear

### Half Page Ad Campaign

**£25,000 annually** – Featured in ALL annual editions (4)

**£7,500 per edition** – Select the edition for your ad to appear

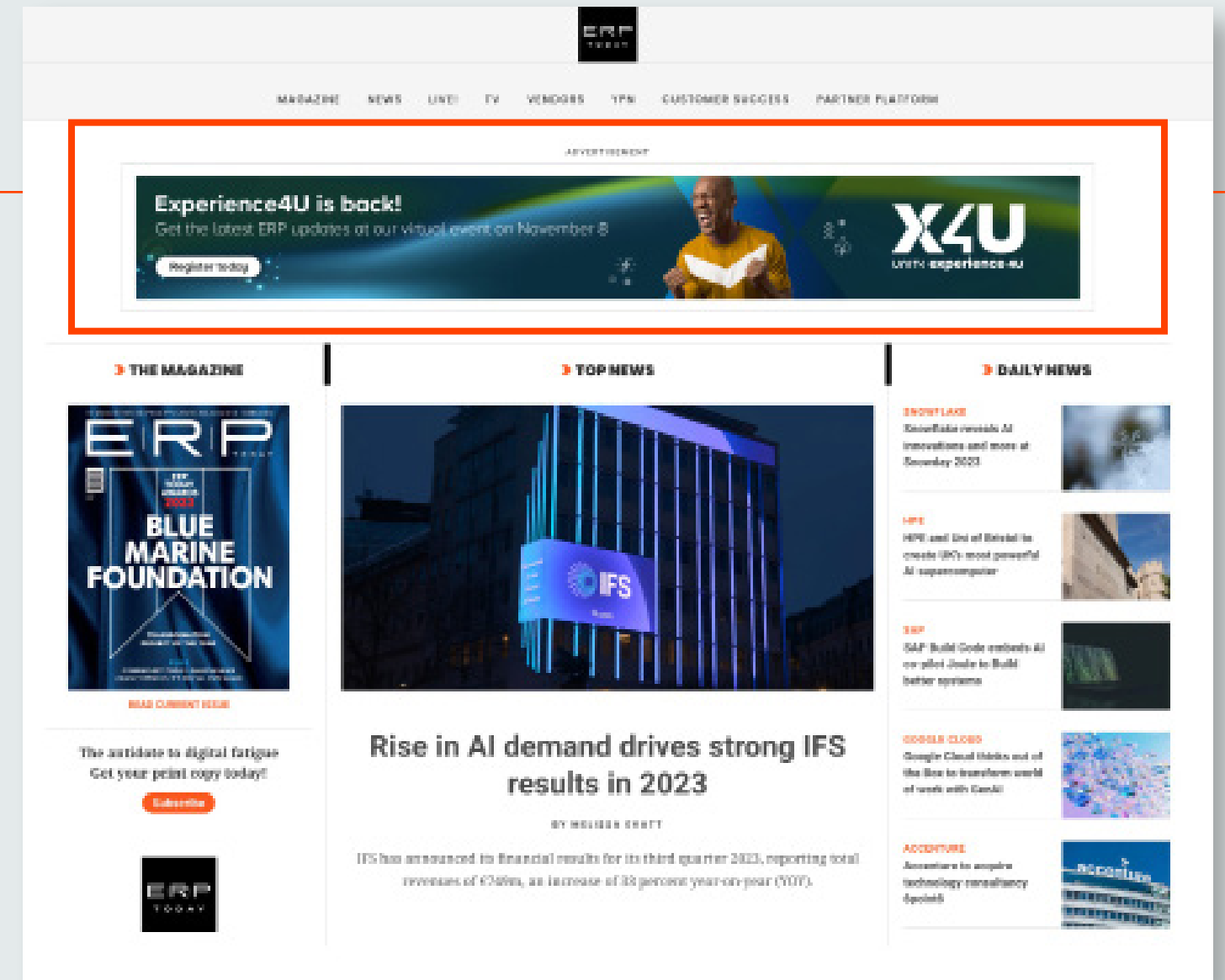


# WEBSITE LEADER DISPLAY ADVERTISING

**£30,000 - £300 CPM**

## Dominate the website

- 100,000 impressions guaranteed
- Display ads on ERP.today home page
- Rotational display ad placement – 1 ad per page
- Display ad on all your category pages
  - 20 Master categories to select from
  - 259 sub-categories to be featured
- Display ad on all your industry pages
  - 27 Industries to select form
- Reporting: impressions, click throughs
- Dedicated display as consultant



Display ad sizes: 300x250px / 728x90px

# CATEGORY LEADER DISPLAY ADVERTISING

**£20,000 - £200 CPM**

## Exclusive Leader of your categories

- 100,000 impressions guaranteed
- Exclusive ad placement – up to 5 ad per page
- Display ads on all your category pages
  - 20 Master categories to select
  - 259 Sub-categories to be featured
- Reporting: impressions, click throughs
- Dedicated display ad consultant

Display ad sizes: 300x250px / 728x90px

The screenshot shows the ERP Today website layout. At the top is the ERP Today logo and a navigation menu with links: MAGAZINE, NEWS, LIVE!, TV, VENDORS, YPN, CUSTOMER SUCCESS, PARTNER PLATFORM. Below the navigation is a 'GUESTS' section featuring three articles:

- Step into the future of testing** (Advertisement): A vertical ad with a dark background, a red circular logo, and the text 'Step into the future of testing' and 'Original Software'.
- Hug! The history and hereafter of user groups** (Guest Article): A large image of a crowd of people forming a circle, with the text 'Hug! The history and hereafter of user groups' and 'BY DEBRA LILLEY'. Below it is a short bio: 'Debra Lilley, vice president of customer success at Inoapps, discusses the very important role of user groups in the ERP industry.'
- Where are all the robots hiding in back office?** (Guest Article): An image of two small robots on a blue surface, with the text 'Where are all the robots hiding in back office?' and 'BY PAUL TAPLIN'.
- Sports data: Why I might be the data bard of the Eisteddfod** (Guest Article): An image of a globe with a green field, with the text 'Sports data: Why I might be the data bard of the Eisteddfod' and 'BY CHRIS GABRIEL'.

Below the 'GUESTS' section is a 'BLOGS' section with a grid of six articles:

- RAMBASE**: Make shop floor workers your digital transformation focus (Image: person at computer).
- OPKEY**: No need to rage against the machine; the biggest advances in test automation (Image: blue abstract background).
- QUALYS**: Qualys CEO Thakar: A unified view of business-related risk management & remediation (Image: person at computer with 'Great Divide' text).
- KYNDRYL**: What the public sector can (and can't) learn from private sector IT (Image: modern building interior).
- IBM**: Neste builds a sustainable future with IBM and SAP S/4HANA (Image: industrial facility).
- IOT**: Here's what the IoT industry needs to learn about trust (Image: server racks).

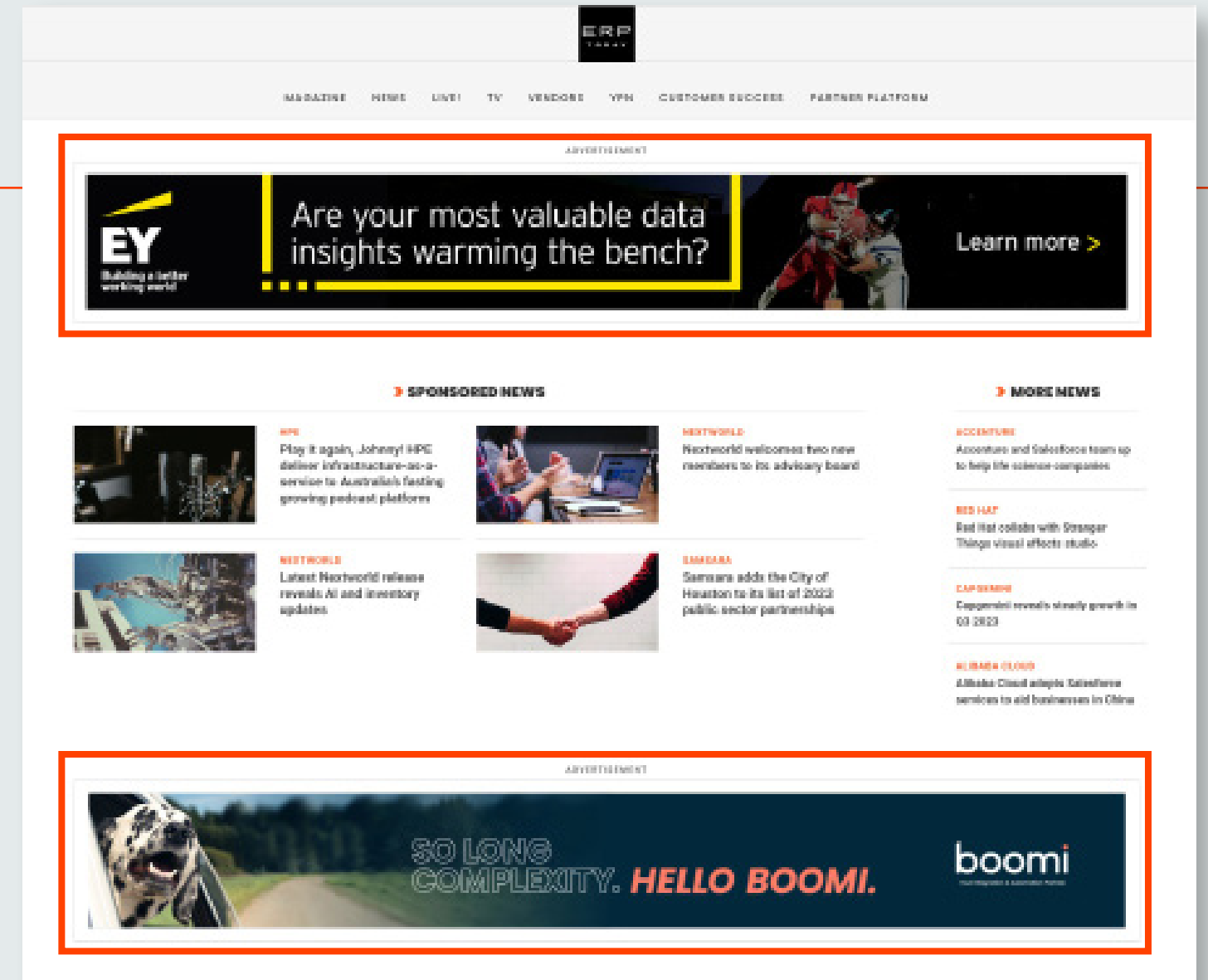
At the bottom right is another advertisement for **UNIT4 ERP<sup>x</sup>** with the text 'A complete platform' and 'Finance, HR and Projects come together in a single cloud solution.' The ad features an image of a woman with her arms raised in front of a colorful background.

# REGIONAL LEADER DISPLAY ADVERTISING

£12,000 - £240 CPM

## Lead your categories

- 50,000 impressions guaranteed
- Rotational ad placement – 1 ad per page
- Display ads on the selected Regional home page Americas, EMEA, APAC
- Display ads on all your category pages
  - 20 Master categories to select from
  - 259 Sub-categories to be featured
- Reporting: impressions, click throughs
- Dedicated display ad consultant



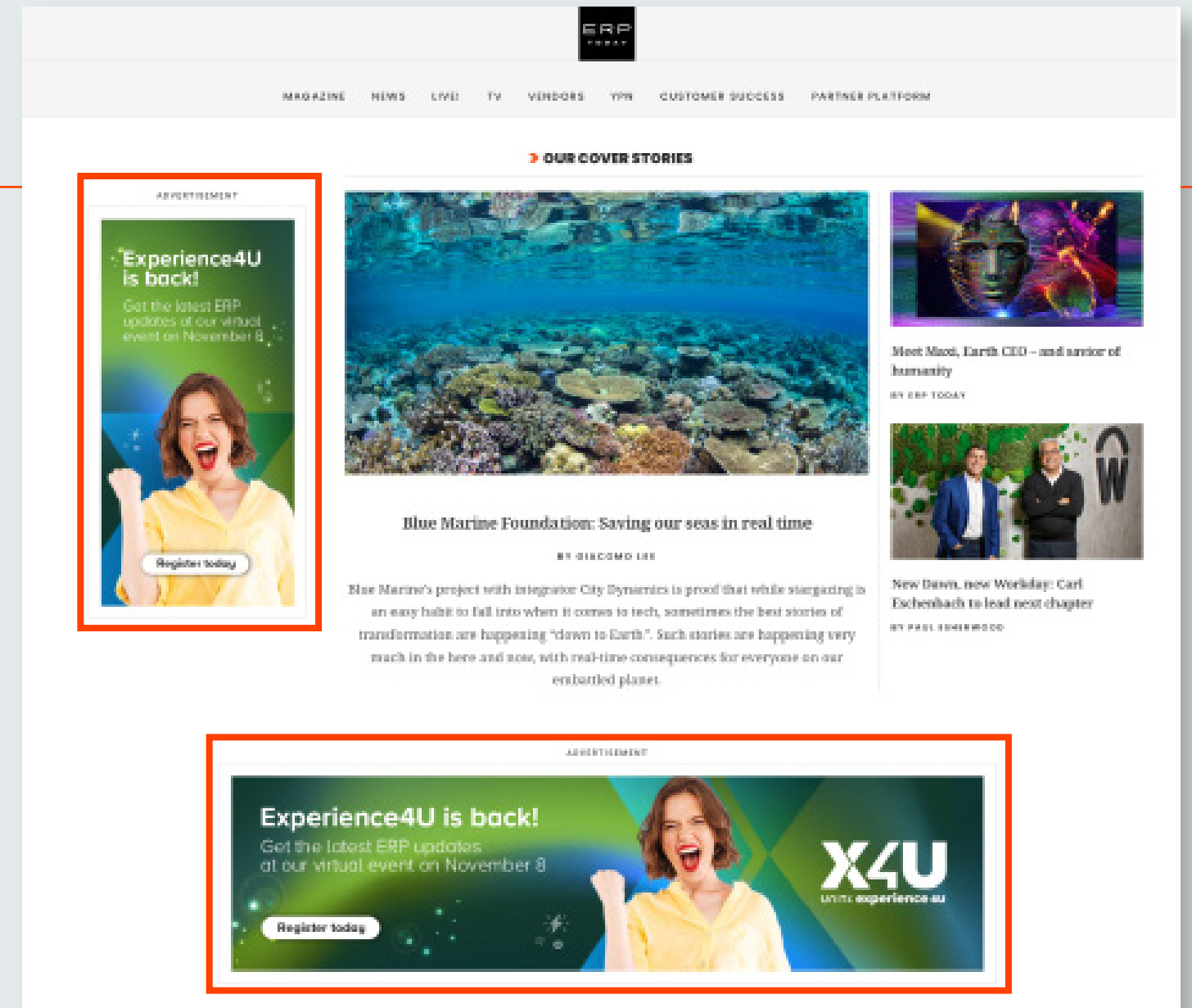
Display ad sizes: 300x250px / 728x90px

# INDUSTRY LEADER DISPLAY ADVERTISING

**£12,000 - £240 CPM**

## Lead your categories

- 50,000 impressions guaranteed
- Rotational ad placement – 1 ad per page
- Display ads on the selected Regional home page
  - 27 Industry(s) to select from
- Display ads on all your category pages
  - 20 Master categories to select from
  - 259 Sub-categories to be featured
- Reporting: impressions, click throughs
- Dedicated display ad consultant



Display ad sizes: 300x250px / 728x90px



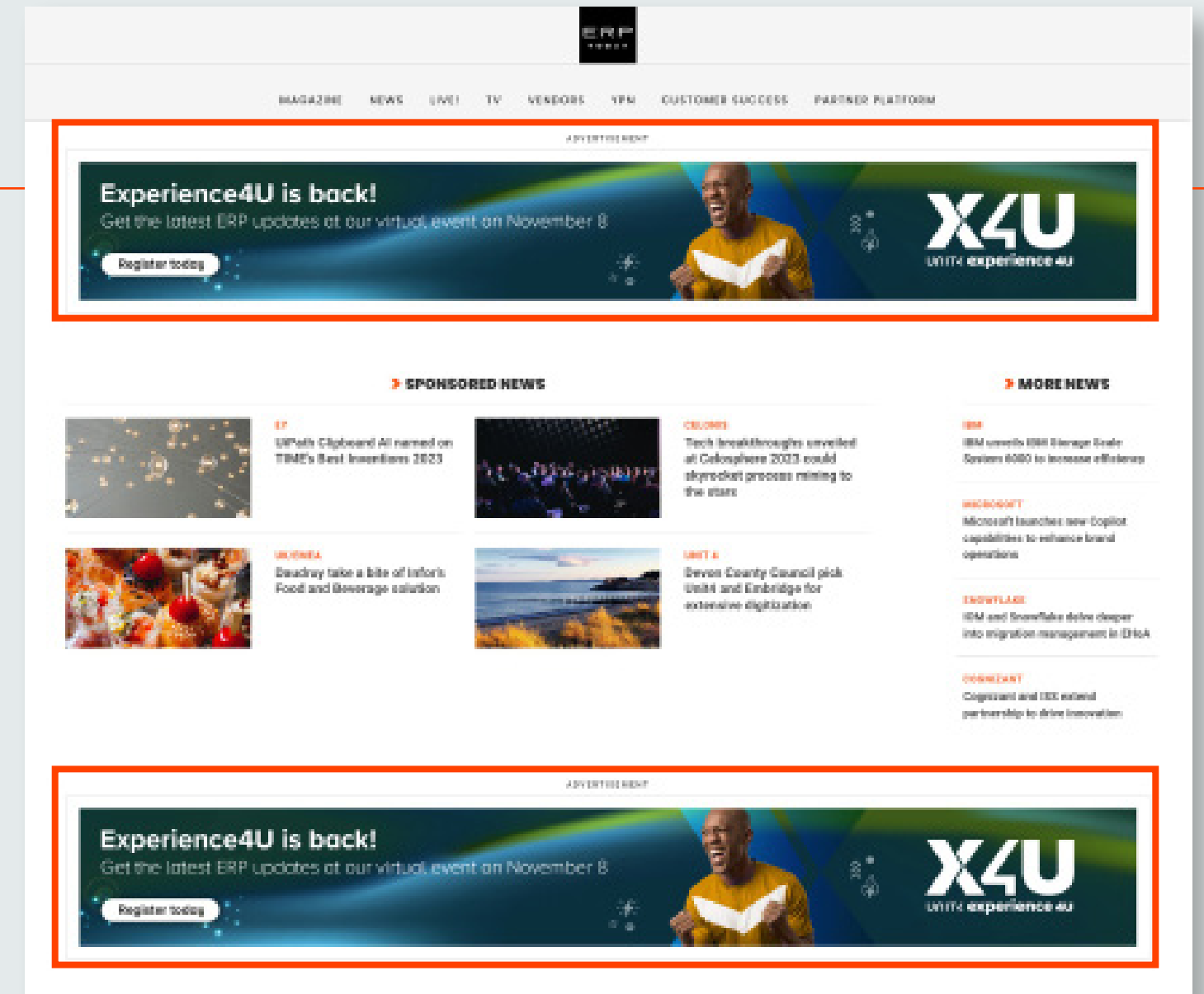
# RUN OF WEBSITE DISPLAY ADVERTISING

**£10,000 - £200 CPM**

## Run of Website

- 50,000 impressions guaranteed
- Rotational ad placement – 1 ad per page
- Display ads on all available website pages
- Unlimited click through leads
- Reporting: impressions, click throughs
- Dedicated display ad consultant

**Display ad sizes: 300x250px / 728x90px**



**Display ad sizes: 300x250px / 728x90px**

**MESSAGING  
SERVICES**

# ANNUAL MESSAGING ELITE BUNDLE

**£32,500**

- Quarterly (4) email campaigns sent to up to 10,000 targeted contacts per email push
- Monthly (12) social tiles developed and launched promotion your brand to the ERP Today LinkedIn community
- Dedicated email campaign consultant
- Deliver your target audience your content
- Leverage client html, creative and messaging
- Reporting: delivered, opens, impressions, click throughs



## Reserve your place now!

We are excited to announce that Vertex Exchange Europe will take place on 26 April 2022, in London. Vertex Exchange is the ultimate resource for anyone looking to stay ahead of industry trends, learn about the latest technology, and connect with leaders in tax and technology.

Join us for this free one-day event taking place in London on 26 April 2022. Come together with Vertex customers, solution experts, and tax professionals to learn about solutions and strategies that can help improve tax processes and deliver value to your tax department.

To reserve your place and find out more, [click here](#)

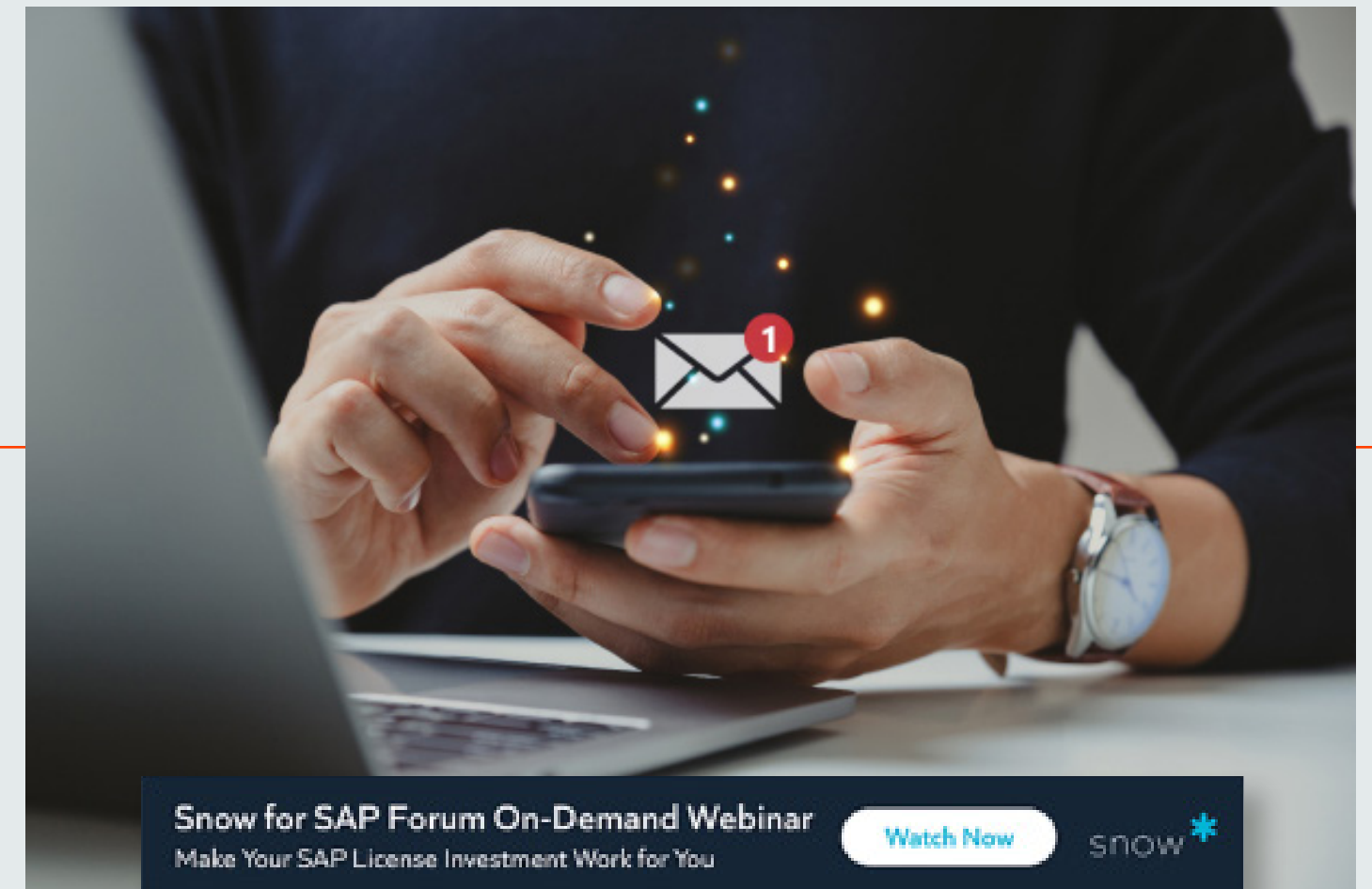
We look forward to seeing you there.

**REGISTER NOW**

# NEWSLETTER ADVERTISING PACKAGE

**£12,000 PER DISPLAY AD  
& CONTENT ASSET  
PER 3 INCLUSIONS**

- Select the dates that align with your GTM focus and planned campaigns
- One display ad included in each edition
- One content asset included in each edition
- Unlimited click through leads
- Unlimited GDPR compliant opt-in download leads
- Reporting: Delivered, opens, impressions, click throughs, and opt-in download leads



Snow for SAP Forum On-Demand Webinar  
Make Your SAP License Investment Work for You

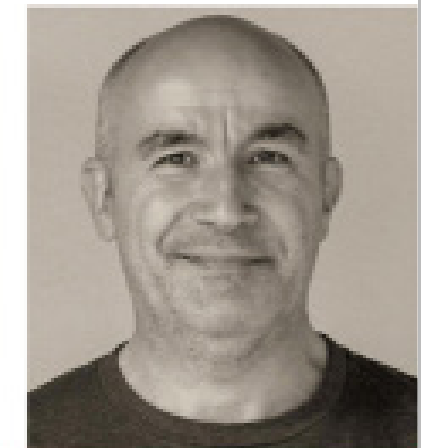
Watch Now



ARTICLE

## Featured Expert – Cord Jastram

Cord Jastram, a software developer and software architect with a focus on developing SAP-based software, develops tools for data migration to SAP S/4 HANA. In this exclusive SAPinsider webinar, he shares the basics of creating a UI5 custom control before giving an in-depth demonstration on how to wrap a commercial web control as a UI5 custom control to add advanced PDF editing features to a UI5 application. | [Learn how to add PDF editing capabilities to your UI5 application](#)



Cord Jastram

# EMAIL CAMPAIGNS

**£6,000**

- Up to 10,000 targeted contacts
- Dedicated email campaign consultant
- Email goals workshop session
- Deliver your target audience your content
- Leverage client html, creative and messaging
- Reporting: delivered, opens, impressions, click throughs

**Analysis**

SUMMARY DATA # 001

SUMMARY DATA # 002

50%

**VERTEX Exchange**

Europe 2022

26 April | County Hall Westminster | London

**connections**

**Reserve your place now!**

We are excited to announce that Vertex Exchange Europe will take place on 26 April 2022, in London. Vertex Exchange is the ultimate resource for anyone looking to stay ahead of industry trends, learn about the latest technology, and connect with leaders in tax and technology.

Join us for this free one-day event taking place in London on 26 April 2022. Come together with Vertex customers, solution experts, and tax professionals to learn about solutions and strategies that can help improve tax processes and deliver value to your tax department.

To reserve your place and find out more, [click here](#)

We look forward to seeing you there.

**REGISTER NOW**

**Reserve your place now!**

We are excited to announce that Vertex Exchange Europe will take place on 26 April 2022, in London. Vertex Exchange is the ultimate resource for anyone looking to stay ahead of industry trends, learn about the latest technology, and connect with leaders in tax and technology.

Join us for this free one-day event taking place in London on 26 April 2022. Come together with Vertex customers, solution experts, and tax professionals to learn about solutions and strategies that can help improve tax processes and deliver value to your tax department.

To reserve your place and find out more, [click here](#)

We look forward to seeing you there.

**REGISTER NOW**

# SOCIAL MEDIA PROMOTIONS

## ERP TODAY LINKED IN & TWITTER FEEDS

**£10,000 ANNUALLY**  
**52 WEEKLY PROMOTIONS**

- Weekly promotion to 18,000+ LinkedIn followers
- Keep front of mind with a engaged ERP Professional community
- Regular brand impressions to drive awareness




### ERP Today


The media platform for enterprise applications and associated technologies.

Technology, Information and Media · London, London · 18K followers · 11-50 employees


#### Page posts

 ERP Today  
17,880 followers  
3h · 🌐


Big Four accounting firm, [EY](#) has added to the list of layoffs this year with a further 30 partners and 100 consultants axed before the holid: ...see more



**Big Four out the door: EY adds to list of layoffs**  
erp.today · 2 min read

 ERP Today  
17,880 followers  
4h · 🌐

[Certinia](#) has announced advanced AI capabilities and a range of new enhancements to its Services-as-a-Business platform. ...see more



**Certinia unveils advanced AI capabilities and updates to its platform**

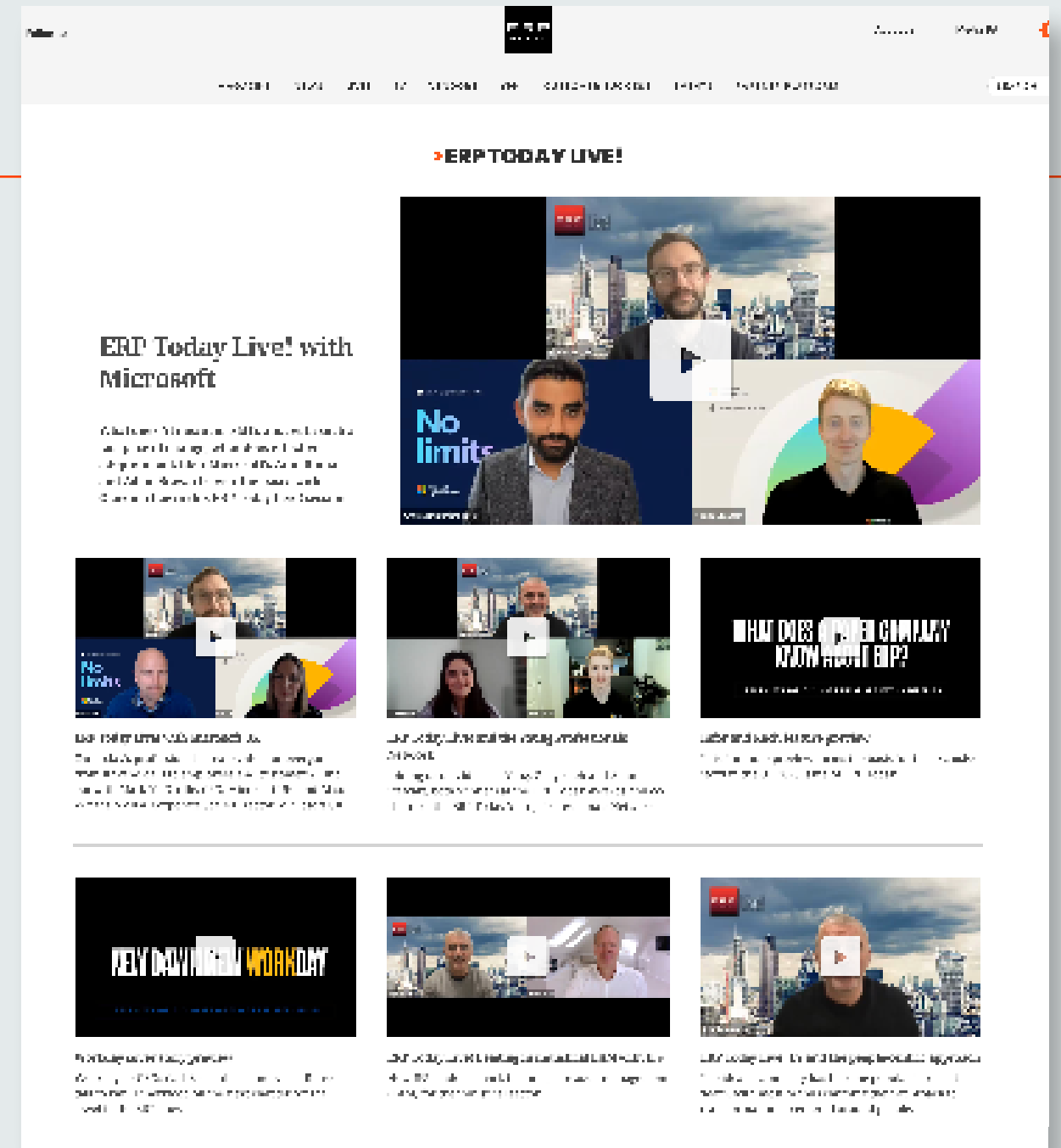
**LEAD  
GENERATION  
SERVICES**

# WEBINAR CAMPAIGN WITH LEAD GENERATION

## £12,500 PER WEBINAR

- 30 to 60-minute Live or Recorded webinar
- Content must be of thought leadership value to qualify for lead generation services – requires Client Speaker or 3rd Party Expert Speaker
- 100+ GDPR compliant opt-in registration leads guaranteed
- Name, company, email, role, function, country, phone (if available)
- Must leverage standard ERP Today registration process
- Perpetual license of webinar video – MP4 File
- Sponsor: Provides topic, speakers, content presentation
- 8-week delivery process from scheduling to live delivery
- 4-week content operations process with abstract creation, landing page, speaker coaching and rehearsal
- 4-week targeted marketing campaign to a select audience with 2 dedicated emails, Cohort Newsletter inclusion and website placement
- Registration link to drive your prospects to the webinar – sponsor logo on webinar registration landing page
- 3-month lead generation content syndication marketing post live date
- Hosted on your ERP Today Partner Member Showcase for ongoing opt in registration lead generation and branding
- Lead Details: Name, Company, Title/Role, Country, Email, Phone (if available), Industry (if possible)

**Add Analyst to lead discussion based on availability – Add £4,000**



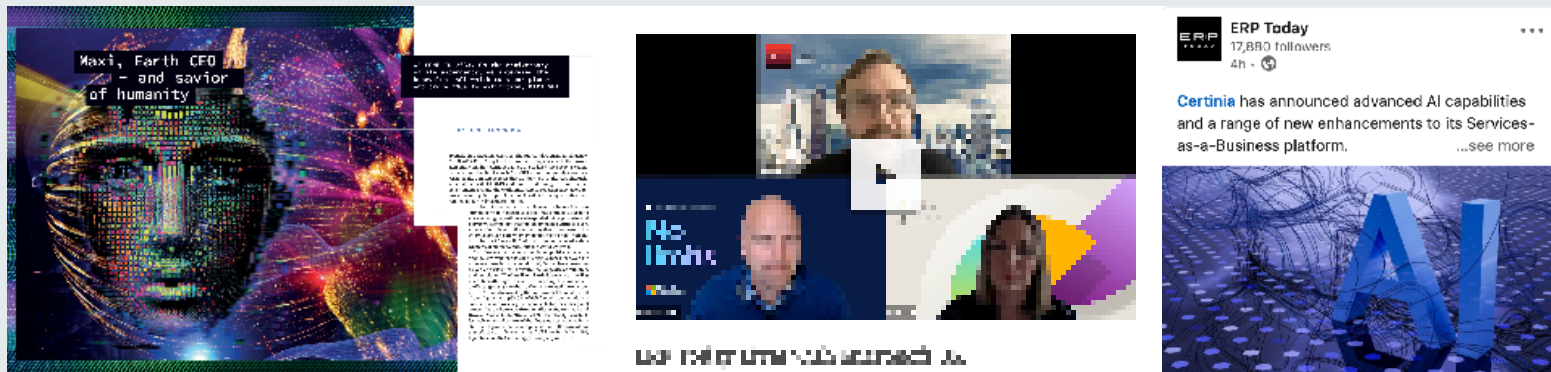


**EDITORIAL  
SERVICES**

# PUBLISHING ELITE BUNDLE

£40,000

- Two (2) 4-page Articles or Case Studies written and hosted on erp.today
- One (1) Technology Insights Brief and Video with your Executives published and hosted on erp.today
- Monthly (12) media blog posts on erp.today and companion social tiles posted to ERP Today Linked In channel

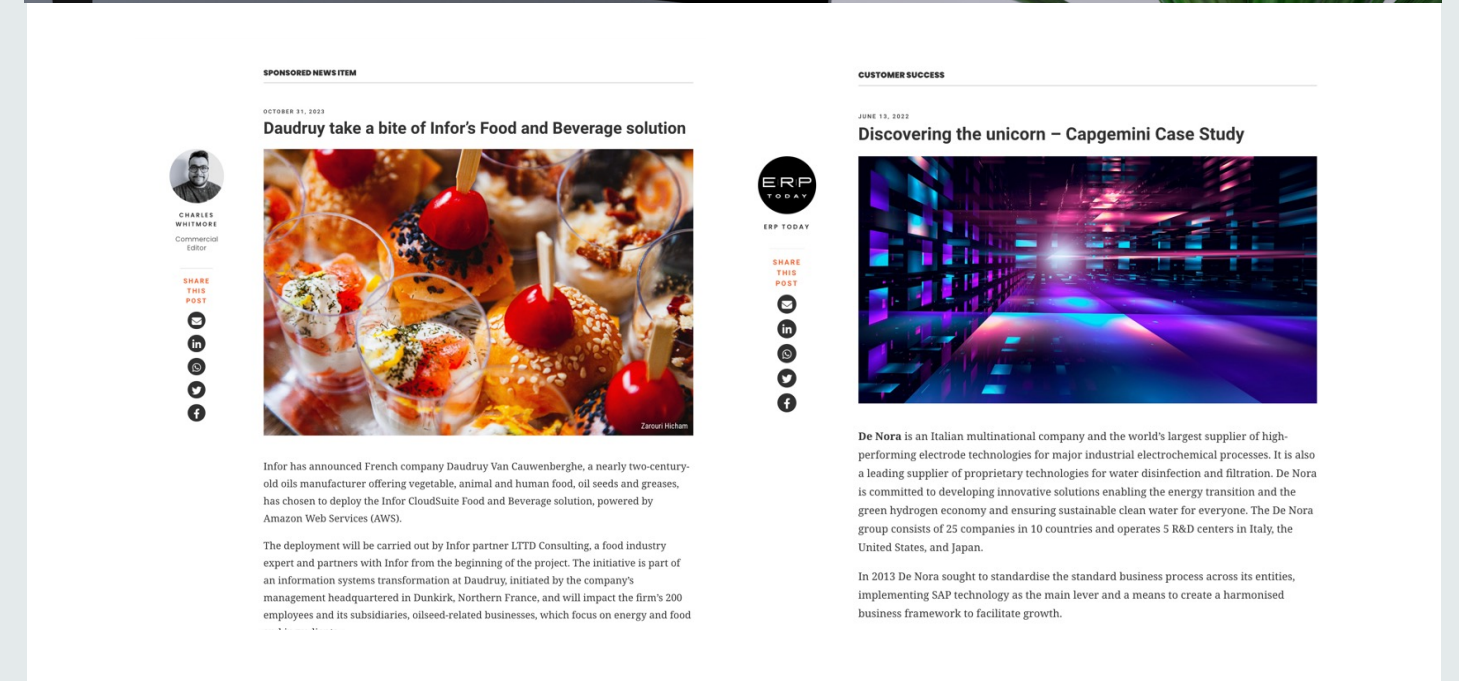


# MEDIA AWARENESS COVERAGE

£12,500

## Monthly Program Details Driving Member Awareness for your solutions

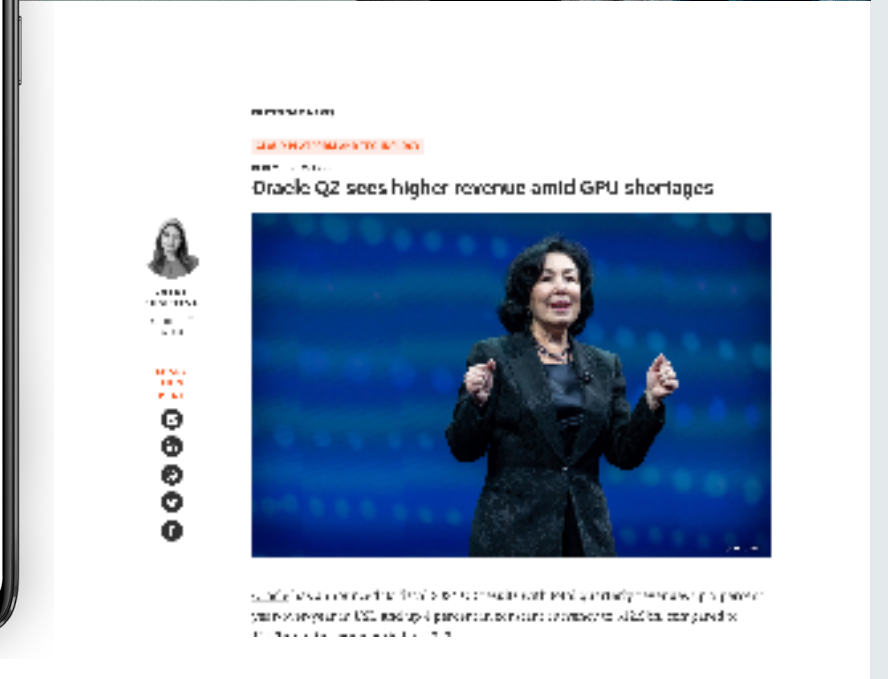
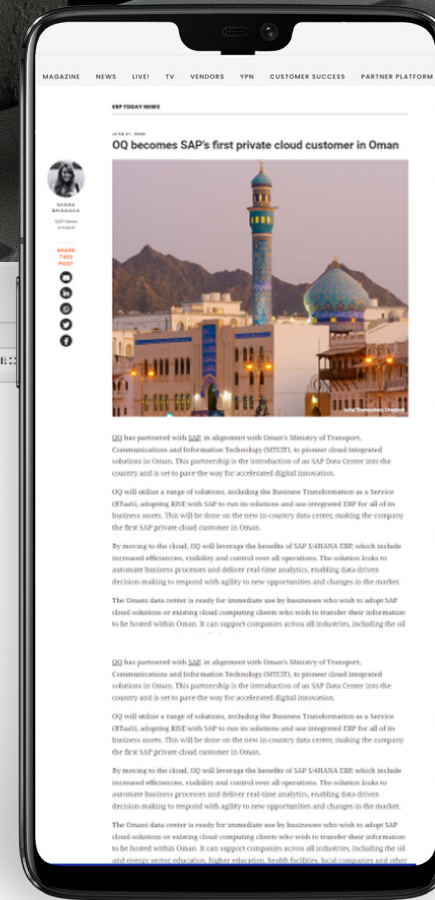
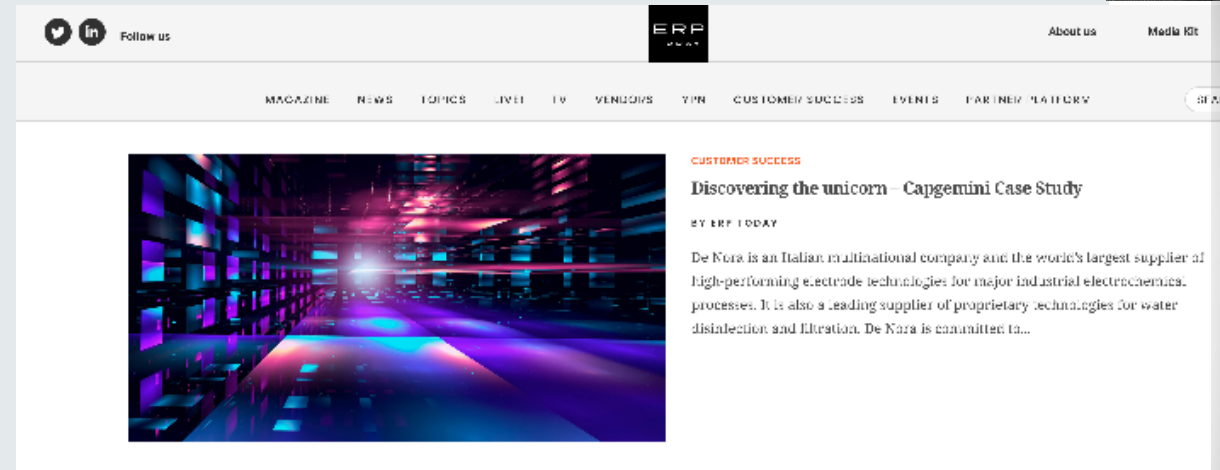
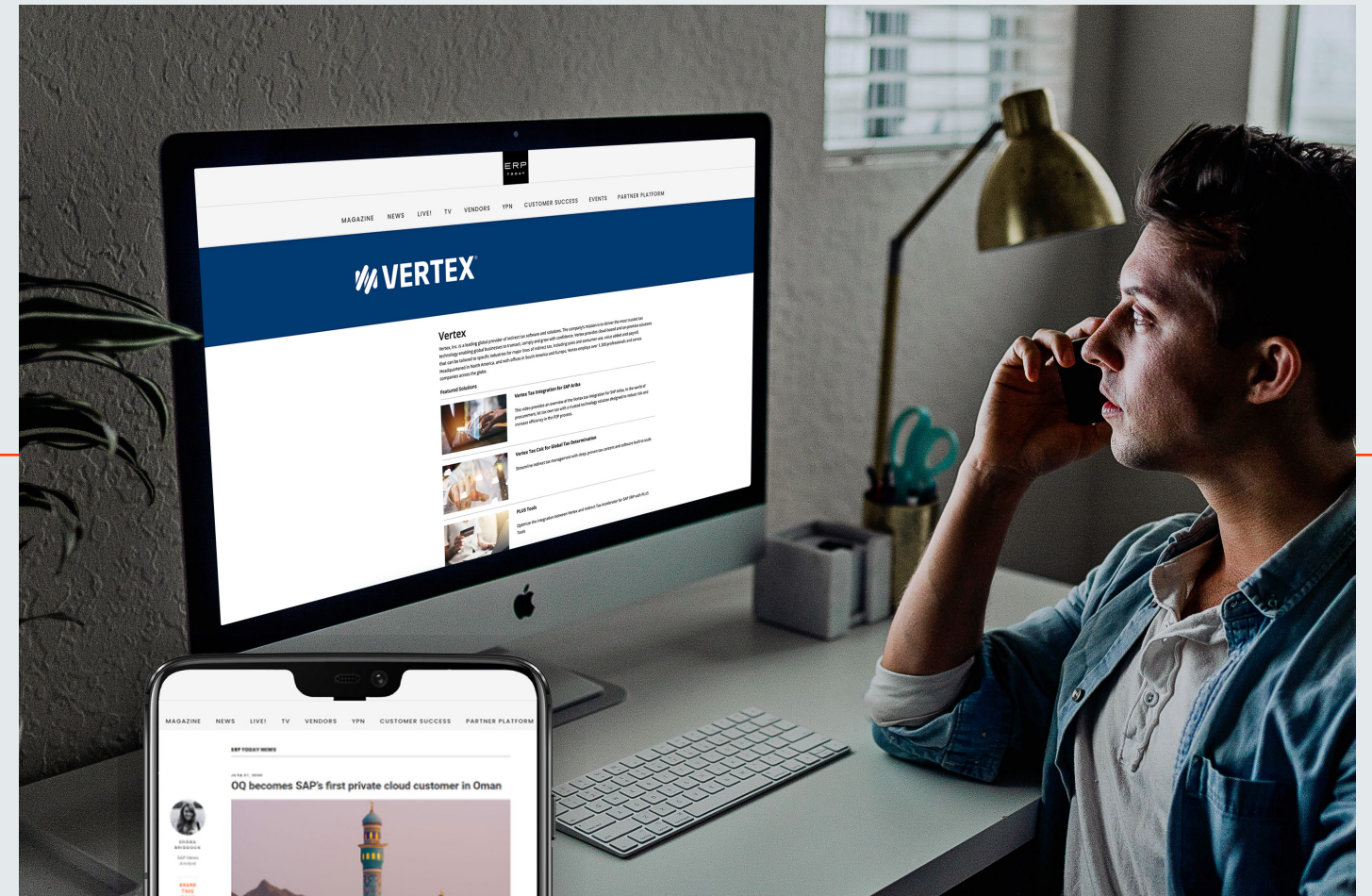
- Timely news coverage
- Continuous brand awareness across members
- Linked to Showcase page
- Tagged to website category
- Social media campaign
- Drives brand impressions
- Editors focus on critical issues in writing
  - Who is using your solutions and why
  - What is the roadmap for your solutions
  - How are they implementing your solutions
  - What are the results from your solutions



# ARTICLES & CASE STUDIES

£10,000 (2-PG) TO £14,000 (4-PG)

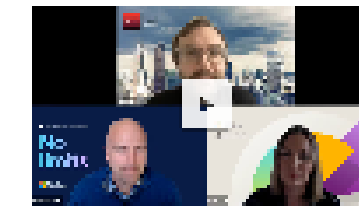
- Editorial goals workshop
- Hosted for one year on ERP Today website
- Perpetual license for marketing
- Dedicated editorial consultant



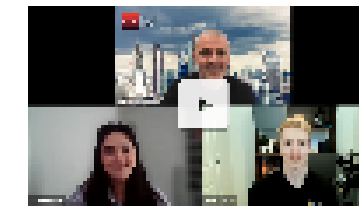
# TECHNOLOGY INSIGHTS BRIEF & VIDEO

£12,500

- Published for the education of our members
- Hosted on ERP Today websites for 1 year
- Vendor experts, leaders & clients conduct a briefing by our analyst team to capture the vendor's story for our members
  - Technology Roadmap
  - Client proof points
  - Competitive differentiation
- Technology Insights brief (2-page) is written & published immediately after briefing
- Technology Insights video (10-15 min) is edited & published immediately after briefing



Use of AI in manufacturing  
The adoption of AI in manufacturing is accelerating, and we will likely see significant growth in the coming years. This panel discussion explores the challenges and opportunities of AI in manufacturing.



Use of AI in manufacturing  
The adoption of AI in manufacturing is accelerating, and we will likely see significant growth in the coming years. This panel discussion explores the challenges and opportunities of AI in manufacturing.



Use of AI in manufacturing  
The adoption of AI in manufacturing is accelerating, and we will likely see significant growth in the coming years. This panel discussion explores the challenges and opportunities of AI in manufacturing.

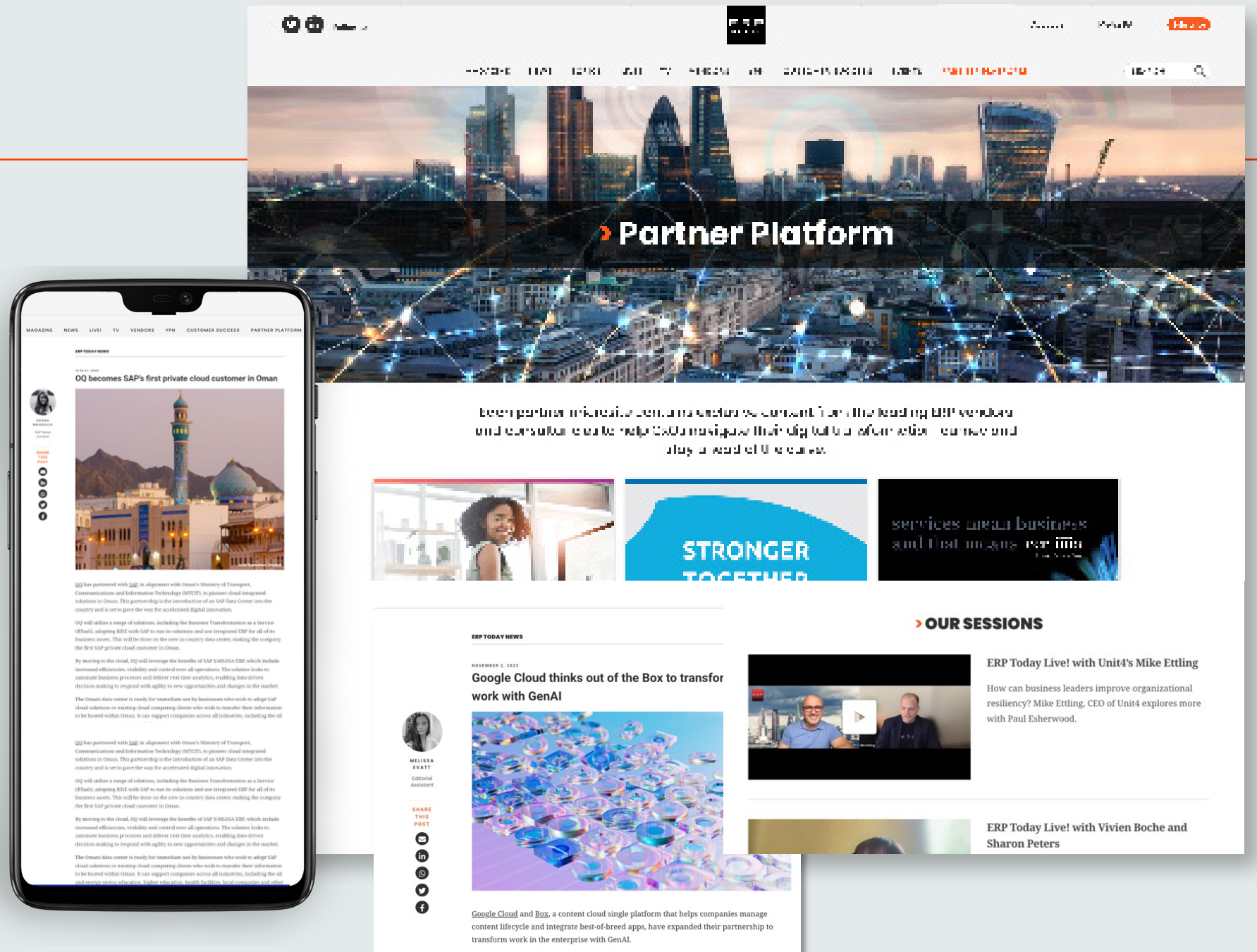


# LICENSED CONTENT

**£4,000 PER CONTENT ASSET OR BUILD A CUSTOM BUNDLE WITH LANDING PAGE**

## Lead your categories

- Select the right content for your campaign
- Perpetual license Showcase on your website
- Leverage in your emails
- Content assets types:
  - Articles, Case Studies
  - Research reports
  - Magazine articles
  - Insight briefs
  - Event presentations
  - Webinar Videos
  - Member Videos
  - Technology Videos
  - Infographics





“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**



# CONTACT SALES

**RICHARD MCEVOY**  
**SENIOR SALES DIRECTOR**  
[RICH@ERP.TODAY](mailto:RICH@ERP.TODAY)

**RICHARD CARR**  
**Commercial Sales Manager**  
[RICHARD@ERP.TODAY](mailto:RICHARD@ERP.TODAY)

**TONY LITTLE**  
**Managing Director**  
[TONY@ERP.TODAY](mailto:TONY@ERP.TODAY)



[www.erp.today](http://www.erp.today)

