

erpecnews



MEDIA PACK 17/18



erpecnews

LIVE!

INTRODUCTION

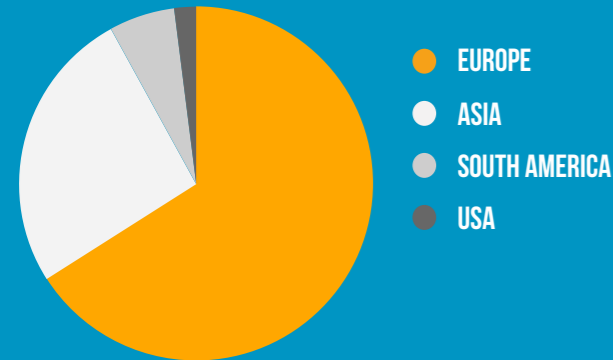
CIRCULATION

EUROPE - 1099 PRINT / 4851 ELECTRONIC
AMEA - 683 PRINT / 2235 ELECTRONIC

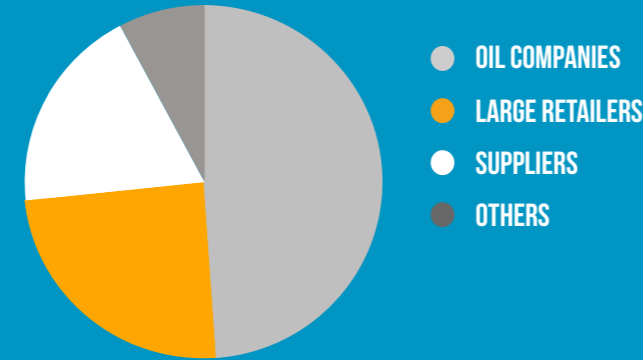
PUBLICATION DATES

8 ISSUES PER YEAR. JANUARY/FEBRUARY, MARCH, APRIL,
MAY, JUNE/JULY, AUGUST/SEPTEMBER, OCTOBER,
NOVEMBER/DECEMBER. ISSUES RELEASED ON THE THIRD
WEEK OF THE MONTH.

REGIONAL BREAKDOWN



INDUSTRY SECTORS



GOING FORWARD INTO 2018

erpecnews magazine and erpecnewslive website, have both been received well in the marketplace over the last 12 months, a period in which significant development has been applied across both titles. In the first quarter, in depth telephone research was carried out amongst the top 85 oil companies in Europe to ensure that the most appropriate retail executives continue to receive erpecnews magazine. At the same time a telephone poll amongst our readers, concluded in September 2017, that erpecnews magazine is by far the most popular international media title in the marketplace, with the vast majority claiming it to be their preferred media source for catching up on industry news.

Like erpecnews magazine, the mantra of erpecnewslive is quality over quantity, with its editorial styled uniquely towards a high profile audience of international senior executives operating within the retail fuel marketplace. Its appearance is image based, user friendly and also extremely modern. Comparing its style to any front line industry news portal, it compares extremely well across the board.

Social media still has such a long way to go in this conservative marketplace, but there is a strong desire from companies to get involved and drive forward with social media activity at all costs. Our Spring and Autumn 16 social media activities made significant inroads in this area and we look forward to working more directly with advertisers from here on in to create tailor made opportunities for them.

Look out for our video interviews and news clips on ENTV, which this year have been a corner stone for the industry in terms of the way stories have been delivered and produced. With ENTV interviewers taking the stories directly to our readers, as opposed to using more static Q&A based scenarios, it has gained significant praise over the last 12 months for its style and direct approach!

Look out for more of the same in 2018!

Please contact Nick Needs or Sandra Stroppel on +44 1234 954201 or email nick@mcleanevents.com for more information.

ERPECNEWS MAGAZINE

DELIVERED TO OVER 1000 KEY
INDUSTRY DECISION MAKERS IN
EUROPE & AMEA

“ERPECNEWS OFFERS A
TERRIFIC INSIGHT INTO THE
INDUSTRY AND GIVES ME
VITAL KNOWLEDGE AND
MARKET INFORMATION.”

- GARY DONOVAN, GLOBAL RETAIL ASSETS
MARKET SECTOR MANAGER, BP

BUY A PRINT PACKAGE OVER
€3000 AND GET A DIGITAL
PACKAGE FREE!

GOLD

FULL PAGE

8 full page colour adverts.

Double page editorial spread.

Unlimited editorial in product news.

Europe €10,945 AMEA €7,350

HALF PAGE

8 half page colour adverts

Full page editorial.

Editorial in product news.

Europe €7,785 AMEA €4,545

QUARTER PAGE

8 quarter page colour adverts.

Half page editorial.

Editorial in product news.

Europe €4,150 AMEA €2,650

SILVER

FULL PAGE

6 full page colour adverts.

Full page editorial.

Editorial in product news.

Europe €8,402 AMEA €5,650

HALF PAGE

6 half page colour adverts

Half page editorial.

Editorial in product news.

Europe €5,945 AMEA €3,650

QUARTER PAGE

6 quarter page colour adverts.

One editorial entry in product news.

Europe €3,150 AMEA €2,075

BRONZE

FULL PAGE

4 full page colour adverts.

Full page editorial.

Editorial in product news.

Europe €5,753 AMEA €3,895

HALF PAGE

4 half page colour adverts.

Half page editorial.

Editorial in product news.

Europe €4,110 AMEA €2,595

QUARTER PAGE

4 quarter page colour adverts.

One editorial entry in product news.

Europe €2,145 AMEA €1,435

RATES & ARTWORK REQUIREMENTS



“ERPECNEWS IS A GREAT SOURCE OF INFORMATION FOR ME AND I ALWAYS ENJOY EVERY ISSUE”

- BENEDIKT SAMMET, GLOBAL ENGINEERING PROGRAMME CO-ORDINATOR, SHELL

“ERPECNEWS IS HIGHLY REGARDED BY ME AND MY COLLEAGUES. THERE IS NO OTHER INDUSTRY MAGAZINE WHICH GIVES ME SO MUCH INFORMATION AND I ENJOY READING IT.”

- MIRELA JIANU, GLOBAL PROCUREMENT & STRATEGIC SOURCING, ENI

Our package deals offer the best value for money, but if you are looking for a one-off or shorter campaign, prices are below.

FULL PAGE

INSERTS	EUROPE	AMEA
1	€1895	€1285
2	€3685	€2475
3	€5410	€3568

HALF PAGE

INSERTS	EUROPE	AMEA
1	€1125	€745
2	€2145	€1395
3	€3145	€1975

QUARTER PAGE

INSERTS	EUROPE	AMEA
1	€595	€380
2	€1125	€735
3	€1615	€1095

THIRD PAGE

INSERTS	EUROPE	AMEA
1	€895	€595
2	€1625	€1125
3	€2210	€1550

Artwork must be supplied as a high resolution pdf or jpeg. If you wish to send the file in any other format please ensure this is agreed beforehand.

DEADLINES

Jan-Feb 13/2/2018
March 13/3/2018
April 17/4/2018
May 15/5/2018
June-July 10/7/2018
Aug-Sept 18/9/2018
October 16/10/2018
Nov-Dec 18/11/2018

FULL PAGE

210mm x 297mm with 3mm bleed

HALF PAGE

210mm x 148.5mm no bleed

THIRD PAGE

71mm x 297mm no bleed

QUARTER PAGE VERTICAL

105mm x 148mm with no bleed

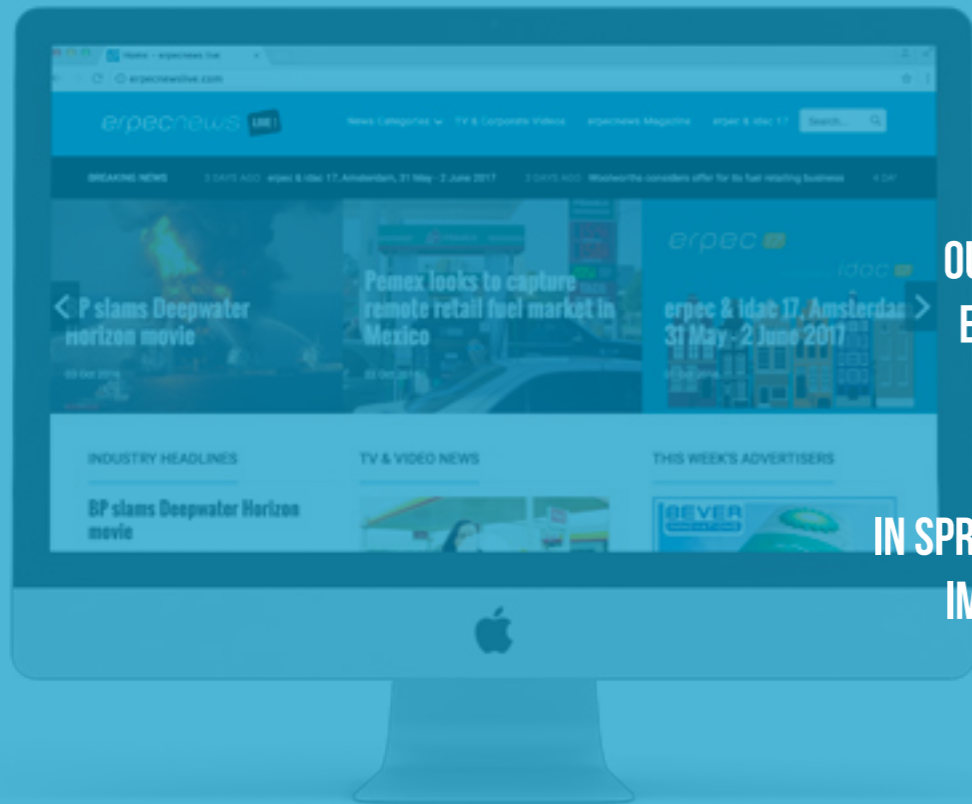
QUARTER PAGE HORIZONTAL

184mm x 65mm with no bleed

Files should be sent via email or WeTransfer to:

Sandra Stroppel
Communications & Brand Manager
sandra@mcleanevents.com

ERPECNEWS LIVE



ON AVERAGE 1700
MONTHLY VISITORS WITH
3670 PAGE VIEWS.

OUR MOST WATCHED VIDEO ON
ENTV HAD OVER 1000 VIEWS.

IN SPRING 2017 WE ACHIEVED 31K
IMPRESSIONS ON OUR TWEETS

GOLD

Homepage rectangle website ad
(position 1) for one week every month

News page rectangle ad (position 1) for
one week every month

E-bulletin rectangle ad (position 1) once a
month

One corporate video on erpecnewslive.
com for 12 months

One film or interview to be produced by
ENTV and featured as video of the week

Leaderboard advert randomly placed on
news category pages

**€7,500 or free when you purchase a
print package over €15,000.**

ARTWORK DIMENSIONS

RECTANGLE WEBSITE AD
336x280 pixels, max 100kB

RECTANGLE E-BULLETIN AD
163x137 pixels, max 50kB

LEADERBOARD AD
755x140 pixels, max 100kB

Website banners can be supplied
as jpeg, gif or png files and
e-bulletin adverts must be static
png or jpeg files. Please send files
along with a link to a landing page
to sandra@mcleanevents.com

SILVER

Homepage rectangle website ad
(position 2) for one week every month

News page rectangle ad (position 2) for
one week every month.

E-bulletin rectangle ad (position 2) once a
month

One corporate video on
erpecnewslive.com for 12 months

Leaderboard ad randomly placed on news
category pages

**€4,500 or free when you purchase a
print package over €7,500**

BRONZE

Homepage rectangle ad for one week
every month.

News page rectangle ad for one week
every month.

E-bulletin rectangle ad once a month

**€2,900 or free when you purchase a
print package over €3,000**

OUR WEEKLY E-BULLETIN
HAS OVER 1000 OPENS EACH
WEEK WITH AN AVERAGE CLICK
THROUGH RATE OF 24%



MULTIMEDIA

Our video work at events in the USA and Europe has also allowed us to develop our social media channels like Twitter and LinkedIn, which have grown significantly over this year and last.

Filming, editing and posting on site about the latest information as it is happening, has proved without doubt to be the key in gaining peoples' interest. There is a strong desire from companies to get involved and drive forward with social media at all costs and we look forward to working more directly with advertisers from here on in to create tailor made opportunities for them.

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GLOBAL INDUSTRY EVENTS

McLean Events, Conferences & Media, the publishers of erpecnews and erpecnewslive are the minds behind erpec, the industry's leading business forum and the idac international conference.

In 2017 erpec took place for the 20th time, alongside idac, in Amsterdam, one of the European capitals of the world.

For details on erpec 19, or if your company wishes to present at the next idac conference, please contact Nick Needs on +44 7786 607075 or email nick@mcleanevents.com



“THE ERPEC EVENT AND ERPECNEWS HAS HELPED US ENORMOUSLY OVER THE LAST 10 YEARS TO BUILD OUR BASE OF SUPPLIERS FOR THE OLEREX RETAIL NETWORK AND WE ARE NOW A MARKET LEADER IN ESTONIA.”

**- ANTTI MOPEL, MEMBER OF THE BOARD,
OLEREX**

ADVERTISING ENQUIRIES

Nick Needs
Managing Director
nick@mcleanevents.com
+44 7786 607075
+44 1234 954201

Sandra Stroppel
Communications & Brand Manager
sandra@mcleanevents.com
+44 7500 903416
+44 1234 954201

WWW.ERPECNEWSLIVE.COM

