

*erpecnews*

**MEDIA PACK 16/17**

# INTRODUCTION

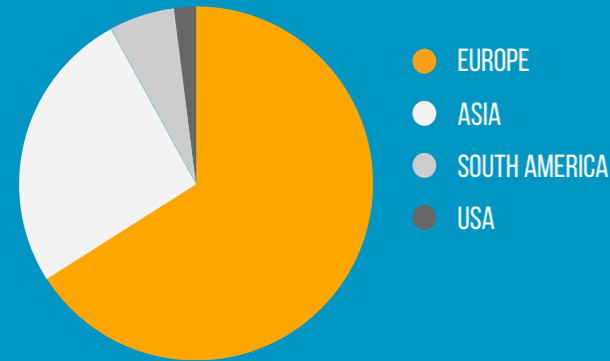
## CIRCULATION

EUROPE - 1023 PRINT / 4757 ELECTRONIC  
AMEA - 671 PRINT / 2450 ELECTRONIC

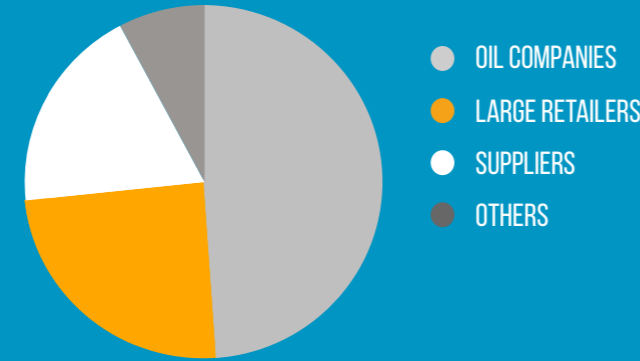
## PUBLICATION DATES

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



It has been an important year of growth for McLean Events, Conferences & Media; erpecnews magazine remains a favourite throughout the industry, providing a digest of the month's top industry news stories alongside exciting and informative features. The magazine is delivered to key industry decision makers across Europe and AMEA and is sent to our extensive and prestigious industry database compiled over 20 years.

Alongside the magazine, [www.erpecnewslive.com](http://www.erpecnewslive.com) launched in March 2016. The modern, clean website is the easiest way to keep up-to-date with industry stories as they break. With this came the launch of ENTV, our video news channel, bringing viewers industry news and features as they have never seen them before and to complete the modernisation process we also launched a Twitter account @erpecnewslive for those who like to get their news on the move.

Our latest advertising packages provide opportunities to engage with these exciting new opportunities as well as sponsorship opportunities for erpec, the industry's leading business forum and idac international conference.

We are also keen to discuss any other opportunities not covered within our media pack.

**Please contact Stephen Bozdan, Commercial Director on +36 303 506 108 or email [stephen@mcleanevents.com](mailto:stephen@mcleanevents.com).**

# ERPECNEWS MAGAZINE

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

“I ALWAYS HAVE ERPECNEWS  
SITTING ON MY DESK”  
JOSEPH VAN CALSTER, SHELL

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 €10,626 AMEA €7,140**

### HALF PAGE

8 half page colour adverts

Full page editorial.

Editorial in product news.

**Europe €7,560 AMEA €4,410**

### QUARTER PAGE

8 quarter page colour adverts.

Half page editorial.

Editorial in product news.

**Europe €4,032 AMEA €2,587**

## SILVER

### FULL PAGE

6 full page colour adverts.

Full page editorial.

Editorial in product news.

**Europe €8,158 AMEA €5,512**

### HALF PAGE

6 half page colour adverts

Half page editorial.

Editorial in product news.

**Europe €5,770 AMEA €3,540**

### QUARTER PAGE

6 quarter page colour adverts.

One editorial entry in product news.

Editorial in product news.

**Europe €3,055 AMEA €2,016**

## BRONZE

### FULL PAGE

4 full page colour adverts.

Full page editorial.

Editorial in product news.

**Europe €5,586 AMEA €3,780**

### HALF PAGE

4 half page colour adverts.

Half page editorial.

Editorial in product news.

**Europe €3,990 AMEA €2,520**

### QUARTER PAGE

4 quarter page colour adverts.

One editorial entry in product news.

Editorial in product news.

**Europe €2,083 AMEA €1,394**

# RATES & ARTWORK REQUIREMENTS



“I RECEIVE ERPECNEWS AND ENCOURAGE ALL MY COLLEAGUES TO READ IT”

GONZALO VILLARIAS, REPSOL

“I FOUND ERPECNEWS MOST INTERESTING AND VERY USEFUL”

FRANCESCO CAPPELLI, Q8 ITALY

“I APPRECIATE THE KEY NEWS STORIES THAT ERPECNEWS PROVIDES FROM OUR INDUSTRY”

ROGER HERTZENBERG, UNO-X

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	ASIA
1	€1848	€1247
2	€3580	€2402
3	€5197	€3465

## HALF PAGE

INSERTS	EUROPE	ASIA
1	€1097	€721
2	€2079	€1362
3	€3055	€1922

## QUARTER PAGE

INSERTS	EUROPE	ASIA
1	€577	€369
2	€1096	€716
3	€1559	€1064

## THIRD PAGE

INSERTS	EUROPE	ASIA
1	€866	€577
2	€1582	€1097
3	€2148	€1507

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 13/2/2017  
March 13/3/2017  
April 17/4/2017  
May 15/5/2017  
June-July 10/7/2017  
Aug-Sept 18/9/2017  
October 16/10/2017  
Nov-Dec 11/12/2017

## 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

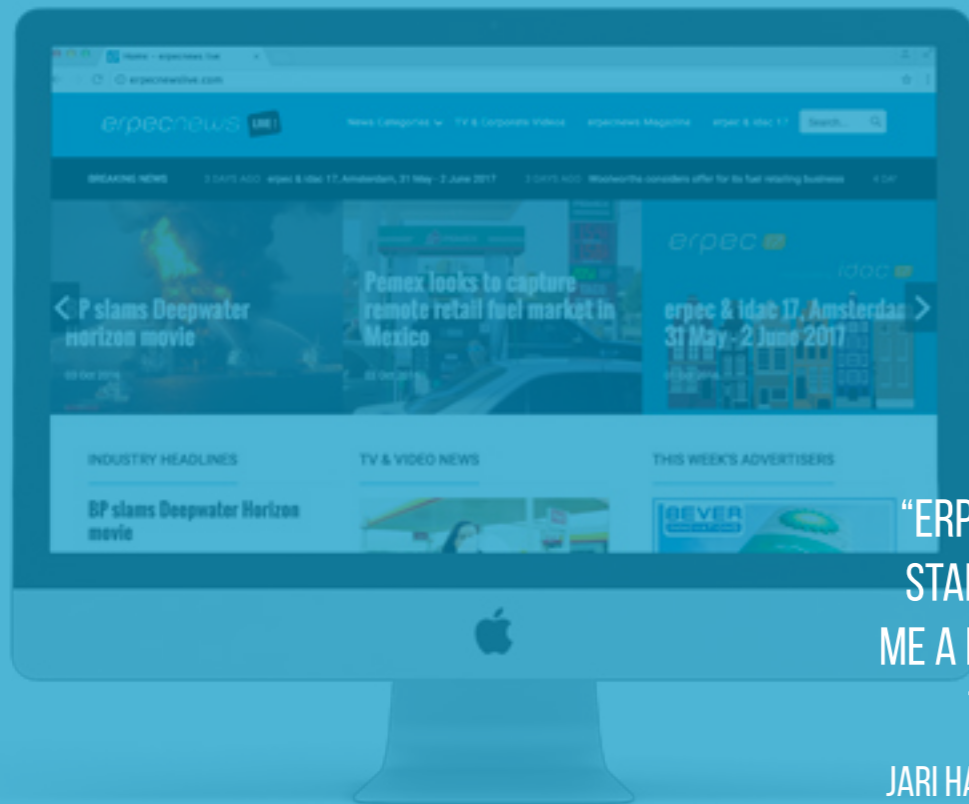
105mm x 148mm with no bleed

## QUARTER PAGE HORIZONTAL

184mm x 65mm with no bleed

Files should be sent via email or WeTransfer to:

Sian Davies  
Business Manager - Media Assets  
sian@mcleanevents.com



ON AVERAGE 1500  
MONTHLY VISITORS IN OUR  
FIRST SIX MONTHS

ON AVERAGE 4 MINUTES  
SPENT ON THE SITE AND 3.5  
PAGE VIEWS PER VISIT

“ERPECNEWSLIVE.COM WITH HIGH  
STANDARD VIDEO REPORTS GIVES  
ME A REGULAR REVIEW ABOUT HOT  
TOPICS IN THE OIL BUSINESS.”

JARI HANKONEN, ABC CHAIN MANAGEMENT

\*STATISTICS ARE FROM GOOGLE ANALYTICS FROM THE SITE LAUNCH IN MARCH UNTIL OCTOBER 2016

## 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](mailto: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 €3,000**

OUR WEEKLY E-BULLETIN IS  
SENT TO 7,000 INBOXES AND  
NOW INCLUDES ADVERTISING  
BANNERS.



# MULTIMEDIA

This year we launched ENTV and @erpecnewslive Twitter account with the aim of enhancing the profile of our advertisers and providing industry news in a new and exciting format.

This year we provided special coverage of UNITI expo and PEI NACS Show as well as a number of video features for our gold package advertisers.

**Please contact Stephen Bozdan, Commercial Director on +36 30 350 6108 or email [stephen@mcleanevents.com](mailto:stephen@mcleanevents.com).**



# GLOBAL INDUSTRY EVENTS

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

idac and erpec 17 will take place at the Grand Krasnapolsky Hotel in Amsterdam's famous Dam Square from the 31 May - 2 June 2017.

**If you would like to attend either event or discuss sponsorship opportunities please contact Stephen Bozdan, Commercial Director on +36 30 350 6108 or email [stephen@mcleanevents.com](mailto:stephen@mcleanevents.com).**

**Visit [www.erpec.com](http://www.erpec.com) or [www.idac17.com](http://www.idac17.com) for more information.**



## ADVERTISING ENQUIRIES

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