

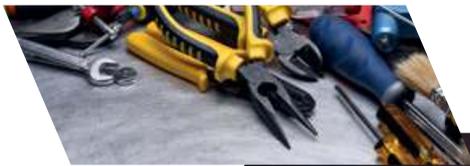
e3zine.com



Media-Kit

2019

www.e3zine.com



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Map and Compass to the Global World of SAP

Independent coverage of the SAP ecosystem has been our mission for over ten years since the first E-3 print edition was released for the German market. In January 2017 we decided to make our work and expertise available for the global SAP community with e3zine.com. Our vision is to create the international go-to platform for anything SAP: from the latest offerings of the German software powerhouse to valuable solutions from the global partner network. We pride ourselves on truly independent coverage of everything SAP for users of all levels of skill and experience. Whether you are looking to learn more about the latest trends from the global IT business or you are searching for your path through the digital transformation: we do have the information you need for sustainable growth and success in the digital age. Our webzine e3zine.com aims to cover the whole of the value-adding chain in companies, because the

biggest challenges for the future are hardly isolated anymore. The information we deliver enhances competent and successful use of integrated ERP standard software as well as SAP's latest developments.

E-3 Magazine provides you with the map and compass to find your way around the world of SAP. We target all kinds of user, from IT beginners to computer center supervisors. Our webzine offers something for everyone in clear language, deliberately avoiding tech speak wherever possible. Detailed research, conducted by skilled journalists and analysts, offers new insights for end-users and experts alike. Our network of authors consists of seasoned veterans in their respective companies and industries. Lively, independent and accurate journalism is the help we can provide to guide you on your path to a successful future with SAP.

Contact Information

Founder, Publisher and Chief Editor – E-3 Magazine

Peter M. Färbing, pmf@b4bmedia.net
Tel. +49 8654 77130-21 | Mobile: +49 160 4785121

Managing Editor E-3 International

Web, Social Media and Operations
Simone Sailer, simone.sailer@b4bmedia.net
Tel. +49 8654 77130-16

Art Direction and Production Management

Markus Cekan, markus.cekan@b4bmedia.net
Tel. +49 8654 77130-19

Managing Editor E-3 Print D-A-CH

E-3 Magazin Print, Social Media and Newsletter
Robert Korec, robert.korec@b4bmedia.net
Tel. +49 8654 77130-20

Managing Editor E-3 Online D-A-CH

E-3 Magazin Web, Social Media and Photography/Video
Peter Mavrikis, peter.mavrikis@b4bmedia.net
Tel. +49 8654 77130-10

Marketing- and Media Consultant / Sales

Andrea Schramm, andrea.schramm@b4bmedia.net
Office +49 8654 77130-35

Social-Media and Content-Marketing:

Isabella Schega, isabella.schega@b4bmedia.net
Office +49 8654 77130-33

Finance, Controlling

Brigitte Enzinger, brigitte.enzinger@b4bmedia.net
Tel. +49 8654 77130-22 | Mobile: +49 160 4785122

Publisher B4Bmedia.net AG

83395 Freilassing | Münchener Straße 8 | Germany
www.b4bmedia.net | office@b4bmedia.net
Tel. +49 8654 77130-0

Supervisory Board Members

Walter Stöllinger, Michael Kramer, Volker Löhr

Management Board Members

Peter M. Färbing, Brigitte Enzinger



**CALL
FOR
PAPERS**

Community is big for us – so big we actively want to encourage you to participate! Do you have a story to share but don't know how to get it out to the world? Is your company working hard on innovations that can improve the work life of SAP users around the globe daily but you are not sure how to spread the word? Feel free to contact us at any time and become an author yourself or have your content published through our editorial department. Please contact our Managing Editor Thomas Dullnig – we're glad to help! Want to make sure to stay up to date? Don't forget to follow us on Twitter, Facebook and LinkedIn!

Our first year in numbers

A very successful first year is behind us and we are excited to build on what we have started as we move into 2019. We were able to attract a diverse technology audience from around the world, across all industries and any age. You can see how successful our first year was by checking out the numbers below. For any questions about our audience, reach, particular topics and more, please contact our Managing Editor.

100 %
SAP Content

1,700,000
Adds shown in 2017

384,000
Total Page Views

153,000
Total Readers

128,000
Monthly Page Views

51,000
Monthly Readers

2.51
Pages per Reader

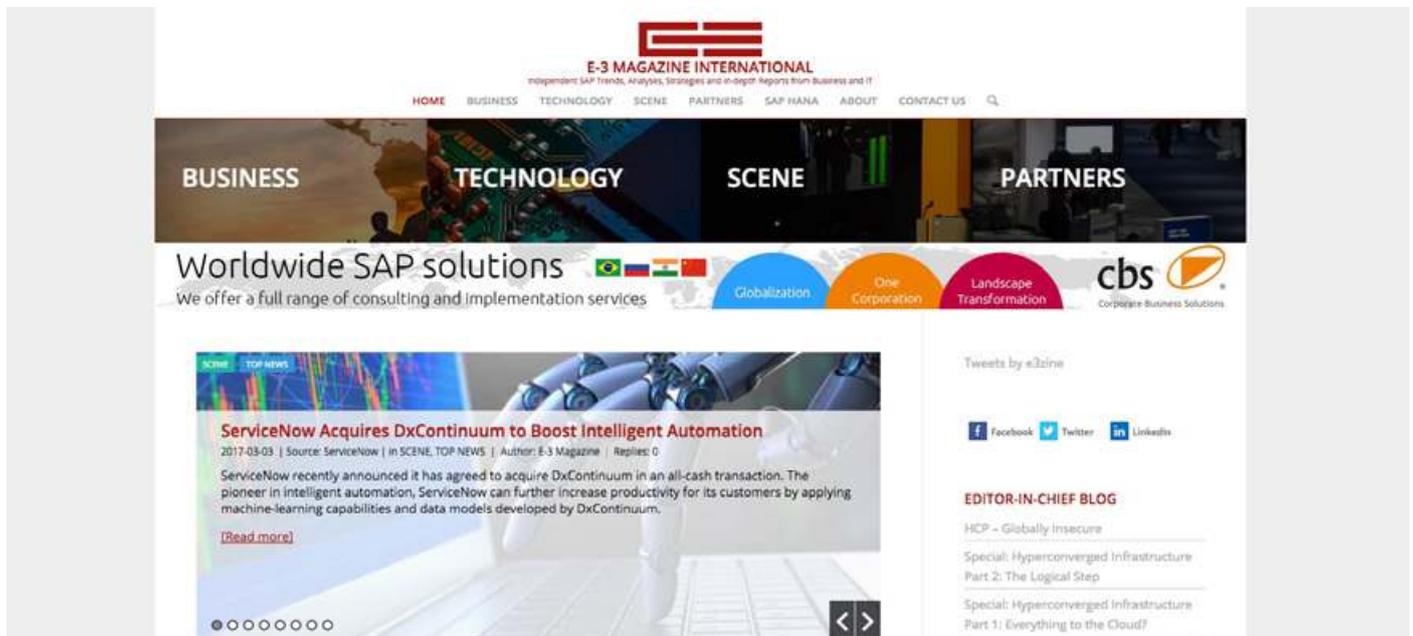
3:04
Average Time per Article

Values for first quarter 2019
unless stated otherwise.



Advertising on e3zine.com

We want to make sure that advertising on e3zine is a pleasant experience for you. Aside from every available standard solution, we do offer some highly unique opportunities to get your stories and products out to the world. Contact us with your ideas and together we will find a way to make you an offer that will be tailored to your needs. For best results, we recommend an integrated approach to advertising on our site, i.e. a mix of advertorial and editorial content.

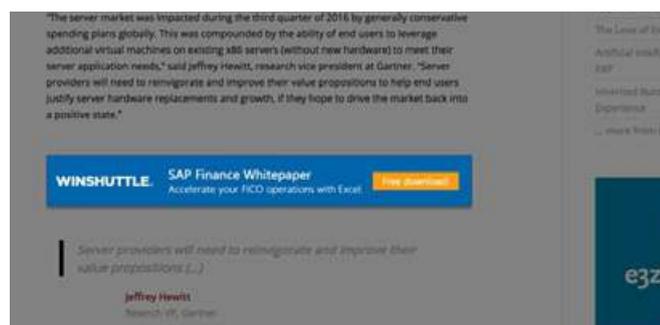


Accepted formats for banners are JPEG and PNG with a maximum size of 250 KB.



Header-Banner (size: 1310 x 80 px)

For maximum visibility at the first glance, choose our header banner. Your banner will be shown to any visitor coming to the front page of e3zine.com and is placed there exclusively. Our intuitive navigation menu will provide excellent visibility for your advertisement in this slot.

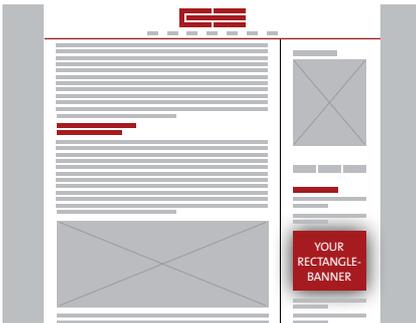


Fullsize-Banner (size: 825 x 100 px.)

Our fullsize banners can be placed exclusively on the front page, limited to show on the article listing for single categories, or within posts of a specific category. This is a great way for you to narrow down your marketing efforts to the audience you want to reach.


Popup-Banner
 (size: 800 x 300 px.)

In order to achieve the highest possible impact for your advertisement, pop-ups can only be placed on our categories. The Pop-Ups can be triggered in multiple ways and are a superb tool for making lasting impression on our audience. This option is not available on mobile.


Rectangle-Banner
 (size: 290 x 240 px.)

If you do believe that your advertisement should be visible on any page of our site, purchasing a sidebar slot is the way to go. Your banner will show on any page and for any visitor. Please note that this option is not available on mobile.

Accepted formats for banners are JPEG and PNG with a maximum size of 250 KB.

Pricing Policy

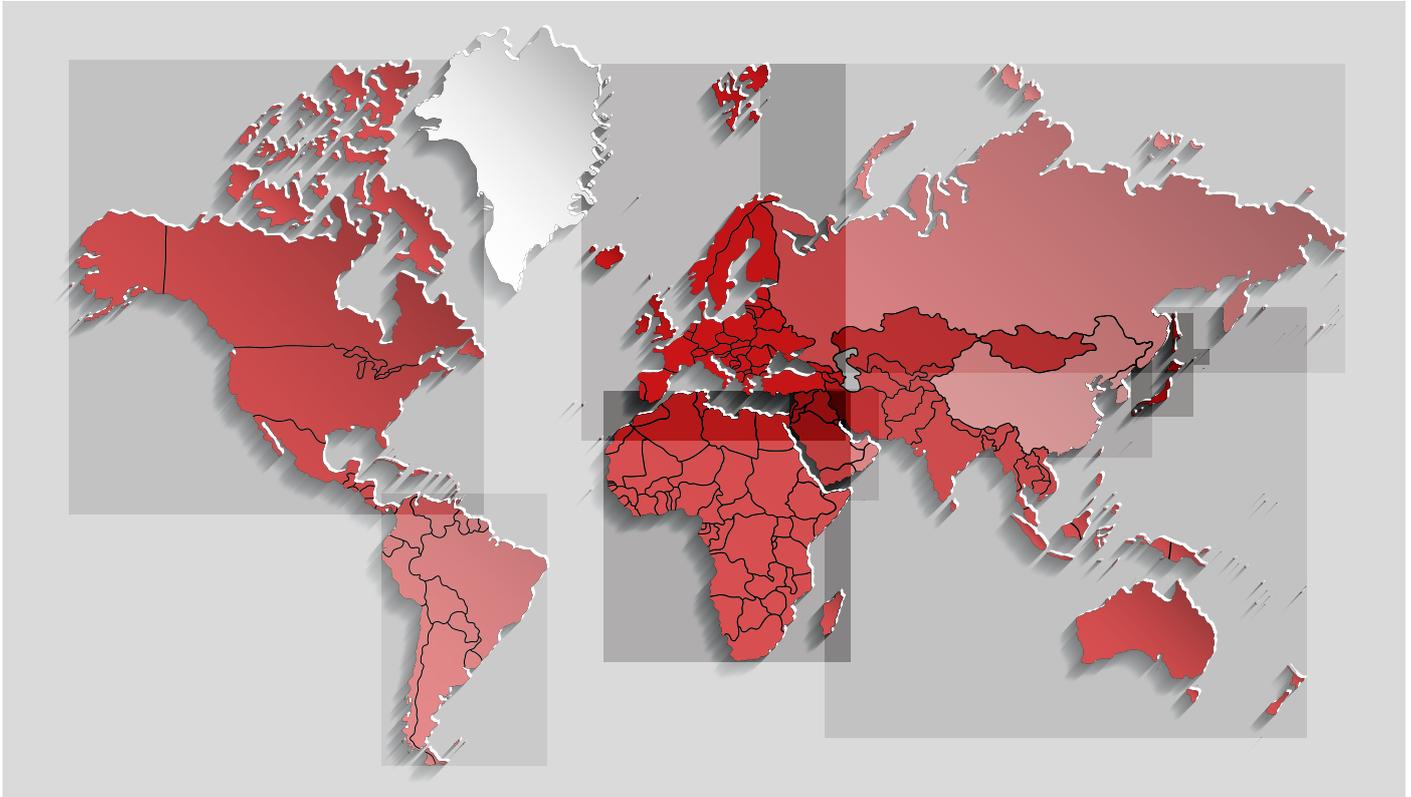
Our pricing is based on the length of your campaign as well as where your advertisement will be placed. As a rule of thumb, the more targeted your advertisement is, the higher the cost. We recommend a mix of general, brand-centered advertising and a more targeted, solution-centered approach. More individual options can be agreed on, to make sure our solutions fit your requirements. Please get in touch for more information and an individual offer. Prices are in EUR and excluding VAT. USD prices are calculated based on daily exchange rates.

TYPE & LOCATION / PERIOD	45 Days – Global	90 Days – Global	180 Days – Global	360 Days – Global
Header @ Home	EUR 840	EUR 1,470	EUR 2,530	EUR 3,370
Fullsize @ Home	EUR 660	EUR 1,160	EUR 1,990	EUR 2,650
Fullsize @ Category	EUR 550	EUR 970	EUR 1,660	EUR 2,210
Fullsize @ Post	EUR 1,100	EUR 1,930	EUR 3,310	EUR 4,420
Popup @ Post	EUR 1,100	EUR 1,930	EUR 3,310	EUR 4,420
Rectangle @ all	EUR 750	EUR 1,310	EUR 2,240	EUR 2,980
Definition	@ HOME: The frontpage you see when visiting our site	@ CATEGORY: The post-category you see when clicking on the menu at the top of the page. Example: Business	@ POST: Banner visible on individual articles.	@ ALL: Visible on all posts & categories on desktop version. Sidebar not visible on mobile devices

Advertising based on Geolocations

We provide our advertisers with the possibility to show their banners only in specific locations. This is not only limited to continents and regions but also specific countries. If you are looking for a country-specific campaign, please feel free to contact us and our staff will be in touch with an individual offer. Please also note that this option is largely dependent on availability as we want to ensure visibility throughout your campaign.

ezine.com world regions to place web banners – please ask for specific countries



Premium Partner Newsfeed

Want to make sure to get your news directly to our readers? Our Premium Partner Newsfeed gets your Twitter Account's feed directly on our site, giving our audience a chance to not only see your updates live but also enabling them to interact (share, like, retweet) directly from our site.



PRICE/ PERIOD	Monthly	4 Months	12 Months
Price	EUR 4,500	EUR 15,000	EUR 50,000

1. An advertising order as defined by the following General Terms and Conditions is the contract for the publication of one or more advertisements of an advertising customer in an online publication of B4Bmedia.net AG (hereinafter referred to as B4Bmedia.net). The advertising order placed becomes legally binding immediately after written confirmation by B4Bmedia.net. Additional oral agreements become effective immediately after written confirmation by B4Bmedia.net. Fax or e-mail are accepted as written forms. Solely the General Terms and Conditions of B4Bmedia.net apply to the advertising order. General terms and conditions of the customer which are inconsistent with or deviate from the General Terms and Conditions of B4Bmedia.net do not become part of the contract, unless B4Bmedia.net explicitly approves of their validity on a case-by-case basis.
2. Advertising orders are each linked to a specific media product of B4Bmedia.net and contain a detailed plan of publication for the advertisements and the booked issues. Orders for advertisements and third-party inserts that are to be placed exclusively in specific numbers, specific editions or in specific places in the publication must be submitted to B4Bmedia.net in due time, i.e. no later than the advertising deadline according to the current media data, so that the client can still be informed in time if an order can be carried out or not. Cancellations or deferrals of advertisements must be submitted to B4Bmedia.net at least four weeks before the advertising deadline for the respective issue. Exceptions are: Yearly or quarterly offers, for which the cancellation date is set separately in the offer and the order confirmation. If the deadline is exceeded, B4Bmedia.net is entitled to payment due to the allocation and reservation of the advertising space in print.
3. Advertisements, which are not recognizable as advertisements due to their editorial design, can be identified as such by B4Bmedia.net through the use of the words "Advertisement" or "Advertorial". The customer bears sole responsibility for the content and the legal admissibility of the text and the image documents provided for insertion. The customer is responsible for indemnifying B4Bmedia.net from third party claims against B4Bmedia.net which arise on the basis of the execution of the order, even when it was to be cancelled. B4Bmedia.net is not obligated to check orders and advertisements to see whether they infringe third party rights.
4. B4Bmedia.net reserves the right to refuse advertising orders, due to content, source or the technical form, when their content violates laws or official regulations, third-party rights or offends against accepted principles of morality or the publication thereof cannot be reasonably expected of B4Bmedia.net (withdrawal). In this case, B4Bmedia.net also has the right to remove individual content or individual passages of the text from the advertisement without prior announcement. In such a case the customer cannot assert any claims against B4Bmedia.net. Orders for supplements are binding on B4Bmedia.net only after a specimen supplement has been submitted to and approved by B4Bmedia.net. The customer accepts sole responsibility for all legal consequences resulting from the content of advertising orders or an advertising message and shall indemnify B4Bmedia.net from any and all third-party claims, particularly in case of claims for damages or counterstatement. The customer shall also assume all the costs incurred by B4Bmedia.net for legal defense. B4Bmedia.net is not obligated to check the contents of advertisements for their legal admissibility and possible infringement of third-party rights.
5. The customer is responsible for the timely delivery of the advertisement. B4Bmedia.net requests immediate replacement of obviously unsuitable or flawed advertisements. If defects in the data are not immediately recognizable, but become clear during the publishing process or subsequent processing of the data, then the customer shall not be entitled to file any claims against B4Bmedia.net based on unsatisfactory quality. The customer is responsible for all data given to the publisher. The customer is liable for any damage caused by viruses or other impairments of any files transferred to B4Bmedia.net.
6. The customer can claim a payment reduction or a clean replacement advertisement to be published for a completely or partially illegible, incorrect or incomplete publication of the advertisement, subject to the provision in section 5, but only to the extent to which the purpose of the advertisement was adversely affected. If B4Bmedia.net allows a reasonable grace period set for a clean replacement to elapse or if the replacement advertisement is not clean, then the customer has a right to payment reduction or cancellation of the order, provided that the purpose of the advertisement was adversely affected. Claims for damages are limited to compensation of the damage up to the amount of the advertisement fee paid. This does not apply to any intent and gross negligence on the part of B4Bmedia.net. Liability for gross negligence is limited to compensation of the foreseeable damage up to the amount of the advertisement fee paid. Legal liability for personal injuries and liability based on German Product Liability Law remains unaffected by this; the defense of contributory negligence remains open for B4Bmedia.net. Further claims for damages, regardless of the reason, are excluded, also if the order was placed by telephone. Complaints must be asserted within 4 (four) weeks after receipt of the invoice except in the case of non-obvious defects.
7. B4Bmedia.net takes account of error corrections of which it is informed by the deadline set. If the customer does not reply to the transmitted correction by the deadline set, the customer's approval of the correction is considered given. If any faults in the advertisement cannot be immediately recognized, but are only noticed during the printing or editing process, the advertiser has no claims against B4Bmedia.net in the event of inadequate advertising quality. Claims against B4Bmedia.net based on faulty reproduction or publishing are excluded if corrections were notified by telephone.
8. If the website is not available as the advertisement is to be published, the customer has no right to cancel advertising orders. If technical recovery of the website is not possible at all, the customer may withdraw from the contract or request that the advertisement be published after a replacement has been set up.
9. If the customer has not prepaid, the invoice is sent immediately, as far as possible 14 days after publication of the advertisement. The invoice shall be paid 10 days from the date of the invoice in accordance with the terms of payment, unless a different period or prepayment is agreed in an individual case. Upon request, B4Bmedia.net supplies a screenshot copy of the advertisement with the invoice. Instead of a copy which can no longer be obtained, a legally binding certification by B4Bmedia.net shall apply on the appearance and circulation of the advertisement.
10. In the event of a default of payment or deferment of payment, interest of 5 (five) percent above the effective base rate of the European Central Bank is charged, however at least 6 (six) percent, in addition to collection costs. When there is a default of payment, B4Bmedia.net may delay further execution of the current advertising order until payment and if applicable, demand prepayment for remaining advertisements in advance. If there is reasonable doubt of the customer's ability to pay, B4Bmedia.net may also make the appearance of further advertisements dependent on the payment of outstanding invoice amounts as well as on the prepayment of further advertisements during the term of an advertisement order irrespective of an originally stipulated term of payment. The publisher can also demand security in case of doubt about a customer's ability to pay or in the event of payment default. The costs that the customer pays for the pre-judicial warnings amount to EUR 2,50 / USD 3,00 for the 2nd warning and EUR 6,00 / USD 7,00 for the 3rd warning.
11. The customer shall bear the costs of the production of requested and ordered PDF files and/or special reproduction requests; the customer is also responsible for the cost of significant changes requested to the original advertising order.
12. The price list of von B4Bmedia.net published at the time when the order is placed applies. However, price changes are only effective for orders confirmed by B4Bmedia.net if they are announced at least one month before publication of the advertising material. In the event of a price increase, the customer has a right of withdrawal. The right of withdrawal must be exercised within 14 days after receipt of the notification about the price increase. Discounts are determined in accordance with the effective price list. Advertising agencies and other advertising intermediaries are obligated to adhere to the price list in their offers, contracts and billing with advertising customers. The agency fee granted by B4Bmedia.net may not be passed on in whole or in part to customers of advertising agencies and other advertising intermediaries.
13. Copies and/or data or data media are returned to the customer only when requested or when there is a corresponding note in the order. The obligation to retain such items ends three months after the expiry of the order.
14. B4Bmedia.net is not obliged to publish any user data, particularly data on impressions, click rates or any other statistical data related to their websites and corresponding social media channels. Data cleared for release will be released only at the discretion of B4Bmedia.net. This does not limit the right for inquiry about statistical data by the customer before placing the advertising order.
15. The E-3 editorial team of B4Bmedia.net may edit, supplement, rewrite or shorten proposed texts, reports, commentaries, interviews, images or other contributions at any time according to the generally applicable editorial guidelines of the E-3 editorial team. In the process, it is assumed that the contributions are provided exclusively to B4Bmedia.net; however, there is no obligation to publish on the part of B4Bmedia.net without written agreement. The author/writer declares upon sending such material that he is fully entitled to all the copyrights, ancillary copyrights or other rights (personal rights or trademark rights) required for publication using the advertisement including all the articles, reports, commentaries, interviews, images or other contributions provided.
16. Oral agreements require written confirmation by B4Bmedia.net to become effective. Confirmation by fax or e-mail is sufficient.
17. The General Terms and Conditions, the order confirmation and the respectively valid price list are authoritative for each order. The place of jurisdiction for all disputes arising under or in connection with contractual relationships subject to these General Terms and Conditions is the place of business of B4Bmedia.net, unless the law prescribes otherwise. The law of the Federal Republic of Germany applies. If individual provisions of these General Terms and Conditions are invalid, this shall not affect the validity of the remaining provisions. An invalid provision shall be amicably replaced by a provision which most closely approximates the commercial aim and purpose of the invalid provision.

Conditions of Payment

The gross invoice amount must be paid within ten days of receipt of the invoice. All costs related to the completion of international transfers of payment shall be borne by the client. Any payment conditions deviating from this must be negotiated on an individual basis.

Imprint

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