

E-3 Webzine


E-3 International

www.e3zine.com

2020

MEDIA-KIT

 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 to the global SAP community with our webzine 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 digital transformation: we 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 users, 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 industries. Lively, independent and accurate journalism is the help we can provide to guide you on your path to a successful future with SAP.

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 Simone Sailer – 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!

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e3zine.com

Informational and educational website for the global SAP community (English)

Web Stats from Dec 31, 2018		Web Stats from Dec 31, 2019	
Visitors	738,266	Visitors	1,452,266
Weekly Average (Visitors)	14,198	Weekly Average (Visitors)	27,928
Ad Impressions	1,805,416	Ad Impressions	3,921,704
Weekly Average (Ad Impressions)	35,367	Weekly Average (Ad Impressions)	75,417
Tweets	1,728	Tweets	2,833
Tweet Impressions	302,356	Tweet Impressions	933,154

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 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 the best results, we recommend an integrated approach to advertising on our site, i.e. a mix of advertorial and editorial content.

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.



Banners

Banners are rolling placements. The price for continuous placement is an additional 15 %. Accepted formats for banners are JPEG and PNG with a maximum size of 250 KB.

Header Banner

(size: 2000 x 130 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.



Fullsize Banner

(size: 825 x 100 px.)

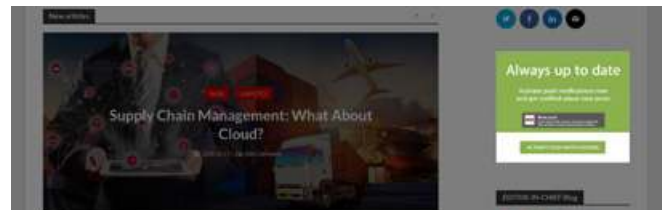
Our fullsize banners can be placed exclusively on the front page, limited to show on the article listing for single categories, or within posts of a specific category.



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.

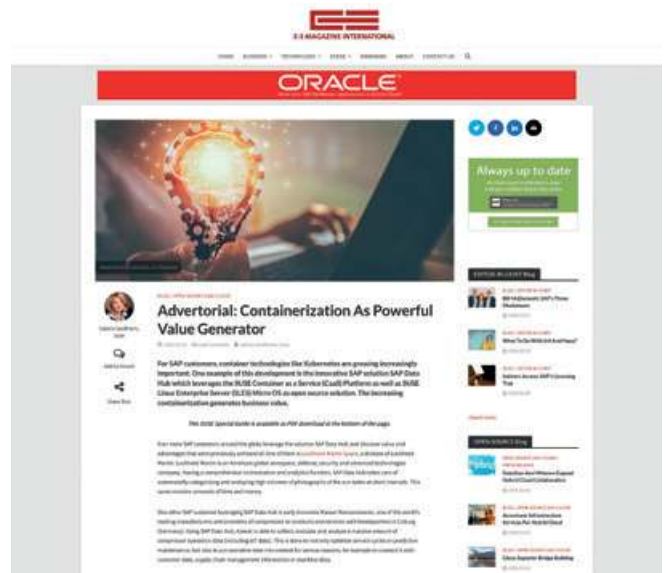


TYPE & LOCATION / PERIOD	45 Days – Global	90 Days – Global	180 Days – Global	360 Days – Global
Header @ Home	EUR 920	EUR 1,610	EUR 2,760	EUR 3,650
Fullsize @ Home	EUR 850	EUR 1,480	EUR 2,520	EUR 3,350
Fullsize @ Category / Blog	EUR 1,900	EUR 3,320	EUR 5,640	EUR 7,500
Rectangle @ all	EUR 2,470	EUR 4,320	EUR 7,350	EUR 9,780
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	@ BLOG POST: Banner visible on individual articles	@ ALL: Visible on all posts and categories on desktop version. Sidebar not visible on mobile devices

Advertorials

If you want to showcase your proficiency in your field, an advertorial on e3zine.com is the way to go. You will get an article, promotion and more directly on our site. Let's face it: It's great to have information about your solutions on your own blog and website, but it's much better to have it appear on a recognized news site like ours. Note: Advertorials are marked and are a special advertising format that is not limited by our editorial guidelines.

E-3 Advertorial Package Deal	Prices excluding VAT
Included Services: 4,700 characters including spaces. 1x Header picture, 2x post on Facebook, 2x tweets. Targeted links. Entry in our list of authors with picture and bio. Promotion through our promo banner for 45 days.	EUR 2,310
Videolink	EUR 150
Image Gallery (up to 20 pictures)	EUR 250



Curated Texts

For us, our readers are always front and center, and our high number of unique visitors speaks for itself: Readers want easy, comprehensible articles that give them an edge in today's competitive market. We can offer to curate your article to increase readability. If you give us permission to edit your text as we see fit, getting rid of buzzwords and redundancies, we can transform it into a curated article that provides value to our readers and increases your visibility in the SAP community. Before publication, we will send you the curated article for approval.

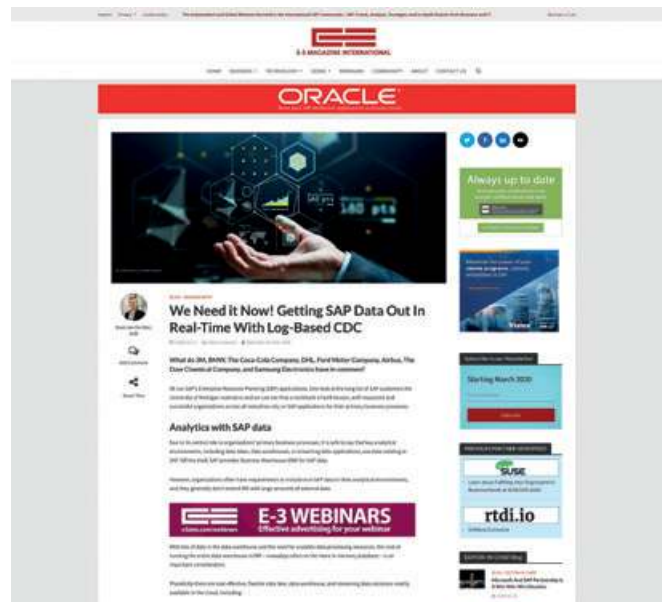
What we need from you:

- article (4,700 characters including spaces and punctuation)
- author (name, picture, short bio)

Placement: www.e3zine.com /in the corresponding category

Promotion: promotion in our frontpage slider accompanied by social media activities (Twitter, Facebook, LinkedIn)

Euro 2,900,- excl. VAT



E-3 Webinars

Do you want to optimize lead generation and customer acquisition with a webinar? E-3 Magazine is happy to help! Promotional activities for your webinar include:

Online Promotion: www.e3zine.com

- Webinars will be available under [e3zine.com/webinars](https://www.e3zine.com/webinars).
- Events can be found in our category Webinars
- Informational text with 3,000 characters (incl. spaces and punctuation as MS Word document .doc, .rtf, .txt) with a link to your landing page
- Banner on the e3zine.com homepage (including link)
- Banner in our e3zine newsletter
- 3 Tweets

Euro 3,900,- excl. VAT (no discount for agencies)



Twitter Campaigns

Whether you want to promote your E-3 article, your advertorial, your webinar or your event, we can support you with an E-3 Twitter campaign.

Price upon request.



e3zine @e3zine · 18 Std.
In #SCM software, which usually has to be implemented and optimized in laborious projects, the #cloud approach is still new. However, it is #SAP's desired goal - and therefore also #GIB's. >>

Supply Chain Management: What About Cloud? • e3zine - E-3 Magazi...
Not everything has to be difficult: just go to the app store and use new supply chain management cloud applications without cumbersome imp...

Premium Partner Newsfeed

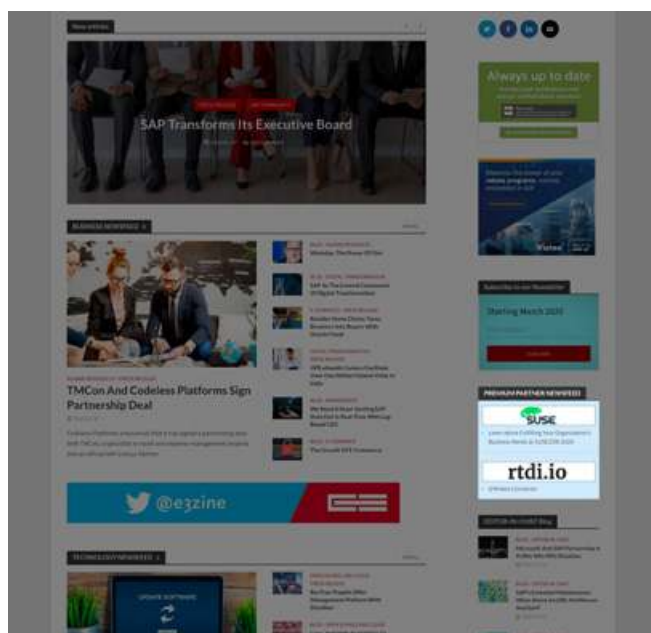
As you're probably aware, content marketing has become one of the most powerful tools in advertising. If you regularly publish articles and informative content on your own website and have an RSS feed, our Premium Partner Newsfeed is the right offer for you!

Located in our website's sidebar, it is perfectly visible on any page. Whether visitors browse through our categories or read one of our many articles, your company logo will be prominently featured. The Premium Partner Newsfeed is directly linked to your RSS feed - as soon as you publish a new piece of content, it automatically updates and displays the new headline for all our readers to see.

What we need from you

- company logo (300 x 50 px)
- link to your RSS feed

Euro 550,- (for 45 days) excl. VAT



e3zine Community

A way of showing potential customers all they need to know about your company at a single glance - that's e3zine Community! If you want to increase your visibility in the community and give potential customers detailed information about your company, we have the right offer for you. It is our way of showcasing the vast and diverse partner ecosystem around SAP - in a simple, comprehensible way that puts your company front and center.

Price	6 months	1 year
e3zine Community entry	750,-	1,100,-



Newsletter

In e3zine's Biweekly Newsbites, we round up the most important stories in and around the SAP community and make them palatable for our readers to enjoy.

Our mission is to inform and educate SAP customers. We aim to give an holistic overview of what is happening in the community, delivered directly to our readers' inboxes every other Wednesday.

When is our newsletter published?

biweekly; every other Wednesday at 3 p.m. CET

With our biweekly e3zine newsletter we offer you the possibility to promote your company through:

Newsletter Advertorial

(500 characters) plus link

500 characters (incl. spaces and punctuation) plus link
Advertorial will display as an image

Euro 1,685,-/per newsletter; excl. VAT (no discount for agencies)

Newsletter Banner

in JPG/PNG format plus link

Fullsize Banner: 800 b x 100 h px

Euro 435,-/per newsletter; excl. VAT (no discount for agencies)

E3ZINE'S BIWEEKLY NEWSBITES

Welcome to e3zine's biweekly newsbites!

Hi, Simone here. Welcome to the very first edition of our e3zine newsletter! From now on, I'll be in your inbox every other Wednesday, catching you up on all things SAP and on the stories you might have missed. There's a lot of ground to cover, so let's jump right in, shall we?

By now, you've surely heard that [SAP has extended mainstream maintenance](#) for Business Suite 7 until 2027 (or 2030 if you're prepared to pay a premium of two percentage points on the existing maintenance basis). While this is great news overall - since end of support in 2025 was never really feasible and most experts agreed that it would not be a hard deadline - there are still a lot of

Advertorial



Das E-3 Magazin

Webinar: 01.01.2017, 11:00 - 12:45

Information und Bildungsarbeit von und für die SAP-Community
Seit mehr als zehn Jahren berichten wir nun schon kritisch und konstruktiv direkt

Fullsize-Banner:
800 b x 100 h px



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Independent SAP Trends, Analyses, Strategies and in-depth Reports from Business and IT

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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.
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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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