

SAPinsider

Media Guide

2022

The largest and fastest growing
SAP membership worldwide

www.sapinsider.org



About SAPinsider



SAPinsider is the largest and fastest-growing SAP membership group worldwide, with more than 600,000 members. We provide SAP professionals with invaluable information, strategic guidance, and road-tested advice through events, magazine articles, blogs, podcasts, interactive Q&As, benchmark reports, and webinars.



Our Commitment

SAPinsider is committed to delivering the latest and most useful content to help SAP users maximize their investment, and leading the global discussion on optimizing technology.

Our Community

The SAPinsider Community is a global group of SAP professionals who work across the industries and lines of business where SAP technology is used. SAPinsiders are both influential and continuous learners who share and seek the latest strategies, insights, and best practices for implementing, investing in, and innovating with SAP technology. SAPinsiders expect us to deliver on our mission to be the most influential and enduring company committed to leading the global discussion across the B2B enterprise technology marketplace — and we invite you to help us. Your audience can be considered as belonging to one of the following cohorts.

Key Roles

Systems Analyst	Program Manager
Financial Analyst	COE Manager
Business Analyst	Consultant
Planner	Quality Control
Software Architect	Security Administrator
Systems Administrator	Account Executive
Engineer	Database Administrator
Developer	Accountant
Programmer	Operations
Project Manager	Controller

48,000 Companies

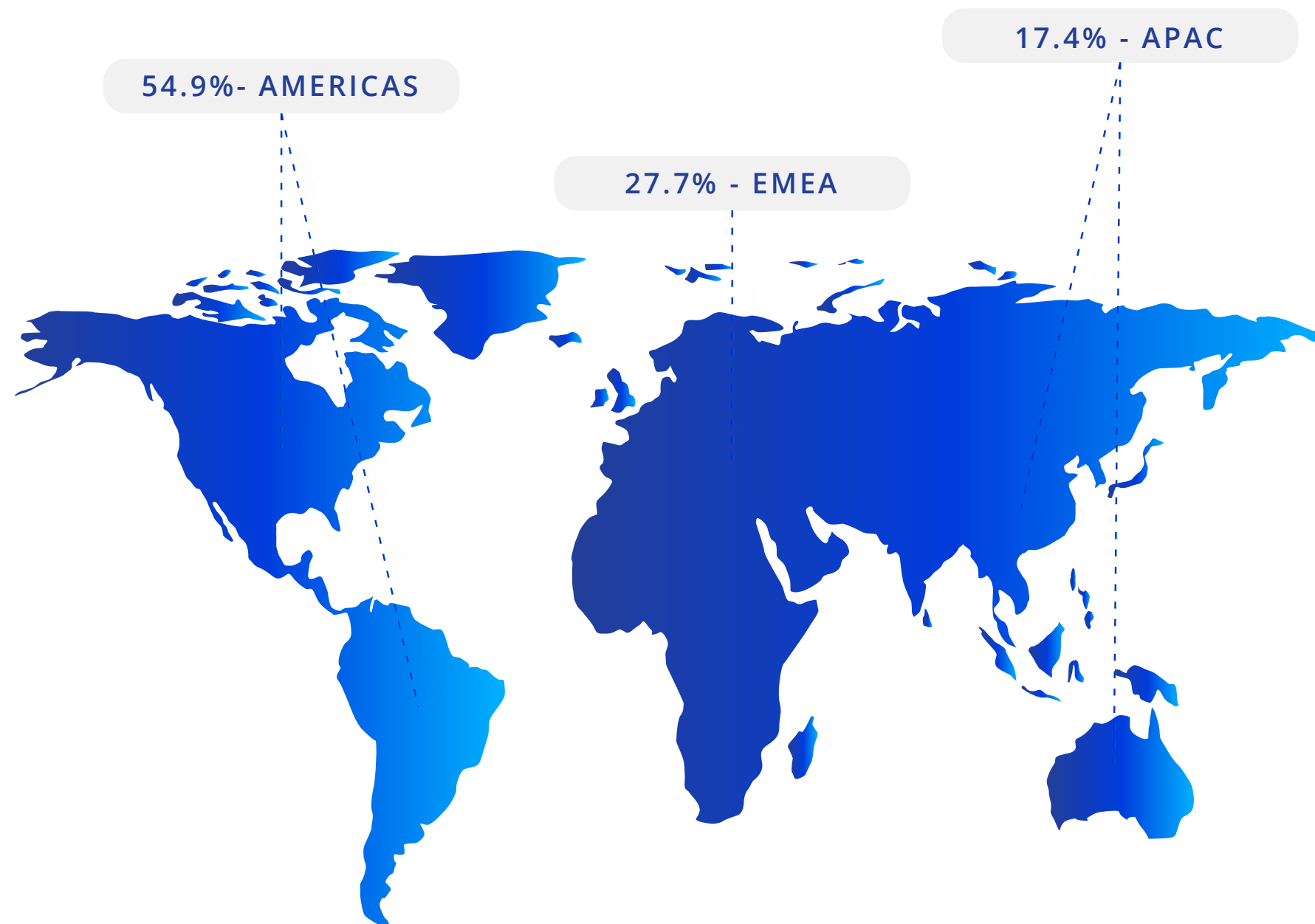


Our Community

(By Function)

600,000+ MEMBERS

Technology	373,938
Supply Chain Management	48,754
Finance	42,596
Data & Analytics	45,986
GRC & Cybersecurity	26,507
Human Capital Management	25,227
Sales & Marketing	21,689
CIO - Executive Forum	21,303



Our Community

(By Region)

United States	286,208
India	43,846
Australia	29,134
Germany	27,875
United Kingdom	24,679
Canada	20,690
South Africa	15,930
France	12,802
Netherlands	10,514
Switzerland	7,002
Belgium	6,895
Singapore	6,217
Brazil	5,985
Italy	5,827
Sweden	5,791
Spain	5,250

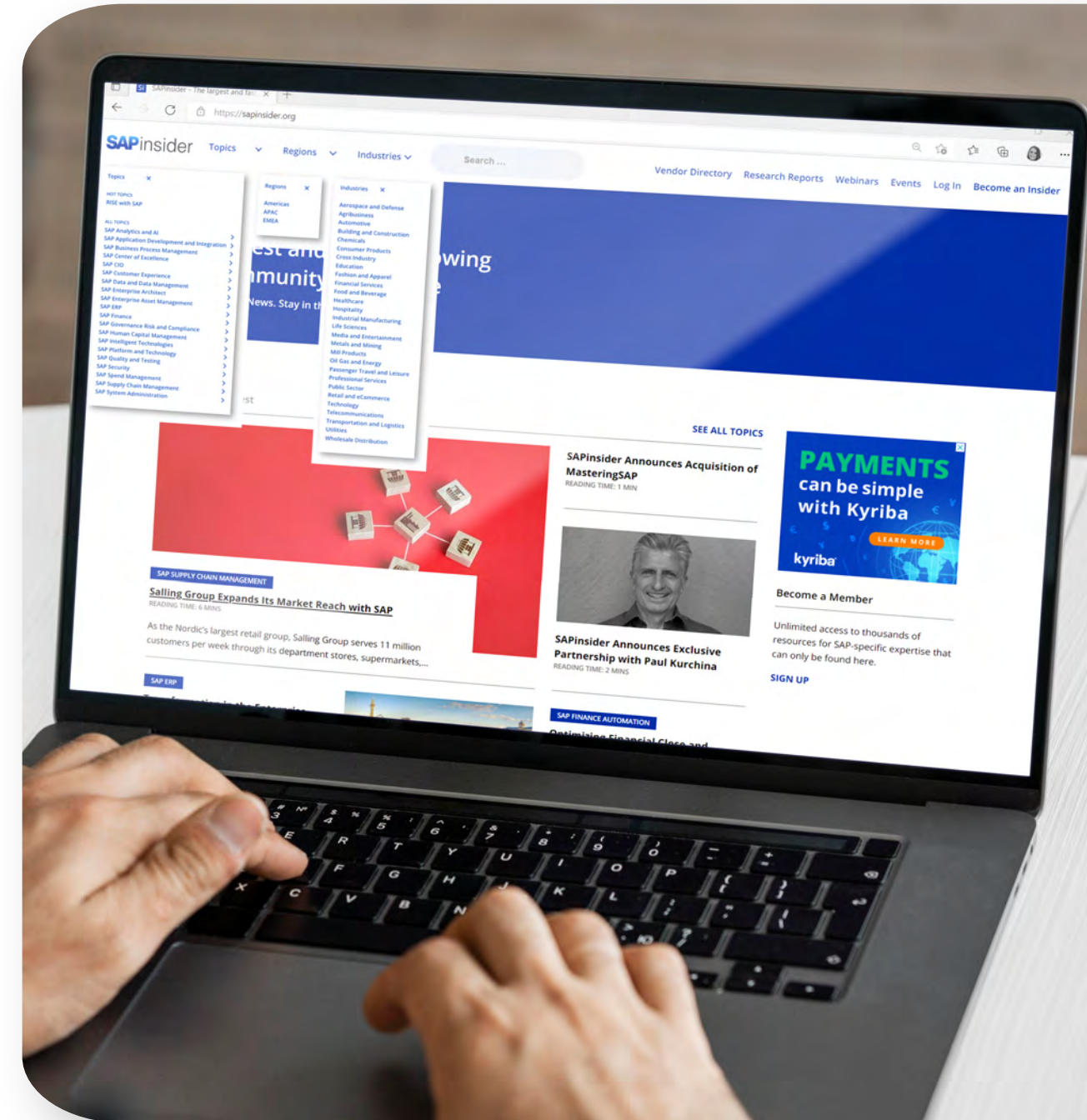
206

COUNTRIES

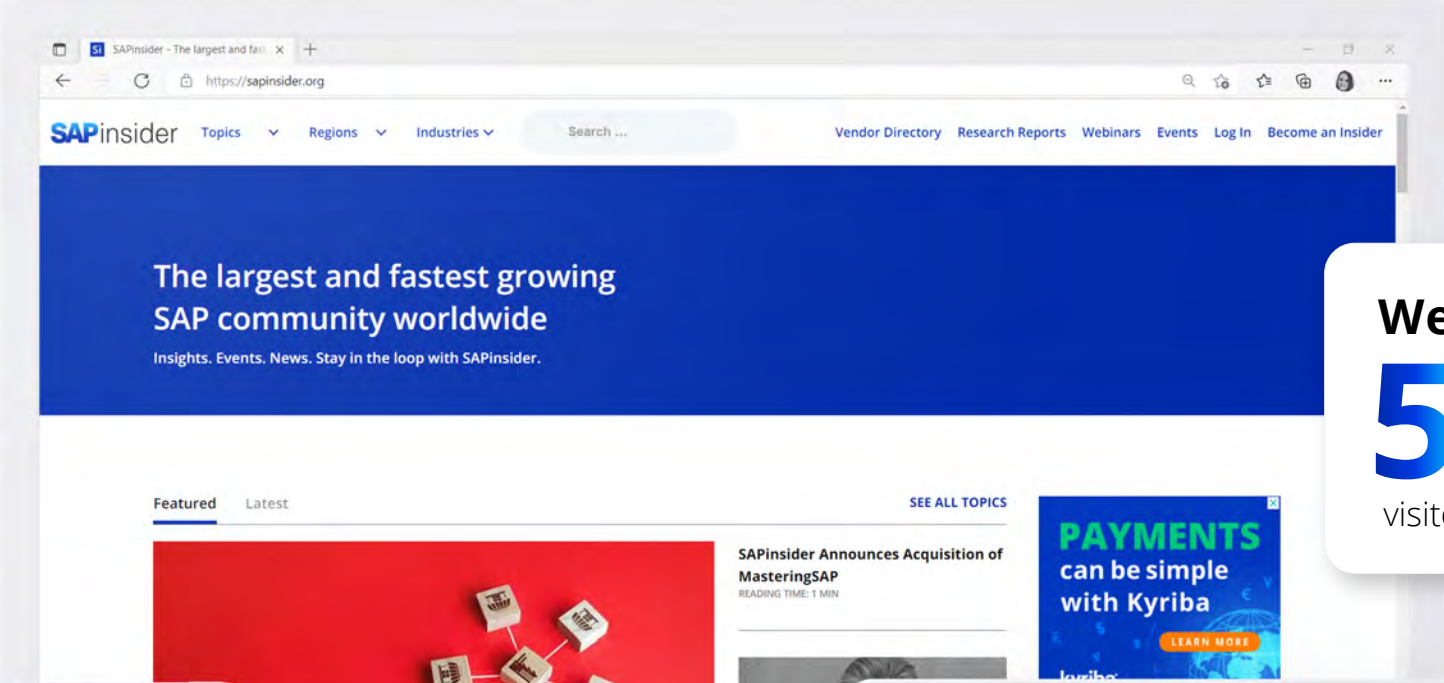


Most Comprehensive Content

SAP Analytics and AI
SAP Application Development and Integration
SAP Business Process Management
SAP CIO
SAP Customer Experience
SAP Data and Data Management
SAP ERP
SAP Finance
SAP Governance Risk and Compliance
SAP Human Capital Management
SAP Intelligent Technologies
SAP Platform and Technology
SAP Quality and Testing
SAP Security
SAP Spend Management
SAP Supply Chain Management
SAP Systems Administration
SAP Enterprise Architect
SAP Center of Excellence

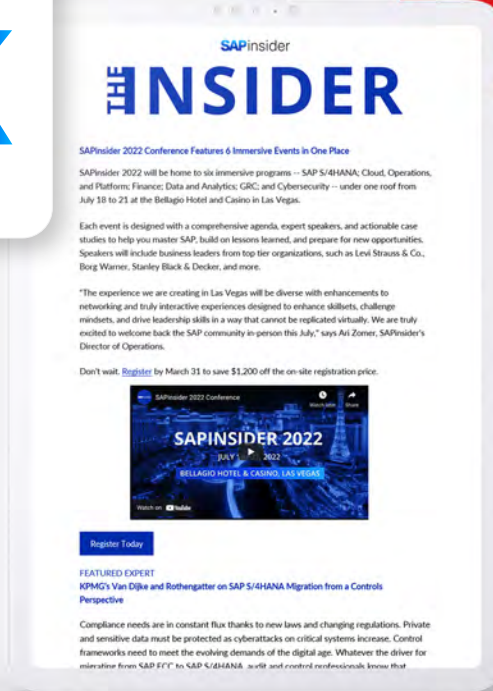


Community Engagement

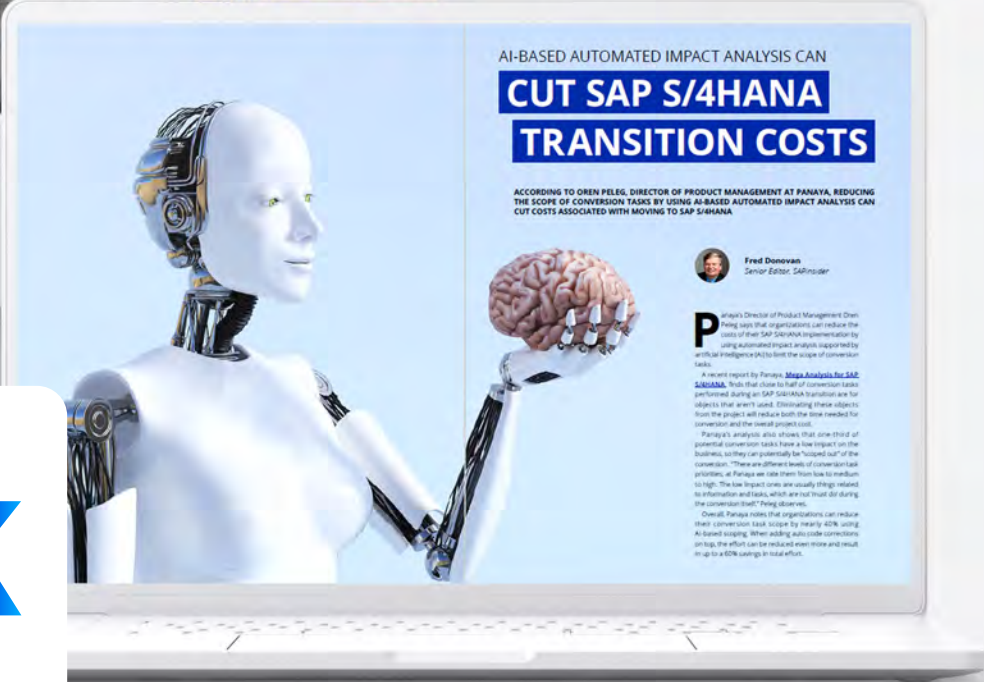


Website Traffic
560K
visitors

Newsletter
559K
suscribers



Page Views
970K
yearly views



*JAN-DEC 2021.

Directory Marketing



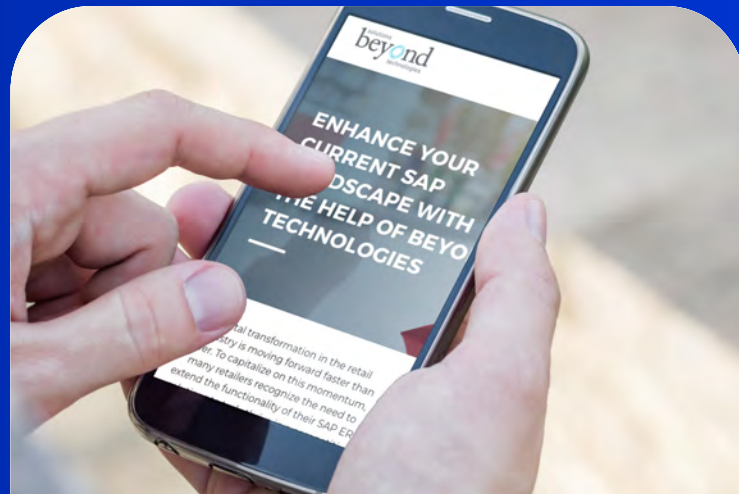
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Run your advertisement across the entire site of sapinsider.org, or target exclusive ad space on specific topic pages. Advertising with SAPinsider is an opportunity to position your message in front of the right audience and align with relevant content.

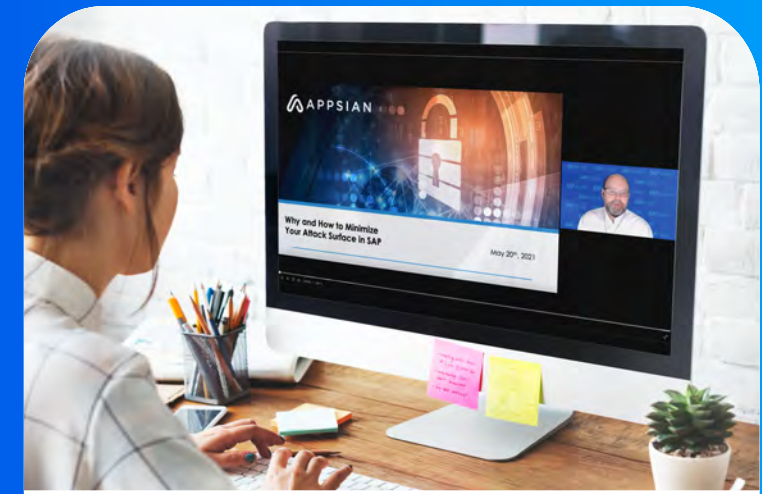
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