

# 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 c ommitted 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	Pr
Financial Analyst	C
Business Analyst	С
Planner	Q
Software Architect	Se
Systems Administrator	A
Engineer	D
Developer	A
Programmer	0
Project Manager	С



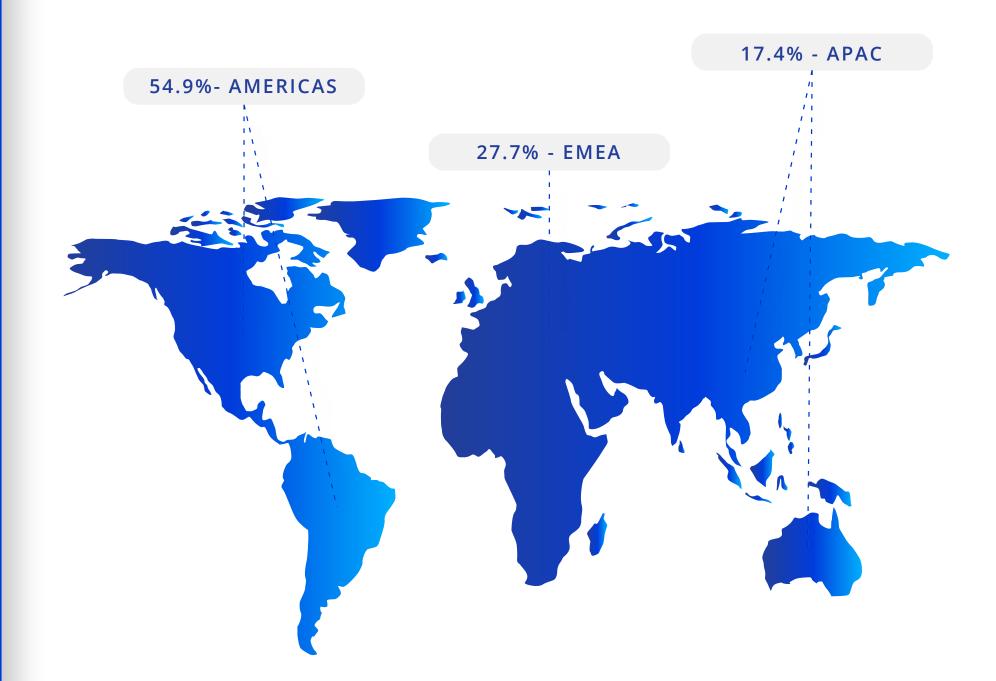
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- rogram Manager
- OE Manager
- onsultant
- Juality Control
- ecurity Administrator
- ccount Executive
- Database Administrator
- ccountant
- )perations
- Controller

## Our **Community** (By Function)

600,000+ **MEMBERS** 

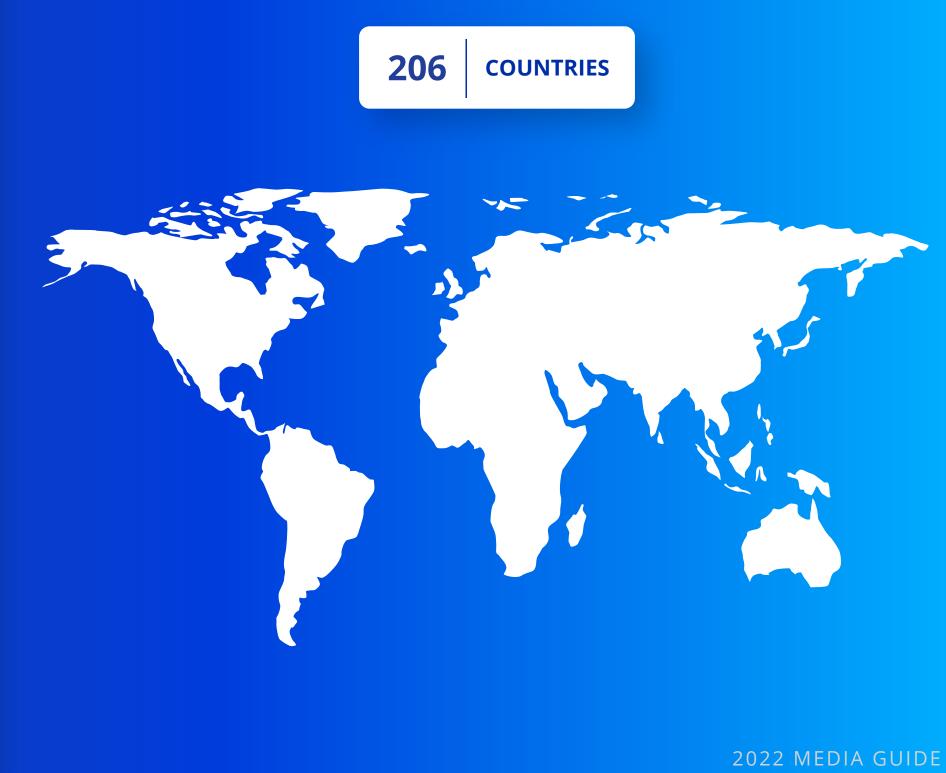
Technology	373,938
Supply Chain Management	48,754
Finance	42,596
Data & Analytics	45,986
GRC & Cybersecurity	26,507
Human Capital Management	25,227
Sales & Marketing	21,689
CIO - Executive Forum	21,303



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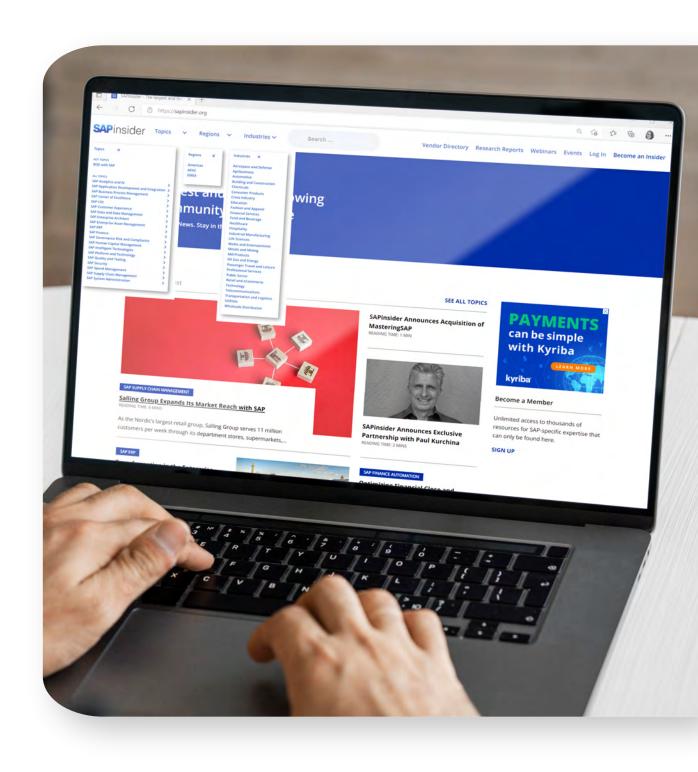
## Our **Community** (By Region)

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

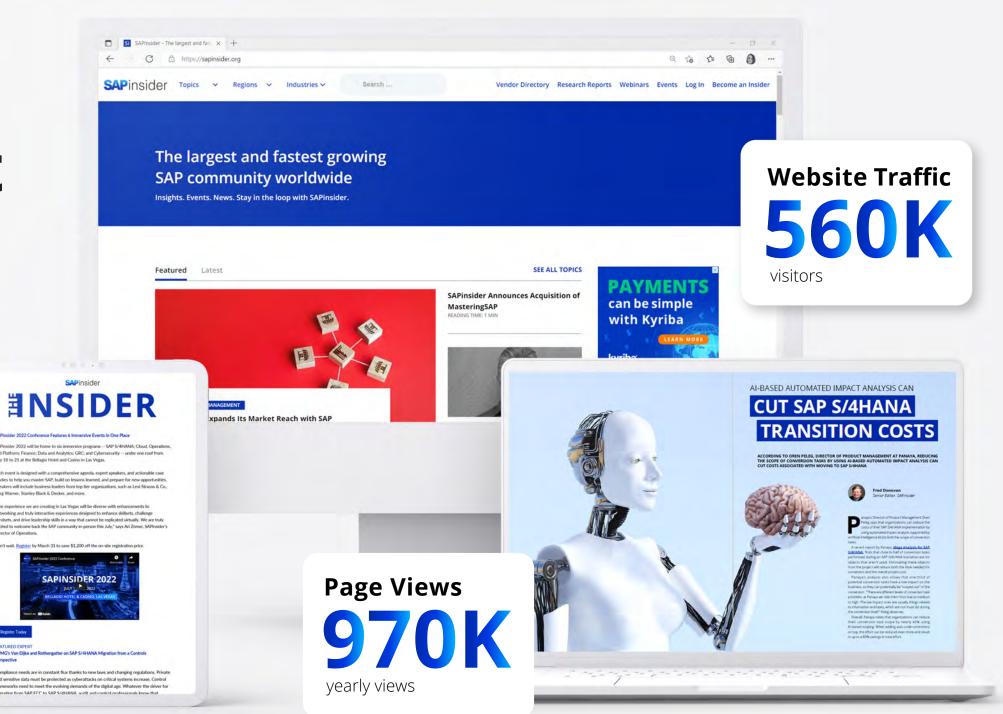


### Most Comprehensive Content

SAP Analytics and Al 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



### Newsletter **559K** suscribers

\*|AN-DEC 2021.

SAPinsider **NSIDER** 

SAPInsider 2022 will be home to six immensive programs -- SAP S/4HANA; Cloud, Op and Platform; Finance; Data and Analytics; GRC; and Cybersecurity -- under one roof from July 18 to 21 at the Bellagio Hotel and Casino in Las Vegas.

Each event is designed with a comprehensive agenda, expert speakers, and actionable case studies to help you master SAP, build on lessons learned, and prepare for new opportunities Speakers will include buildings leaders from top tier organizations, such as Levi Strauss & Co. Borg Warner, Stanley Black & Decker, and more.

The experience we are creating in Las Vegas will be diverse with enhan networking and truly interactive experiences designed to enhance skillsets, challenge mindsets, and drive leadership skills in a way that cannot be replicated virtually. We are trul erson this July." says Ari Zomer, SAPle ed to welcome back the SAP con



ON SAP S/AHANA Mie

Compliance needs are in constant flux thanks to new laws and changing regulations. Privat and sensitive data must be protected as cyberattacks on critical systems increase. Control frameworks need to meet the evolving demands of the digital age. Whatever the driver for





### **Directory Marketing**



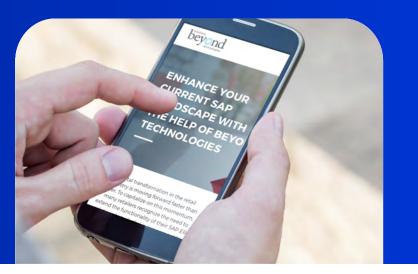
The Vendor Directory in sapinsider.org is the go-to destination for SAPinsiders to learn about premier SAP partners. Your Showcase page is where you can feature your services, and thought leadership content to build brand awareness and brand equity with the SAPinsider membership. Member traffic is directed to your showcase page and select content by way of relevant search results on SAPinsider.org and an ad campaign that runs throughout the site.

### **Display Advertising**



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.

### **Digital Services**



**Targeted Emails** 







**Content Publishing** 

#### **Research Sponsorships**



**Content Licensing** 



#### Webinars

### **Newsletter Advertising**



# THANK YOU

