

CPA

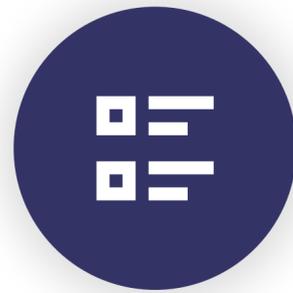
Practice **Advisor**

Media Guide 2022

THEMES

Your roadmap to business success

CPA Practice Advisor is the accounting profession's definitive source for timely topics and trends, emerging technologies, legislation briefs, and valuable influencer insights on everything from tech stack, big data and automation to cybersecurity and firm improvement strategies. Get it all in one place.



PROJECT MANAGEMENT



FIRM IMPROVEMENT



POLICY & LEGISLATION



TECHNOLOGY INNOVATIONS



LIFESTYLE

AUDIENCE

Access your target audience

470,294

AVERAGE MONTHLY REACH

SERVICES AND % OF AUDIENCE OFFERING EACH

Tax 92%

Advisory 74.5%

Client accounting 60%

Payroll 46.5%

Audit 25%

Technology consulting 10%

357,177

AVERAGE UNIQUE MONTHLY VISITORS

434,712

AVERAGE MONTHLY SESSIONS

604,833

AVERAGE MONTHLY PAGE VIEWS

213,014

NEWSLETTER REACH

41,016

CPA PRACTICE ADVISOR MAGAZINE SUBSCRIBERS

* Statistics represent averages from July through December 2021.

CONNECT

Connect with influencers on demand

Connect with leading influencers the way you like—from podcasts and feature articles to social media and custom broadcasts—offered in both live and recorded formats. Tap into our expansive network of thought leaders for valuable insights and predictions.



CASE STUDIES



WEBINARS



REPORTS



NEWSLETTERS



PRINT



FEATURE ARTICLES



PODCASTS



CUSTOM BROADCASTS

MAGAZINE

Advancing the profession

CPA Practice Advisor is the accounting profession's go-to resource for premium, timely content and coverage—including emerging trends and technologies, legislation updates, and influencer insights at all levels of firm and professional improvement.

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At-a-glance

January/February/March	April/May	June/July	August/September	October/November	December
TAX & LEGISLATION	PEOPLE	DATA, YOUR FIRM & YOUR CLIENTS	AUTOMATION	SECURITY	LEGISLATION: A YEAR IN REVIEW
<p>Comprehensive coverage to keep you up to date on changes within the IRS, tax software updates and last-minute regulatory changes.</p>	<p>A deep dive on building a healthy firm culture, ensuring work-life balance in the age of virtual workspaces, understanding your "work family" and what to do about retiring staff.</p>	<p>Everything you need to know about turning client data into revenue gold, identifying key firm KPIs, transitioning to a proactive advisory model and AICPA's data analytics certification.</p>	<p>Your one-stop source for all things automation including how to create a modern firm tech stack, selecting the best apps for virtual workers and understanding what it means (and why it's a good thing) to be a 24/7 accounting firm.</p>	<p>Laser-focused on security to help firms prepare for what can go wrong in the realm of data security. Get ready to dive deep into proper security protocols for remote workers, network security must-knows and cybersecurity insurance.</p>	<p>Comprehensive coverage on everything from how to handle IRS post-filings, a recap of tax legislation, and tax and financial planning for the year ahead.</p>
<p>Digital only</p> <p>Podcast</p> <p>Webinar</p> <p>Newsletters</p>	<p>Print</p> <p>Article</p> <p>Podcast</p> <p>Webinar</p> <p>Newsletters</p> <p>Readers' Choice</p>	<p>Print</p> <p>Feature article</p> <p>Podcast</p> <p>Webinar</p> <p>Newsletters</p> <p>Firm case study</p>	<p>Print</p> <p>Feature article</p> <p>Podcast</p> <p>Webinar</p> <p>Newsletters</p>	<p>Print</p> <p>Feature article</p> <p>Podcast</p> <p>Webinar</p> <p>Newsletters</p>	<p>Print</p> <p>Article</p> <p>Podcast</p> <p>Newsletters</p>
	<p>Issue close: 3/15/22 Materials due: 3/23/22 Publication date: April</p>	<p>Issue close: 5/9/22 Materials due: 5/17/22 Publication date: June</p>	<p>Issue close: 7/4/22 Materials due: 7/13/22 Publication date: August</p>	<p>Issue close: 9/6/22 Materials due: 9/14/22 Publication date: October</p>	<p>Issue close: 11/4/22 Materials due: 11/14/22 Publication date: December</p>

Custom offerings

	SPECIAL REPORTS	WEBINARS	EVENTS & AWARDS	CUSTOM SPONSORSHIPS
January				
February		Tax and legislation		
March		Tax and legislation	Thought Leader/40 Under 40 Symposium	
April		Tracking time in a flex environment	Readers' Choice Awards	Who's Who
May	Focus on firm staffing	Cafeteria plan that works for your firm		
June	Collecting big data	Your firm needs a data scientist		
July		Tax prep in a big data world		
August	How automation changes your client relationships	Automating accounts payable	Technology Innovation Awards	
September		Automating the bookkeeping process		
October	Cybersecurity	Best practices for secure information storage		Cloud Computing
November	Taxation and penalties	Recognizing security threats		
December	Payroll as a service		Ensuring Success Conference 12/14 - 12/15/2022	Executive Predictions

CONFERENCE

Make connections and generate quality leads

Join us for this two-day, live-streaming national conference—bringing together the brightest minds in the accounting profession to exchange expertise and insights. Become a sponsor and benefit from interaction with more than 3,000 registrants via various marketing opportunities including commercial spots, direct contact, lead generation, pre- and post-event marketing, and more!

Visit ensuringsuccess.com for added information.

December 14 & 15, 2022



AWARDS

Step into the spotlight

Industry awards put you center stage—not to mention enhance credibility and awareness on a national level.

READERS' CHOICE AWARDS

Readers' Choice Awards enable readers to vote for their favorite services, tools and solutions in more than 30 categories. Let your customers know and get out the vote!

APRIL 2022

WHO'S WHO

The annual Who's Who section provides a way for you to introduce or reinforce your corporate brand and product offerings. A discount rate offers room for a full-page ad and 800 words of editorial.

APRIL 2022

MOST POWERFUL WOMEN IN ACCOUNTING

The Most Powerful Women in the Accounting Profession award recognizes the leadership and achievements of the most influential women in the tax and accounting space.

JUNE 2022

TAX & ACCOUNTING TECHNOLOGY INNOVATION AWARDS

Innovation Awards represent the pinnacle of achievement for tax and accounting technology vendors.

AUGUST 2022

40RTY UNDER 40RTY

Our 40 Under 40 program seeks to recognize top talent in the profession. Nominate those who exemplify the very best in their area of expertise.

OCTOBER 2022

CLOUD COMPUTING

All of the editorial content in the special Cloud Computing issue is focused on web-based and mobile tech. A special section offers a two-page spread with a Q&A advertorial facing your advertising message.

OCTOBER 2022

2023 EXECUTIVE PREDICTIONS & YEAR IN REVIEW 2022

Establish your top executive as a thought leader in the profession. The Executive Predictions & Year in Review section provides a forum to promote the advances your company has made over the past year and offer predictions for the future.

DECEMBER 2022

MARKETING OPPORTUNITIES

Bolster brand awareness

Get the most out of your media spend via advertising, email blasts, sponsored content and other powerful brand-boosting marketing initiatives—without busting your budget.



ADVERTISING

Showcase your brand and connect with your target audience via premium print and digital display advertising.



NEWSLETTERS

Amplify your voice and brand via advertising within our trusted, established and widely read newsletters—each with its own highly engaged audience.



EBLASTS

Customized email campaigns are a highly efficient form of direct-response advertising. Increase leads and awareness of your brand and products while driving traffic to your website.



SPONSORED CONTENT

Build credibility and advance your brand by positioning yourself as an expert resource. This is possible through sponsored content such as whitepapers, eBooks, articles, webinars and case studies.

WHITEPAPERS AND EBOOKS:

Promote your whitepaper or eBook to accelerate lead generation and capture ideal prospects.

BY-LINED ARTICLES:

Promote your expertise and build credibility by publishing of your own by-lined, long-form articles.

CASE STUDIES:

Foster a new perspective about your product or service by showcasing an engaging, real-world client case study.

WEBINARS:

Reel in highly qualified leads by facilitating engaging and timely webinars to your target audience. We produce the event and you get the attendee list!

RATES AND SPECS

PRINT / EPUB EDITION

4-COLOR DISPLAY RATES	1X	2X	3X	4X	5X
2-PAGE SPREAD	\$18,865	\$17,271	\$16,985	\$16,245	\$15,096
1/2-PAGE SPREAD	\$13,158	\$12,330	\$11,858	\$11,327	\$10,908
FULL PAGE	\$10,481	\$9,595	\$9,425	\$9,025	\$8,387
2/3 PAGE	\$8,895	\$8,264	\$8,017	\$7,632	\$7,241
1/2 PAGE	\$7,310	\$6,850	\$6,588	\$6,293	\$6,060
1/3 PAGE	\$5,750	\$5,360	\$5,160	\$4,952	\$4,698
1/4 PAGE	\$4,450	\$4,129	\$4,010	\$3,890	\$3,615

DIMENSIONS (INCHES)	SIZE	TRIM	BLEED
2-PAGE SPREAD	18 x 10 7/8	18 x 10 7/8	18 1/4 x 11 1/8
FULL PAGE	9 x 10 7/8	9 x 10 7/8	9 1/4 x 11 1/8
1/2-PAGE SPREAD	17 1/2 x 4 7/8	18 x 5 3/16	18 1/4 x 5 7/16
2/3 PAGE	4 5/8 x 10	5 1/8 x 10 7/8	5 1/4 x 11 1/8
1/2 PAGE (S)	4 5/8 x 7 3/4	5 1/8 x 8 5/8	5 1/4 x 9
1/2 PAGE (H)	8 1/2 x 4 7/8	9 x 5 3/16	9 1/4 x 5 7/16
1/2 PAGE (V)	3 3/4 x 10	4 1/4 x 10 7/8	4 1/2 x 11 1/8
1/3 PAGE (S)	4 5/8 x 4 7/8		
1/3 PAGE (V)	2 5/16 x 10		
1/4 PAGE (S)	3 3/4 x 4 7/8		
PRACTICAL RESOURCES	4 x 3 7/8		

CUSTOMIZED EMAIL CAMPAIGNS

\$0.35 / PER NAME (\$1,000 MINIMUM)

DIGITAL DISPLAY ADS

WEBSITE ADVERTISING

Available channels: Accounting & Audit, Firm Management, Payroll, Small Business, Tax & Compliance

Ad type	Ad size	CPM
LEADERBOARD	970x90	\$118
MEDIUM RECTANGLE	300x250	\$128
CONTENT AD	320x250	\$138
LARGE SKYSCRAPER	300x600	\$128
RESKIN		\$185
WELCOME AD	640x480 & 300x416 or 300x250	\$2,500/week

EXPANDABLE AD UNITS

EXPANDABLE TO

BILLBOARD	970x250
LEADERBOARD	970x90
MEDIUM RECTANGLE	300x250

NEWSLETTER ADS

Five weekly eNewsletters available: Tax & Compliance Advisor, Tax Practice Advisor, SMB Accounting Advisor, Payroll Advisor and Technology Advisor

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
LEADERBOARD (600x150)	\$2,650	\$2,300	\$2,075	\$1,185
HEADLINE BANNER (300x250)	\$1,950	\$1,675	\$1,500	\$1,350
CONTENT AD	\$2,300	\$1,950	\$1,725	\$1,525
STORY BANNER (300x250)	\$1,300	\$1,050	\$950	\$875

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Advertising questions?



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