

**CPA**

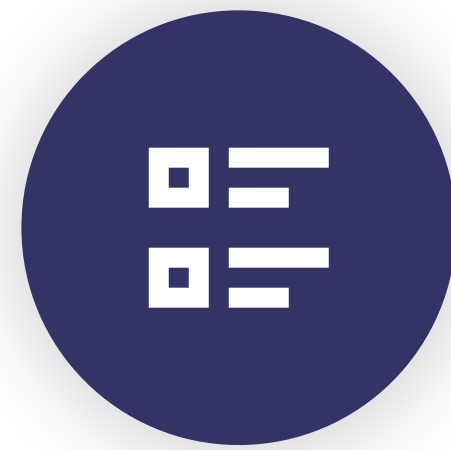
Practice **Advisor**

**Media Kit 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

**462,045**

AVERAGE MONTHLY REACH

**357,177**

AVERAGE UNIQUE MONTHLY VISITORS

SERVICES AND % OF AUDIENCE OFFERING EACH

**Tax 92%**

**Client accounting 60%**

**Payroll 46.5%**

**Advisory 74.5%**

**Audit 25%**

**Technology consulting 10%**

**434,712**

AVERAGE MONTHLY SESSIONS

**604,833**

AVERAGE MONTHLY PAGE VIEWS

**41,016**

CPA PRACTICE ADVISOR MAGAZINE SUBSCRIBERS

CONNECT

# Connect with influencers on demand

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



CASE STUDY



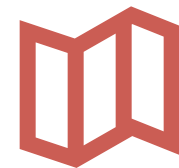
WEBINARS



REPORTS



NEWSLETTERS



PRINT



FEATURE ARTICLES



PODCASTS



CUSTOM BROADCAST



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 Spring issue	June/July Early summer issue	August/September Late summer issue	October/November Fall issue	December Late winter issue
<b>TAX &amp; LEGISLATION</b>	<b>PEOPLE</b>	<b>DATA, YOUR FIRM &amp; YOUR CLIENTS</b>	<b>AUTOMATION</b>	<b>SECURITY</b>	<b>LEGISLATION: A YEAR IN REVIEW</b>
<p>Comprehensive coverage on everything from how to handle IRS post-filings, updates on COVID-related government programs, a recap of tax legislation, and tax and financial planning for the year ahead.</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, updates on COVID-related government programs, a recap of tax legislation, and tax and financial planning for the year ahead.</p>
<ul style="list-style-type: none"><li>Digital only</li><li>Podcast</li><li>Webinar</li><li>Newsletters</li></ul>	<ul style="list-style-type: none"><li>Print</li><li>Article</li><li>Podcast</li><li>Webinar</li><li>Newsletters</li><li>Benchmarking report</li></ul>	<ul style="list-style-type: none"><li>Print</li><li>Feature article</li><li>Podcast</li><li>Webinar</li><li>Newsletters</li><li>Firm case study</li></ul>	<ul style="list-style-type: none"><li>Print</li><li>Feature article</li><li>Podcast</li><li>Webinar</li><li>Newsletters</li></ul>	<ul style="list-style-type: none"><li>Print</li><li>Feature article</li><li>Podcast</li><li>Webinar</li><li>Newsletters</li></ul>	<ul style="list-style-type: none"><li>Print</li><li>Article</li><li>Podcast</li><li>Newsletters</li></ul>
	Ad close: 3/23/22	Ad close: 5/17/22	Ad close: 7/13/22	Ad close: 9/14/22	Ad close: 11/14/22

# Custom offerings

	SPECIAL REPORTS	WEBINARS	EVENTS & AWARDS	CUSTOM SPONSORSHIPS
<b>January</b>				
<b>February</b>		Tax and legislation		
<b>March</b>		Tax and legislation	<ul style="list-style-type: none"> <li>• Thought Leader Symposium</li> <li>• 40 Under 40</li> </ul>	
<b>April</b>	Focus on firm staffing	Tracking time in a flex environment	Readers' Choice Awards	Who's Who
<b>May</b>		Cafeteria plan that works for your firm		
<b>June</b>	Collecting big data	Your firm needs a data scientist		
<b>July</b>		Tax prep in a big data world		
<b>August</b>	How automation changes your client relationships	Automating accounts payable	Technology Innovation Awards	
<b>September</b>		Automating the bookkeeping process		
<b>October</b>	Cybersecurity	Best practices for secure information storage		Cloud Accounting
<b>November</b>	Taxation and penalties	Recognizing security threats		
<b>December</b>	Payroll as a service		Ensuring Success	Executive Predictions

## 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

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

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

TAX & ACCOUNTING  
**TECHNOLOGY**  
INNOVATION AWARDS

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

AUGUST 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

CLOUD  
COMPUTING

All of the editorial content in the special Cloud 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

2022 EXECUTIVE  
**PREDICTIONS**  
& YEAR IN REVIEW 2021

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



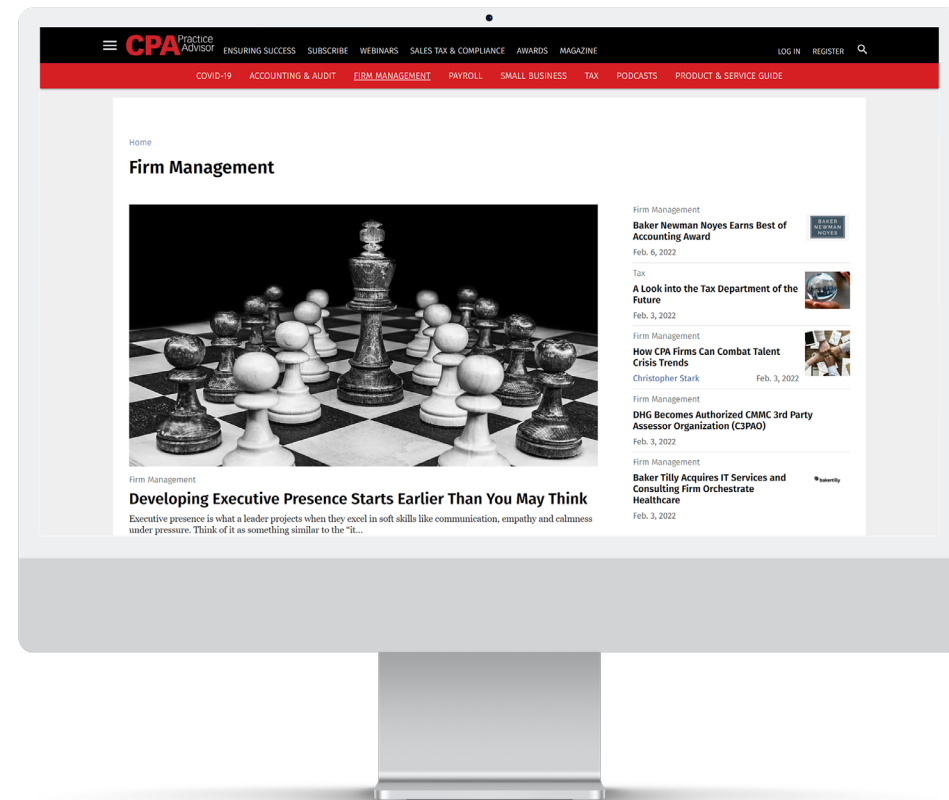
# Bolster brand awareness

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	6X
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	\$8,895	\$8,264	\$8,017	\$7,632	\$7,241
1/2	\$7,310	\$6,850	\$6,588	\$6,293	\$6,060
1/3	\$5,750	\$5,360	\$5,160	\$4,952	\$4,698
1/4	\$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
BILLBOARD	970x250	\$148
LEADERBOARD	970x90	\$118
MEDIUM RECTANGLE	300x250	\$128
CONTENT AD	320x250	\$138
LARGE SKYSCRAPER	300x600	\$128
RESKIN		\$185
PAGE PEEL	500x500 / 75x75	\$2600/week

#### EXPANDABLE AD UNITS

#### EXPANDABLE TO

BILLBOARD	970x250
LEADERBOARD	970x90
MEDIUM RECTANGLE	300x250

### NEWSLETTER AD RATES

	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



CONTACT

# Questions on advertising?



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