Align your brand with a trusted resource and showcase your solutions to over 600,000 engaged CPAs, business leaders, influencers, and innovators.

Connect with members of the AICPA and the Association of International Certified Professional Accountants (the Association). The most influential body of professional accountants, combines the strengths of the American Institute of CPAs (AICPA) and the Chartered Institute of Management Accountants (CIMA) to power opportunity, trust, and prosperity for people, businesses, and economies worldwide.

With close to 400,000 members, the AICPA boasts a rich history of serving the public interest for over 130 years. Members represent many areas of practice, including business and industry, public practice, government, education, and consulting.

Engage with over 200,000 CIMA members and students. This diverse audience ranges from C-suite executives to students.

Editorial excellence

For more than 100 years, CPAs and professional accountants have trusted the AICPA & CIMA. Today, the award-winning editorial team has evolved into a daily news organization providing real-time professional and regulatory updates, breaking news, and videos across a multitude of platforms, around the world.
Connect with the Trusted Advisor to the Trusted Advisor
Our audience by the numbers

AICPA & CIMA members from around the globe are highly educated, influential and experienced.

394,175
AICPA Members

139,620
Number of member firms/companies

51 years
Average Member Age

18 years
Average Member Tenure

CIMA membership
- Members: 121,694
- Students: 72,482
- Average age: 49 years
- Average tenure: 19
- Number of organizations: 71,000

Business & Industry Audience Breakdown
- C-suite, VP, controllers, directors, officers and owners: 56%
- Senior financial managers, managers and staff: 33%
- Education and government: 11%

55%
Public Practice

45%
Business and Industry
Promote your brand with the trusted content of the Journal of Accountancy website. It is the ultimate resource for today’s CPA, providing daily professional and regulatory updates, breaking news, and videos.

**Sponsorship Rates:** 1/3 Share of Voice, Run-of-Site, runs 1 full month

- **Number of insertions:**
  - 1-3x: $10,000, $8,500, $7,500, $6,500
  - 4-6x: $8,500, $7,500, $6,500, $6,500
  - 7-9x: $7,650, $6,750, $6,050, $5,850
  - 10x+: $4,500, $3,825, $3,375, $2,925

- **Average Monthly Page Views:** 558,000+

- **Average Monthly Users:** 466,000+

(AICPA internal web analytics, monthly avg. Sept. 2023)
TheTaxAdviser.com

Trusted resource for the latest tax-planning techniques and tax-saving methods. Regular visitors include AICPA Tax Section members, CPAs in tax practice both in public accounting firms and in corporate tax departments, decision-makers, purchasers and influencers.

Sponsorship Rates: 1/3 Share of Voice, Run-of-Site, runs 1 full month

616,000+
Average Monthly Page Views

533,000+
Average Monthly Users

(AICPA internal web analytics, monthly avg. Sept. 2023)
FM-magazine.com

FM-magazine.com includes new content throughout the week by the AICPA & CIMA staff of senior editors, contributing authors and thought leaders to an audience of C-suite and finance professionals in public and management accounting.

**Sponsorship Rates:** 1/3 Share of Voice, Run-of-Site, runs 1 full month

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**Average Monthly Page Views:** 102,000+

**Average Monthly Users:** 62,000+

(AICPA internal web analytics, monthly avg. Sept. 2023)

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**Number of insertions**

<table>
<thead>
<tr>
<th>Number of insertions</th>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10x+</th>
</tr>
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<tbody>
<tr>
<td>Leaderboard with Mobile Banner</td>
<td>$3,275</td>
<td>$3,100</td>
<td>$2,925</td>
<td>$2,795</td>
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<td>Rectangle A</td>
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<td>$2,900</td>
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<td>Exclusive sponsorship</td>
<td>$5,000</td>
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**Specs**

- Leaderboard with mobile banner: 728x90, 300x50
- Rectangle Banner A, B: 300x250

(AICPA internal web analytics, monthly avg. Sept. 2023)
ThisWaytoCPA.com

Advertisers can connect with college students, recent graduates, and young professionals who are looking for wisdom and motivation to become CPAs. The site features a mobile-friendly and responsive design that ensures your banner is properly displayed on all devices.

Sponsorship info:
- Top and Bottom Leaderboard ads available
- Homepage Rectangle Banner
- Optimized for mobile display

126,000+
Average monthly page views

42,000+
Average monthly visitors

(AICPA internal web analytics, monthly avg. Sept. 2023)
CPA Letter Newsletter

Delivers news and guidance for accounting and finance professionals. Promote your product and solutions every business day, and align your brand with the latest news from the AICPA and other trusted sources to CPAs and financial professionals in a clean, easy-to-read format, resulting in consistent engagement.

Your marketing message will be front and center when subscribers receive the latest developments in tax, accounting, audit, technology, personal financial planning, and more.

Top Story Weekly Sponsorships Now Available

Receive 5 consecutive days for $11,000
- This premium option maximizes visibility
- Lock in your space by booking multiple weeks
- Limited availability

115,000+
Opt-in subscribers

(Internal AICPA web analytics, Sept. 2023)
The Update Newsletter

The Update is one of the most popular member benefits. This weekly digest provides members with a convenient way to stay up-to-date on issues facing the profession, as well as Association initiatives designed to respond to these issues.

223,000+
Opt-in subscribers

(Internal AICPA analytics, Sept. 2023)
Tax Insider Newsletter

Important tax news, insightful articles, document summaries and more to help readers stay current with the latest news and insights for CPAs, tax professionals and corporate accountants.

42,000+
Opt-in subscribers

(Internal AICPA analytics, Sept. 2023)
ThisWaytoCPA Newsletter

This monthly newsletter provides college students and young professionals with the wisdom and motivation to become CPAs. This newsletter features career tools and advice, information about the accounting profession, exam prep, education and more resulting in high engagement.

Your banner ad runs in one issue of the newsletter with two sizes to choose from based on your marketing message:

- 300x250
- 468x60

24,000+

Opt-in subscribers

(Internal AICPA analytics, Sept. 2023)
Ask the Expert

Showcase your company executive as a thought-leader.

Ask the Expert features a short Q & A with your company representative and includes their photo, bio, logo and company boilerplate. The content of the column is created by you – our editors will provide suggestions about a featured topic – but you direct the tone.

This feature also builds trust and brand affinity by being aligned with trusted content from the Journal of Accountancy, the Tax Adviser, and FM Magazine.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Single Page</th>
<th>Spread</th>
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</thead>
<tbody>
<tr>
<td>Journal of Accountancy</td>
<td>$15,550</td>
<td>$24,500</td>
</tr>
<tr>
<td>FM Magazine</td>
<td>$6,175</td>
<td>$9,000</td>
</tr>
<tr>
<td>The Tax Adviser</td>
<td>$6,500</td>
<td>$10,000</td>
</tr>
</tbody>
</table>
Lead Generation Programs

Lead gen & sponsored reports provide timely content on topics of importance to CPAs and financial executives. Reports are hosted on the Journal of Accountancy and FM magazine websites and content is created by the trusted journalists on the AICPA & CIMA content team, so the report will be current, detailed, and useful.

Sponsors receive hundreds of opt-in leads from individuals who download the report ... all for one price. Advertisers also create demand and awareness for their brand through targeted promotions on the vast media channels of the AICPA & CIMA, resulting in thousands of digital impressions.

2024 Topics
- Talent Acquisition/Retention
- Lease Accounting
- AI
- Tax Season Review/Preview

<table>
<thead>
<tr>
<th>Lead Generation</th>
<th>Journal of Accountancy</th>
<th>FM Magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$25,000</td>
<td>$17,000</td>
</tr>
</tbody>
</table>
Journal of Accountancy Podcast Sponsorships

Align your brand with AICPA content and thought leadership from one of the most popular podcasts on the planet with over 8,000 subscribers on Apple Podcasts.

Podcasts provide an array of topics and subject matter. The podcasts are promoted through relevant newsletters the same week the podcast is uploaded to the Journal of Accountancy website.

Why Sponsor Journal of Accountancy Podcasts?
- Position your organization as an industry expert
- Align your brand with AICPA & CIMA
- Increase your reach and connect with your future partners

Podcast Package includes:
- 4 consecutive weekly episodes
- 15 second audio commercial played at beginning of episode
- Podcasts promoted through AICPA & CIMA newsletters and social media accounts
- Sponsored podcasts are evergreen and SEO friendly, and remain available through web searches after your sponsorship ends

Average downloads per episode
4,000+
(Internal AICPA analytics, Nov. 2023)

Pricing
- Monthly Sponsorship $7,500
  Includes four consecutive weekly episodes.

Ask your account manager about FM podcast sponsorships.
Advertising in Journal of Accountancy, The Tax Adviser & FM magazine

Reach our audience of CPAs, business leaders, and decision-makers by advertising in our flipbook publications. The Journal of Accountancy and The Tax Adviser is produced 12 times a year with FM magazine sent to a global audience six times annually.

The AICPA & CIMA content team produces and delivers issues to members and subscribers as flipbooks that can be read on a laptop or mobile device with the option to download as a PDF or forward ... providing more exposure to your marketing message.

Advertiser benefits and features:

- Intuitive flipbook interface allowing advertisers to place links within their ads to drive traffic to websites and landing pages
- Advertiser directory in the table of contents
- Full-page, spread, advertorials, and thought leadership available

<table>
<thead>
<tr>
<th></th>
<th>Journal of Accountancy</th>
<th>The Tax Adviser</th>
<th>FM Magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$8,200</td>
<td>$6,500</td>
<td>$4,500</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>$12,000</td>
<td>$9,000</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

JofA Monthly circulation: 237,000+
TTA Monthly circulation (Tax Section): 22,000+
FM magazine monthly circulation (US): 18,000+
## 2024 Publication Deadlines & Topics

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Journal of Accountancy</th>
<th>The Tax Adviser</th>
<th>Issue Date</th>
<th>FM magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Workplace culture/Kindness and psychological safety</td>
<td>Individual taxation</td>
<td>February</td>
<td>Leadership</td>
</tr>
<tr>
<td>Space close: 1/26</td>
<td>Materials due: 1/29</td>
<td>April</td>
<td>Space close: 2/11</td>
<td>Materials due: 12/13</td>
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<tr>
<td>April</td>
<td>Technology</td>
<td>S corporations</td>
<td>April</td>
<td>ESG</td>
</tr>
<tr>
<td>Space close: 2/23</td>
<td>Materials due: 2/26</td>
<td>May</td>
<td>Space close: 2/16</td>
<td>Materials due: 2/19</td>
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<td>May</td>
<td>Ethics/Fraud</td>
<td>Tax Practice Responsibilities</td>
<td>June</td>
<td>Risk</td>
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<tr>
<td>June</td>
<td>Chair feature/Leadership</td>
<td>Tax Practice Management</td>
<td>July</td>
<td>Strategy</td>
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<tr>
<td>July</td>
<td>Small firm focus</td>
<td>D.C. Currents</td>
<td>September</td>
<td>Technology and cybersecurity</td>
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<tr>
<td>Space close: 5/24</td>
<td>Materials due: 5/27</td>
<td>October</td>
<td>Space close: 8/16</td>
<td>Materials due: 8/19</td>
</tr>
<tr>
<td>August</td>
<td>Not for profit &amp; government accounting</td>
<td>Tax practice responsibilities</td>
<td>November</td>
<td>Soft skills and learning trends</td>
</tr>
<tr>
<td>September</td>
<td>Education/CPA Exam/Pipeline/Career</td>
<td>Tax Software Survey</td>
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<tr>
<td>October</td>
<td>Management accounting/Corporate finance</td>
<td>D.C. Currents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Accounting &amp; audit</td>
<td>Estate planning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Personal financial planning</td>
<td>Personal financial planning</td>
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Be a part of the conversation.

Contact your account manager to connect with our members.