



AICPA® & CIMA®

Together as the Association of International
Certified Professional Accountants

2024 Media Kit

adsales@aicpa-cima.com

us.aicpa.org/advertising

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

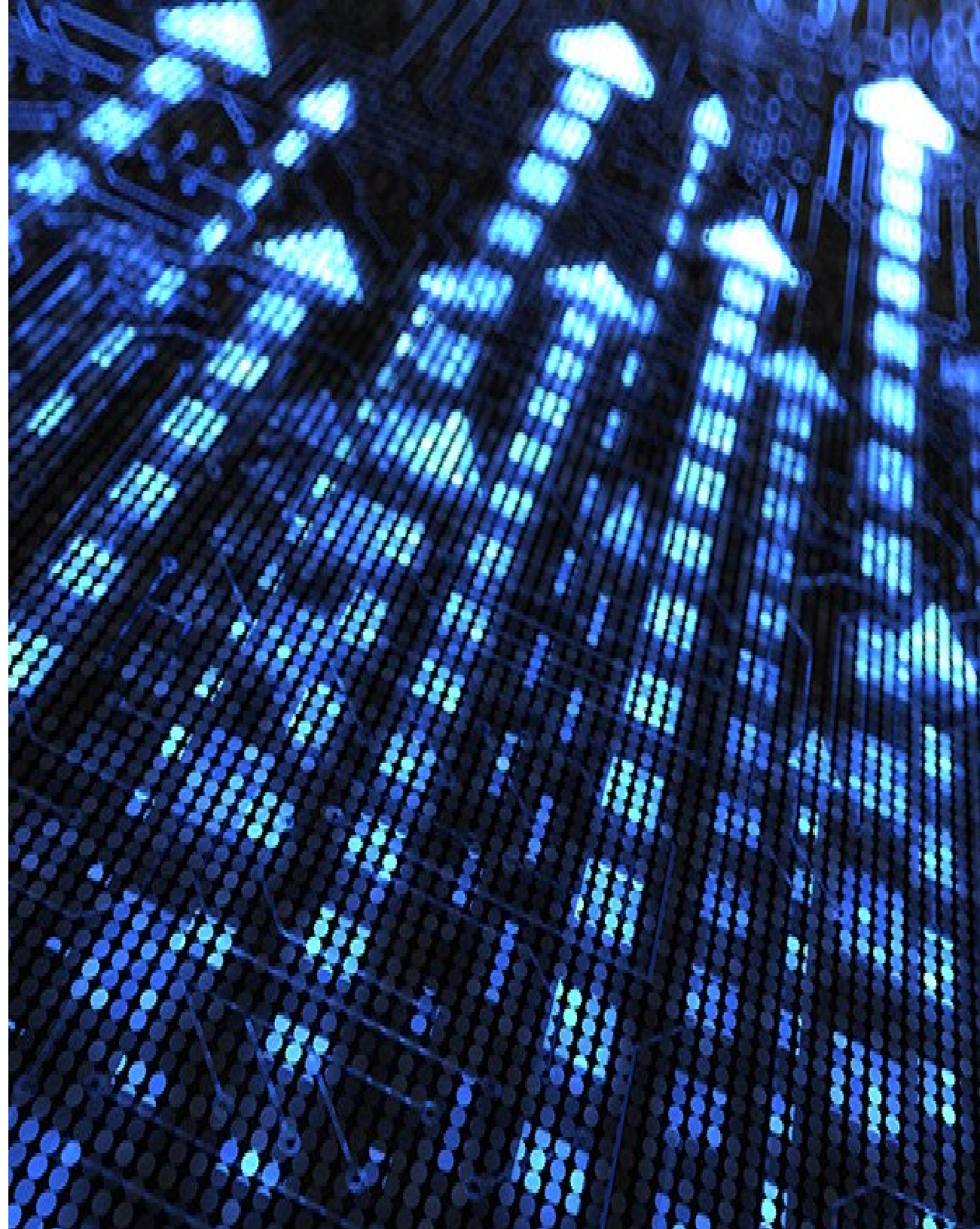
Connect with members of the AICPA and the Association of International Certified Professional Accountants (the Association). The most influential body of professional accountants, combines the strengths of the American Institute of CPAs (AICPA) and the Chartered Institute of Management Accountants (CIMA) 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

51 years
Average Member Age

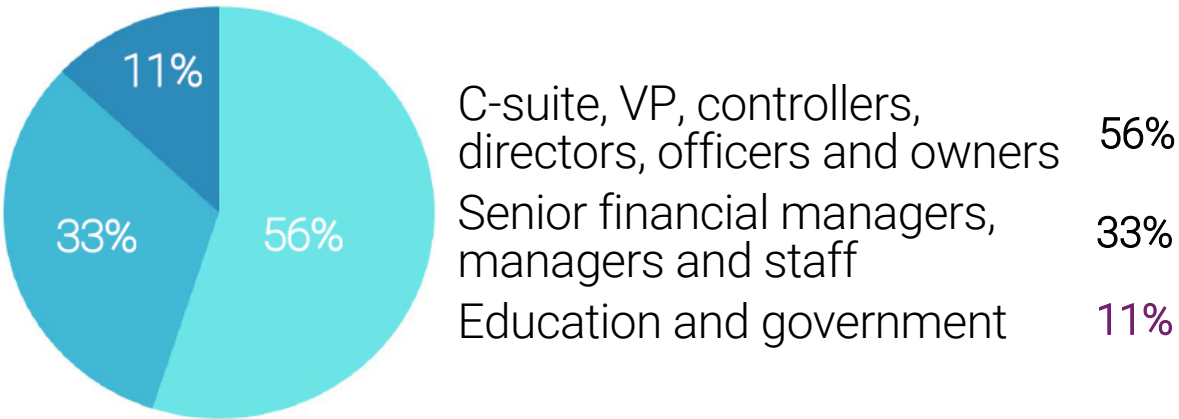
139,620
Number of member
firms/companies

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



JournalofAccountancy.com

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

558,000+

Average Monthly Page Views

466,000+

Average Monthly Users

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

Number of insertions	1-3x	4-6x	7-9x	10x+
Leaderboard w/ Mobile Banner	\$10,000	\$8,500	\$7,500	\$6,500
Rectangle A	\$10,000	\$8,500	\$7,500	\$6,500
Rectangle B	\$9,000	\$7,650	\$6,750	\$5,850
Rectangle C	\$4,500	\$3,825	\$3,375	\$2,925
Inline Premium	\$6,000	\$5,100	\$4,500	\$3,900
Inline Deluxe	\$4,500	\$3,825	\$3,375	\$2,925

Specs

• Leaderboard with mobile banner:

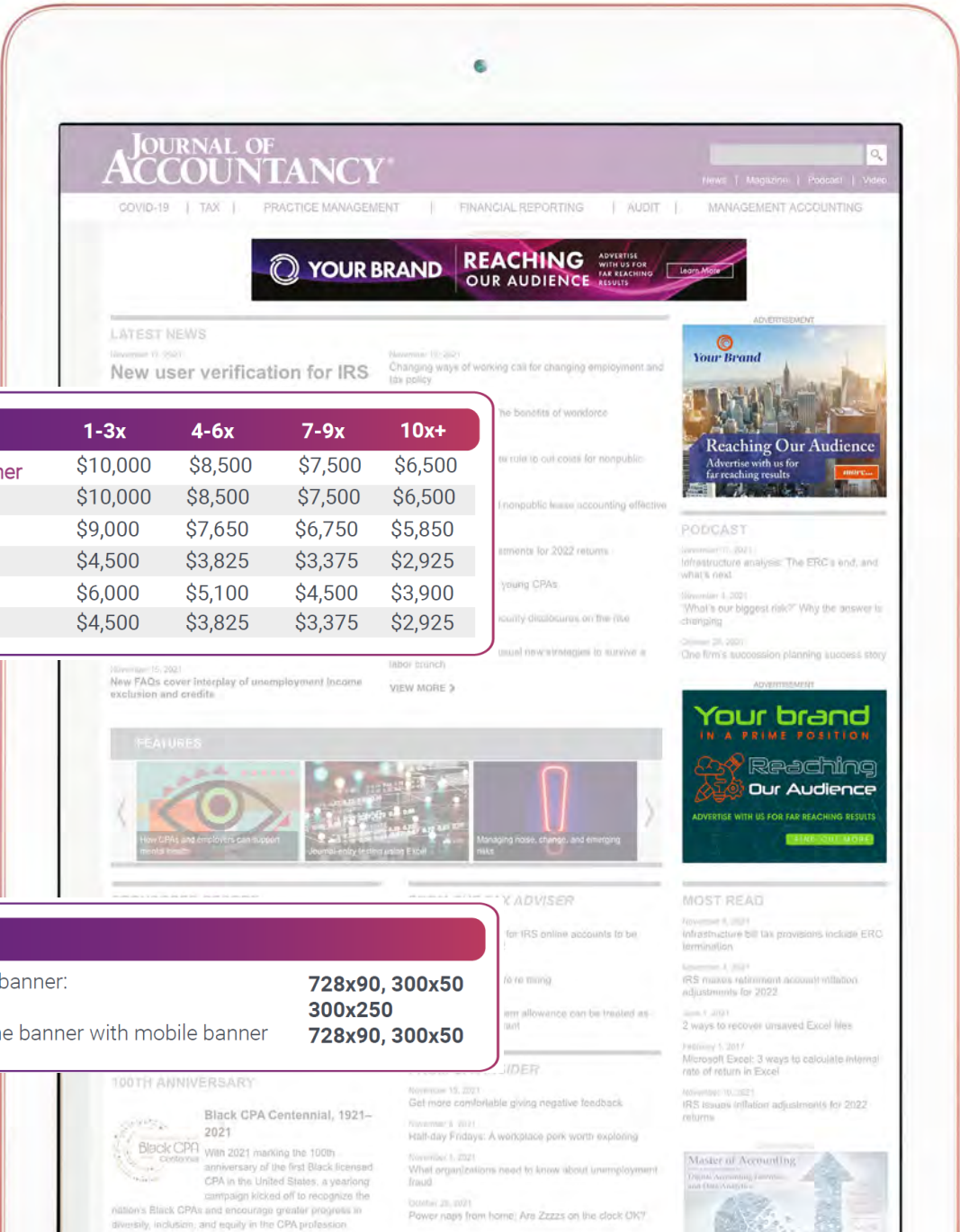
728x90, 300x50

• Rectangle Banner A, B, C

300x250

• Premium and deluxe in-line banner with mobile banner

728x90, 300x50



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+

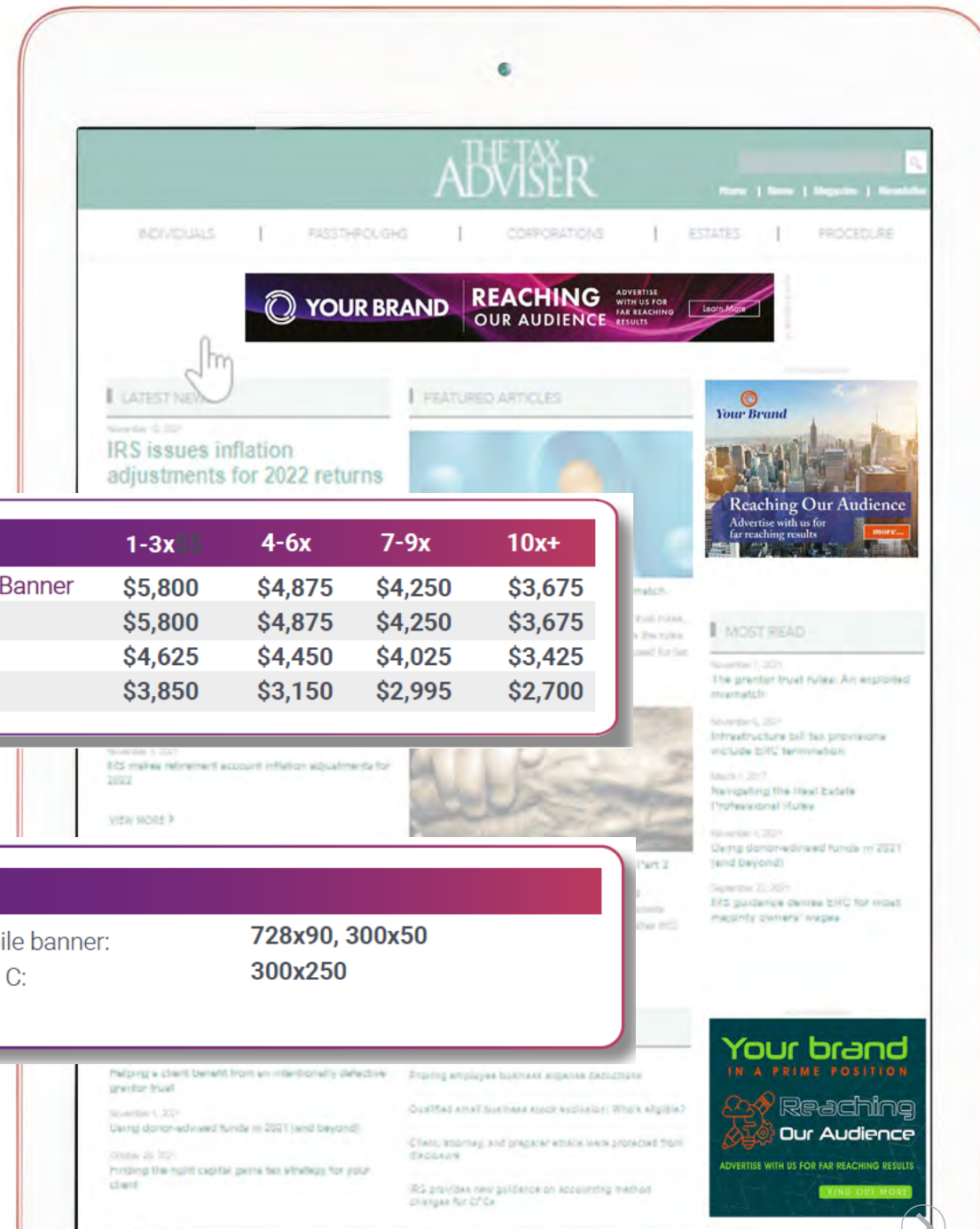
Average Monthly Users

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

Number of insertions	1-3x\$	4-6x	7-9x	10x+
Leaderboard with Mobile Banner	\$5,800	\$4,875	\$4,250	\$3,675
Rectangle A	\$5,800	\$4,875	\$4,250	\$3,675
Rectangle B	\$4,625	\$4,450	\$4,025	\$3,425
Rectangle C	\$3,850	\$3,150	\$2,995	\$2,700

Specs

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



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

102,000+

Average Monthly Page Views

62,000+

Average Monthly Users

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

Number of insertions	1-3x	4-6x	7-9x	10x+
Leaderboard with Mobile Banner	\$3,275	\$3,100	\$2,925	\$2,795
Rectangle A	\$3,050	\$2,900	\$2,700	\$2,450
Rectangle B	\$2,825	\$2,700	\$2,530	\$2,250
Exclusive sponsorship	\$5,000			

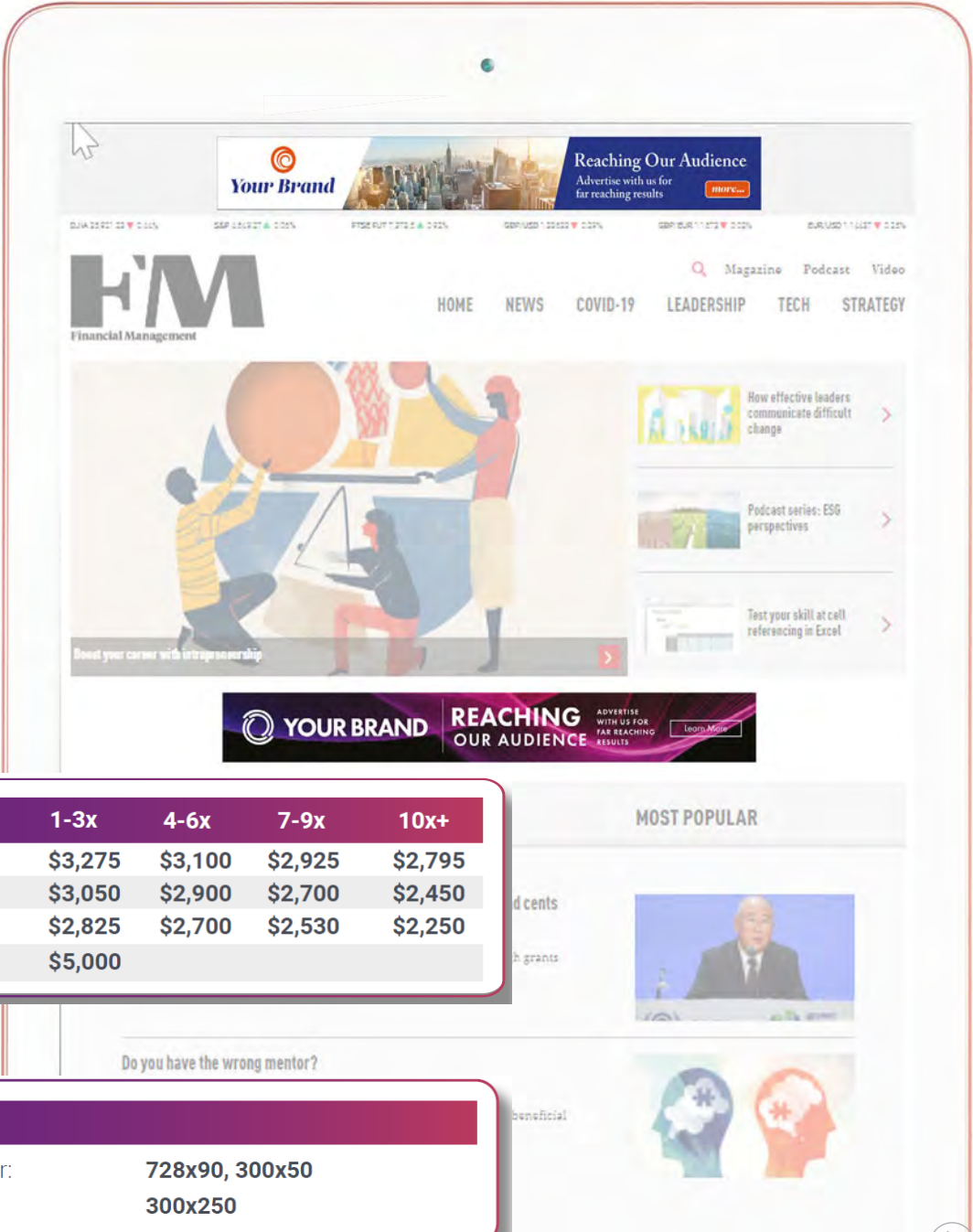
Specs

• Leaderboard with mobile banner:

728x90, 300x50

• Rectangle Banner A, B:

300x250



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

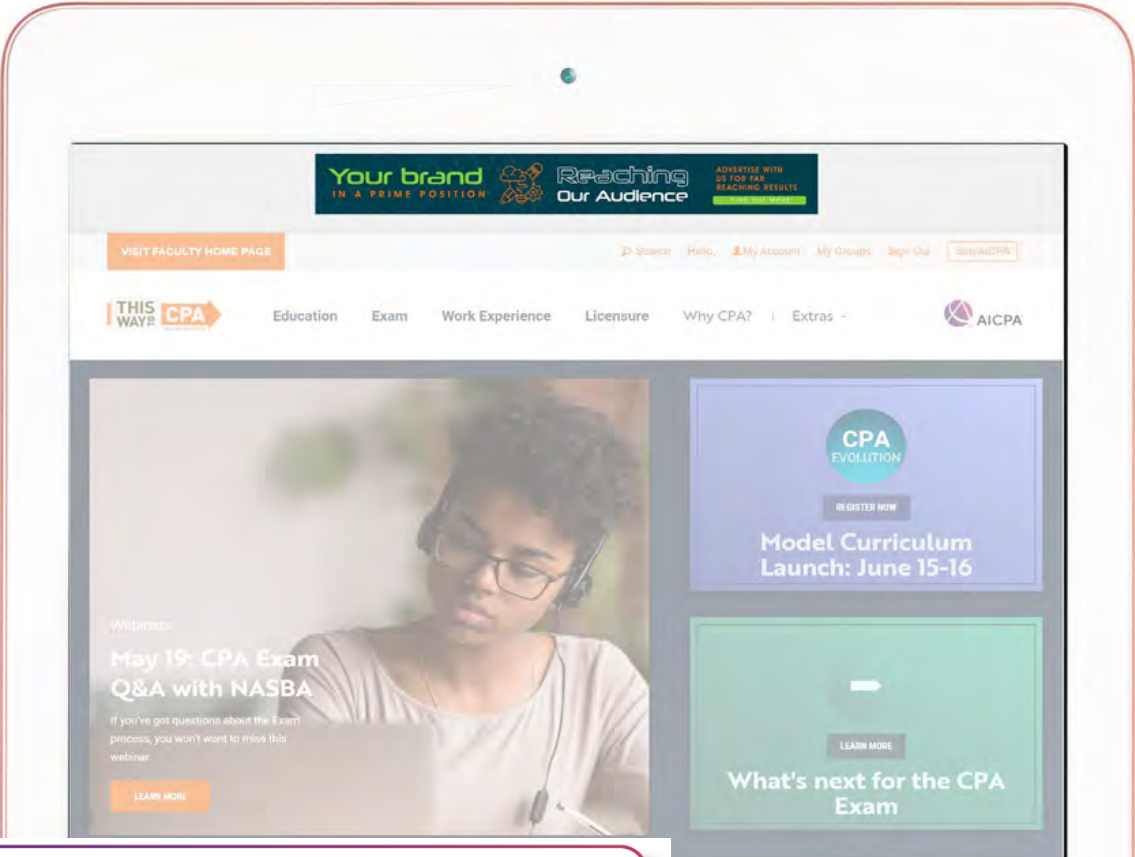
126,000+

Average monthly page views

42,000+

Average monthly visitors

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



Number of insertions	1-3x	4-6x	7-9x	10x+
Run of Site	\$5,800	\$4,895	\$4,250	\$3,675
Exclusive sponsorship	\$14,375			

- Specs**
- Leaderboard with mobile banner (2): **728x90, 300x50**
 - Rectangle Banner: **300x250**

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)

November 2, 2023

CPA Letter

AICPA & CIMA

YOUR BRAND

REACHING OUR AUDIENCE

ADVERTISE WITH US FOR FAR REACHING RESULTS
[Learn More](#)

Top Story

[Retirement account inflation adjustments issued for 2024](#)

The IRS announced the inflation-adjusted limits on benefits and contributions for various retirement accounts on Wednesday, including the maximum contribution amounts for 401(k) plans and IRAs. *Journal of Accountancy* (11/2)

Reaching Our Audience

Advertise with us for far reaching results

[more...](#)

[Next Tax Season: Don't Rinse & Repeat](#)

Now is the time to fix the challenges that are magnified during tax season. Are you ready to do the little things to improve your firm? Start with your approach to practice management. [Download this ebook from Canopy to learn how.](#)

Advertisement

Number of insertions	1-3x	4-6x	7-9x	10x+
Leaderboard	\$2,400	\$2,200	\$2,000	\$1,850
Section Sponsorships	\$2,400	\$2,200	\$2,000	\$1,850

Specs

- Leaderboard **728x90**

Sponsored section, which includes:

- 180x150 banner/120x60 logo
- 40 - character headline
- 250 - character text blurb - linking to a URL of your choice.

[Samline 1099s](#)

Without the headache? Join our webinar on more best practices for making your year-end. You'll also see how Xero makes W-9 to avoid stress in January.

Advertisement

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)

Number of insertions	1-3x	4-6x	7-9x	10x+
Leaderboard	\$4,500	\$4,275	\$4,050	\$3,825
Section Sponsorships	\$4,000	\$3,800	\$3,600	\$3,400

Specs

- Leaderboard
- Sponsored section, which includes:
 - 180x150 banner
 - 40 - character headline
 - 250 - character text blurb - linking to a URL of your choice.

Advertising and sponsorships



November 3, 2023



This week's highlights

[Business & Marketing: "Best decision I've made"](#)
 A member shares her decision to cull her client base and change her billing level she couldn't have imagined.

[Features made permanent](#)
 The AICPA has made e-signatures on some forms, documents, and returns permanent. The AICPA had advocated for making the changes to e-signature rules permanent.



Critical Impairment Testing Considerations

Stout's professionals answer the most commonly asked questions about impairment testing:

- Does impairment testing need to be performed in a certain order?
- What complexities should I consider?
- What methodology is used for impairment valuation?
- What pitfalls might I face?

[NOW.](#)

Advertisement

[New framework to improve engagement with strategy](#)
 A new framework is intended to build a "performance culture and engaged". Or, listen to the "Integrated performance success" FM podcast episode to learn more.

With the recent Board of Trustees report on the current status of Social Security and Medicare, how much of an adjustment are you making to client retirement projections?

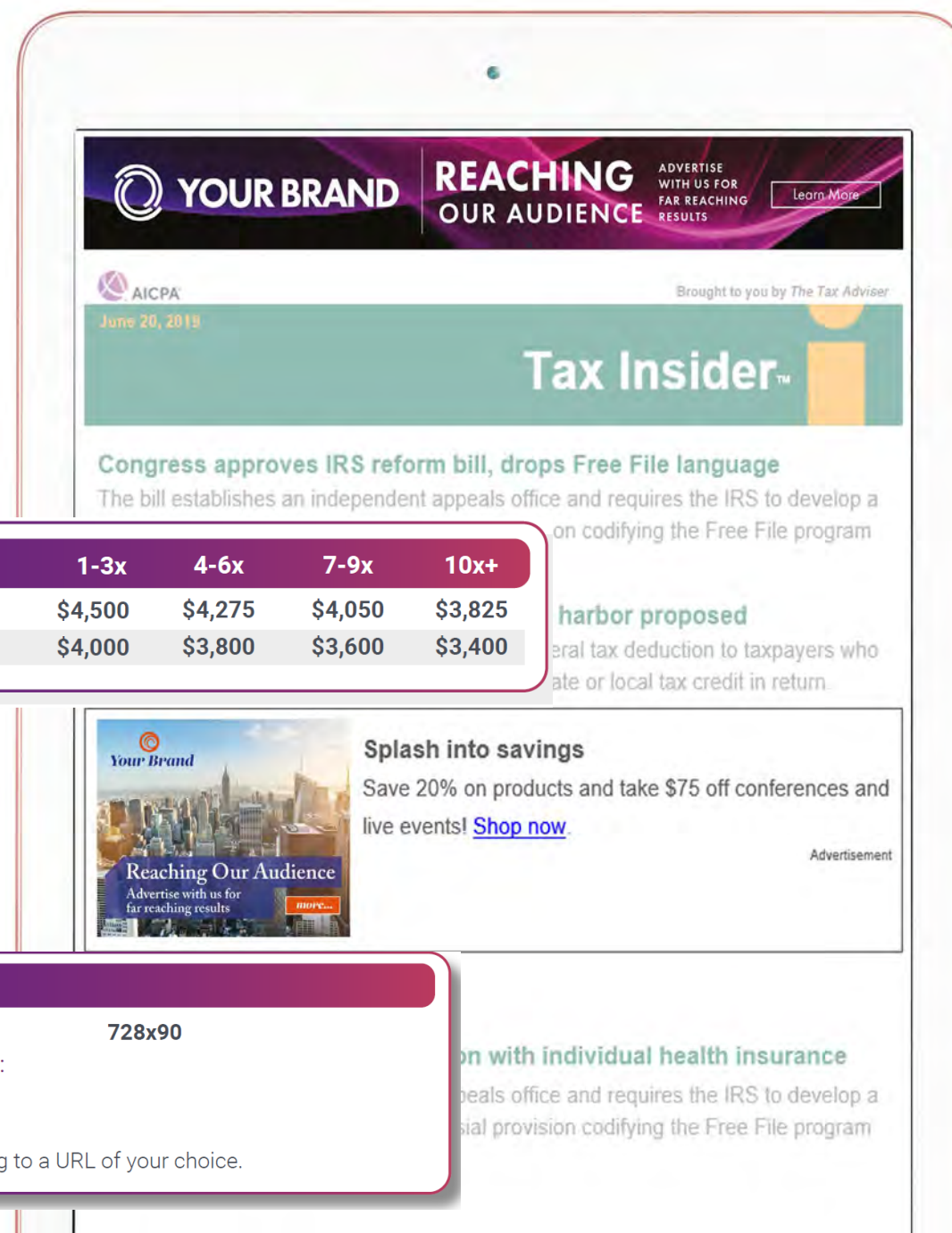
Tax Insider Newsletter

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)



Number of insertions	1-3x	4-6x	7-9x	10x+
Leaderboard	\$4,500	\$4,275	\$4,050	\$3,825
Section Sponsorships	\$4,000	\$3,800	\$3,600	\$3,400

Specs	
• Leaderboard	728x90
Sponsored section, which includes:	
• 180x150 banner	
• 40 - character headline	
• 250 - character text blurb - linking to a URL of your choice.	

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)

Pricing

Sponsorship

\$3,550

Specs

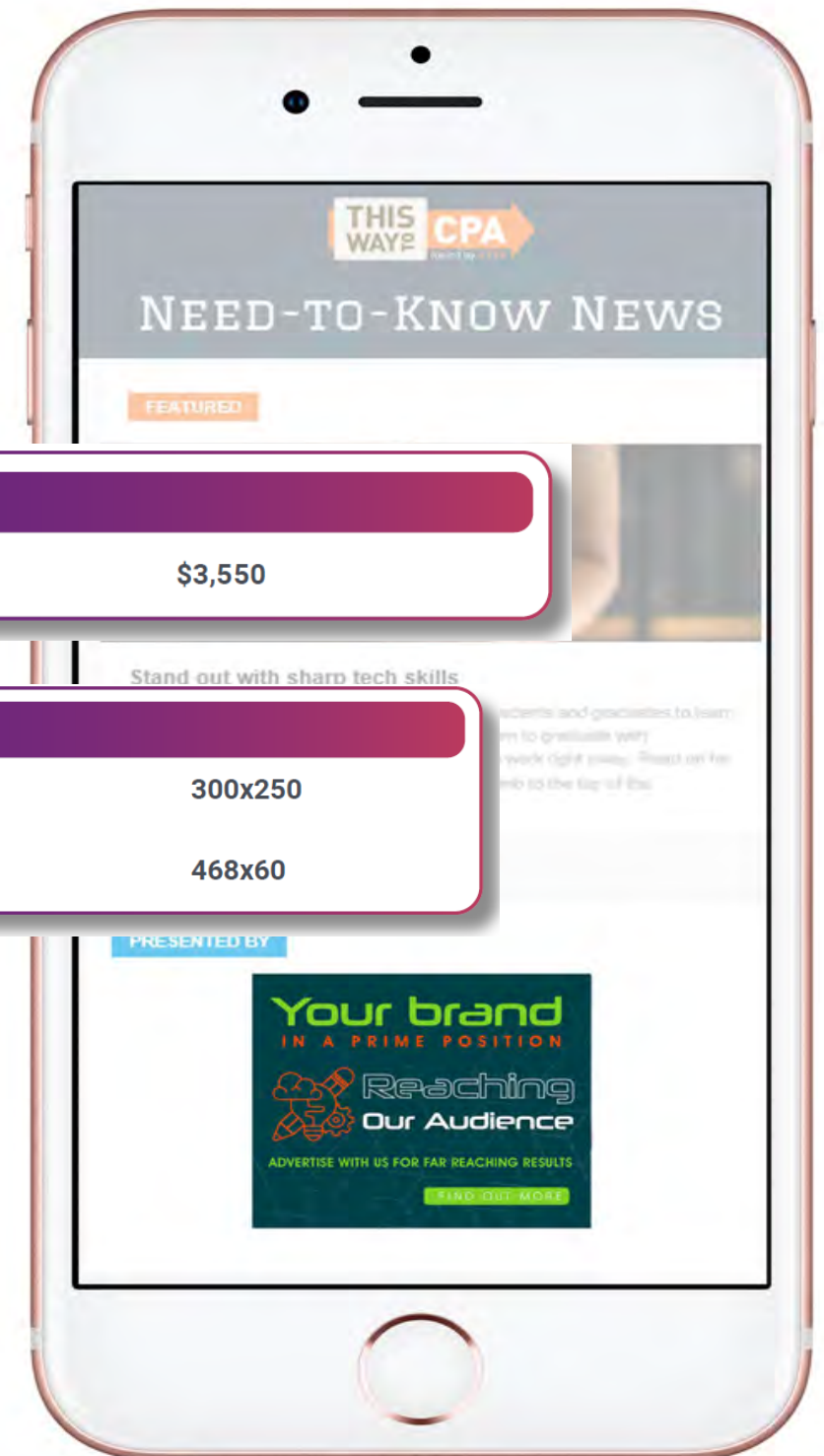
• Rectangle banner

300x250

or

• Landscape banner

468x60



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.

Publication	Single Page	Spread
Journal of Accountancy	\$15,550	\$24,500
FM Magazine	\$6,175	\$9,000
The Tax Adviser	\$6,500	\$10,000

ADVERTISING SUPPLEMENT Ask the Expert - INTERCOMPANY MANAGEMENT



James Tilk, CPA, CMA
Director of Solutions Strategy & Marketing
 BlackLine
 James Tilk is Director of Solutions Strategy & Marketing for BlackLine. He has eight-plus years of SaaS experience, helping customers across multiple industries solve their most pressing problems with cloud-based accounting and financial close solutions. Prior to that, he spent 10-plus years leading various finance and accounting functions and is an active certified public and management accountant.



Since its founding in 2001, BlackLine has become a leading provider of cloud software that automates and controls financial close and accounting processes. Companies come to BlackLine because their traditional manual accounting processes are not sustainable. We help them move to modern accounting by unifying their data and processes, automating repetitive work, and driving accountability through visibility.

Avoiding Intercompany mistakes

Q Why are companies increasingly overwhelmed by intercompany operations?

A For one thing, increasing globalization continues to produce new regulations governing the financial transactions that cross a company's domestic and global legal entities. A case in point is the OECD's 15 percent global minimum tax. Domestically, several tax regulations like the amortization of R&D expenses are now in limbo. Failure to stay on top of shifting cross-border tax rules is a key intercompany challenge overwhelming accounting staff. Other challenges include a resurgence in global trade as the supply chain debacle settles; a looming recession, compelling CFOs to impose expense reductions across different entities; and expectations for global M&A activity to pick up. These varied challenges increase the risk of messy intercompany mistakes.

Q Can you provide some examples?

A When an organization expands globally, the increase in intercompany transactions can result in out-of-balance accounts, tax and compliance issues, write-offs, and possible restatement. In M&A, you can end up overpaying for an acquisition of a company with unknown write-offs. If you acquire a company that incorrectly calculated financial transactions between the different legal entities, you now own their problem and can take a hit.

Q What do leading organizations want from their intercompany processes?

A They want to clean up the mess to ensure greater collaboration across accounting, tax, treasury, and finance, since the complexity of the intercompany processes increases as areas beyond accounting come into play. An example is the need for the right information to support positions on tax policies and transfer pricing. The granularity of data is key to ensuring compliance. Assuming real-time visibility into this information, leading companies can quickly identify intercompany exceptions and underlying transactions causing out-of-balances. They can then quickly resolve these discrepancies to achieve consistent regulatory and tax compliance.

Q What is IFM and the benefits for leading organizations?

A Intercompany Financial Management (IFM) is a new "process-plus-technology" way of approaching intercompany operations. The combination of standardized processes and automated technology improves operational efficiency, accounting accuracy, tax positions, forecasts, and staff productivity, freeing up time to analyze problems like the aging of open disputes. IFM offers a real-time view of intercompany transaction data, minimizing FX exposure, tax leakage, and the days it takes to close.

To learn more about intercompany financial management and how BlackLine helps customers achieve intercompany operations excellence, visit us at blackline.com/intercompany.

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.

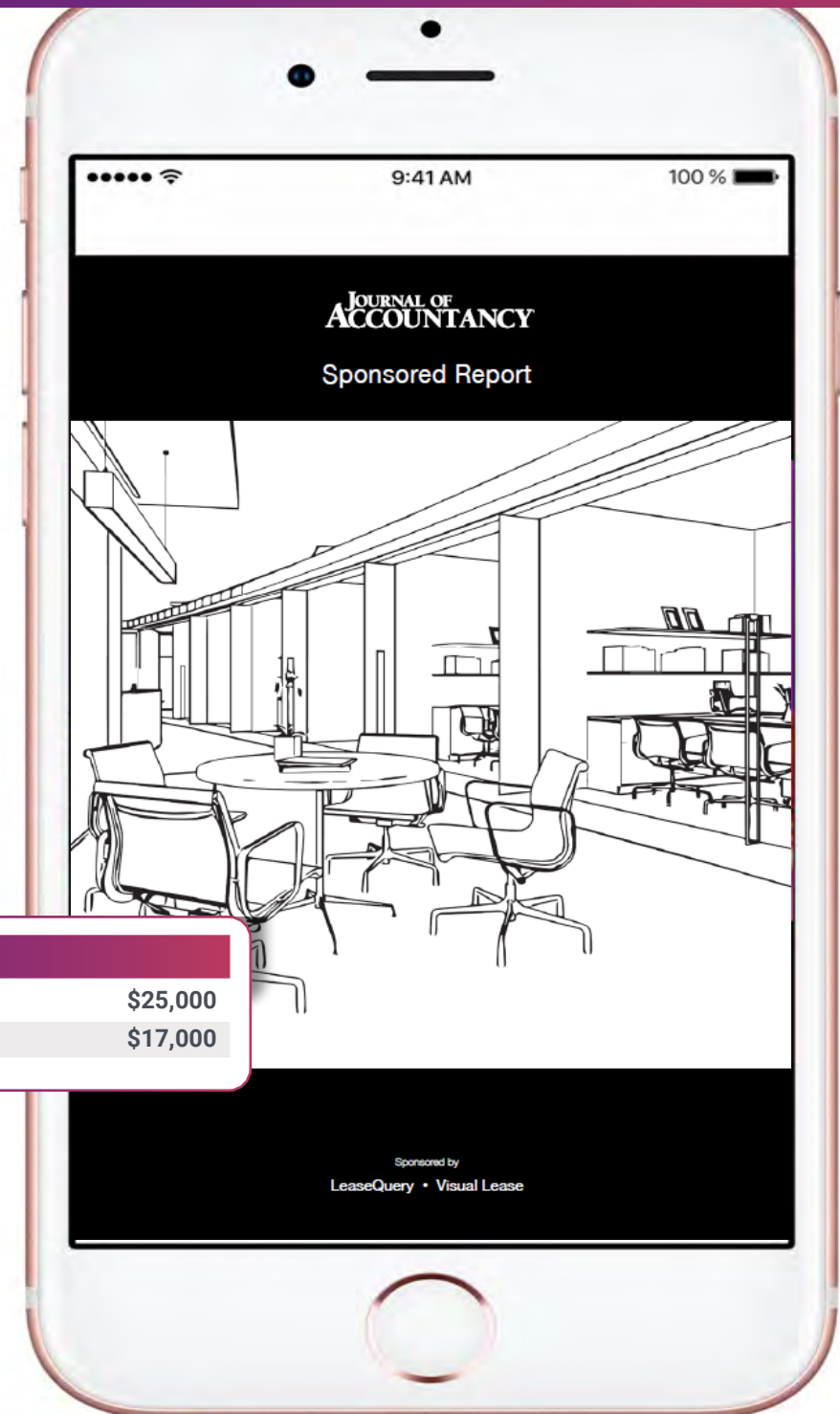
Sponsors receive hundreds of opt-in leads from individuals who download the report ... all for one price. Advertisers also create demand and awareness for their brand through targeted promotions on the vast media channels of the AICPA & CIMA, resulting in thousands of digital impressions.

2024 Topics

- Talent Acquisition/Retention (May)
- Best of Journal of Accountancy: AI (June)
- Audit & AI (September)
- Tax Season Year-End Review (October)

Lead Generation

Journal of Accountancy	\$25,000
FM Magazine	\$17,000



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.

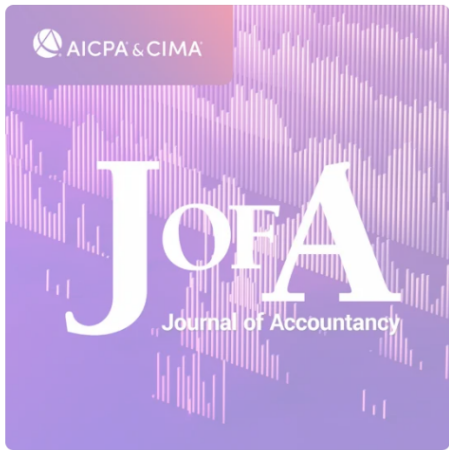
Why Sponsor Journal of Accountancy Podcasts?

- 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 to through web searches after your sponsorship ends

Apple Podcasts



Journal of Accountancy Podcast

AICPA & CIMA

Business
★★★★★ 4.0 • 67 Ratings

[Listen on Apple Podcasts ↗](#)

NOV 2, 2023

'Moving so quickly': The latest on ESG compliance

When will the SEC's proposed rule on climate disclosures become final? And what effect will legislation in California have on companies across the country? Those questions and more of this episode of the JofA podcast. Ami Beers, CPA, CGMA, senior director-Assurance &

[▶ PLAY](#) 13 min

OCT 26, 2023

Better business: How to invest in staff and keep staff invested

For several years now, finance executives have had talent development and retention on their minds, even with all the other business headwinds they're facing today. That's why the timing of

4,000+

Average downloads per episode

(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

237,000+

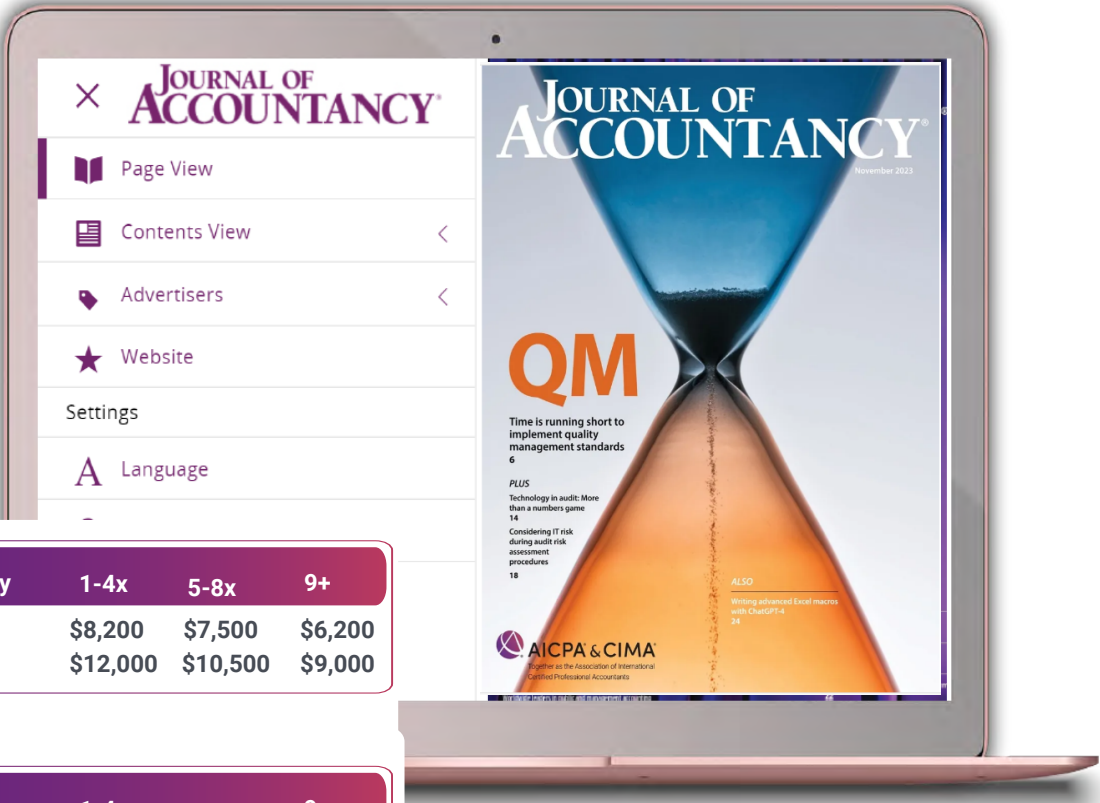
JofA Monthly circulation

22,000+

TTA Monthly circulation (Tax Section)

18,000+

FM magazine monthly circulation (US)



Journal of Accountancy	1-4x	5-8x	9+
1 Page	\$8,200	\$7,500	\$6,200
2 Page Spread	\$12,000	\$10,500	\$9,000

The Tax Adviser	1-4x	5-8x	9+
1 Page	\$6,500	\$6,000	\$5,500
2 Page Spread	\$9,000	\$8,500	\$8,000

FM Magazine	1-4x	5-8x	9+
1 Page	\$4,500	\$4,000	\$3,500
2 Page Spread	\$7,000	\$6,500	\$6,000

2024 Publication Deadlines & Topics

Issue Date	<i>Journal of Accountancy</i>	<i>The Tax Adviser</i>	Issue Date	<i>FM magazine</i>
March Space close: 1/26 Materials due: 1/29	<ul style="list-style-type: none"> Workplace culture/Kindness and psychological safety 	<ul style="list-style-type: none"> Individual taxation 	February Space close: 12/11 Materials due: 12/13	<ul style="list-style-type: none"> Leadership
April Space close: 2/23 Materials due: 2/26	<ul style="list-style-type: none"> Technology 	<ul style="list-style-type: none"> S corporations 	April Space close: 2/16 Materials due: 2/19	<ul style="list-style-type: none"> ESG
May Space close: 3/22 Materials due: 3/25	<ul style="list-style-type: none"> Ethics/Fraud 	<ul style="list-style-type: none"> Tax Practice Responsibilities 	June Space close: 4/19 Materials due: 4/22	<ul style="list-style-type: none"> Risk
June Space close: 4/24 Materials due: 4/29	<ul style="list-style-type: none"> Chair feature/Leadership 	<ul style="list-style-type: none"> Tax Practice Management 	August Space close: 6/14 Materials due: 6/17	<ul style="list-style-type: none"> Strategy
July Space close: 5/24 Materials due: 5/28	<ul style="list-style-type: none"> Small firm focus 	<ul style="list-style-type: none"> D.C. Currents 	October Space close: 8/16 Materials due: 8/19	<ul style="list-style-type: none"> Technology and cybersecurity
August Space close: 6/21 Materials due: 6/24	<ul style="list-style-type: none"> Not for profit & government accounting 	<ul style="list-style-type: none"> Tax practice responsibilities 	December Space close: 10/18 Materials due: 10/21	<ul style="list-style-type: none"> Soft skills and learning trends
September Space close: 7/26 Materials due: 7/29	<ul style="list-style-type: none"> Education/CPA Exam/Pipeline/Career 	<ul style="list-style-type: none"> Tax Software Survey 		
October Space close: 8/23 Materials due: 8/26	<ul style="list-style-type: none"> Management accounting/Corporate finance 	<ul style="list-style-type: none"> D.C. Currents 		
November Space close: 9/20 Materials due: 9/23	<ul style="list-style-type: none"> Accounting & audit 	<ul style="list-style-type: none"> Estate planning 		
December Space close: 10/25 Materials due: 10/28	<ul style="list-style-type: none"> Personal financial planning 	<ul style="list-style-type: none"> Personal financial planning 		

Be a part of the conversation.



Contact your account manager to connect with our members.