

Financial Accountant

WITH ALMOST **5,000** IFA MEMBERS RECEIVING PRINT MAGAZINES AND A TOTAL DIGITAL AUDIENCE OF OVER **7,600** – NO OTHER PLATFORM COMES CLOSE TO MATCHING **FINANCIAL ACCOUNTANT'S** REACH AMONG MICRO AND SME ACCOUNTANTS.



MEDIA INFORMATION 2021

Circulation: **4,826 IFA members each issue**



Tel: +44 (0)20 7880 6203 Email: ifa-sales@redactive.co.uk



Financial Accountant is the official magazine of the Institute of Financial Accountants (IFA)

Established in 1916, the Institute of Financial Accountants (IFA) is an internationally recognised professional accountancy membership body. Members work within micro and small- to medium-sized enterprises or accounting practices advising micro and SME clients. In fact our members work with over 750,000 micro and smaller business entities across the SME sector!

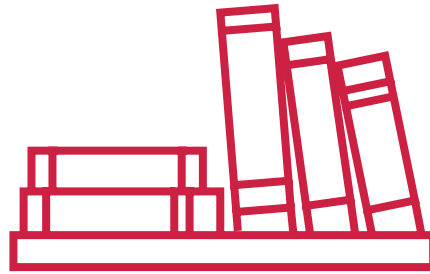
With almost **5,000** members and a total digital audience of over **7,600*** – no other platform comes close to matching the reach of *Financial Accountant* among accountancy professionals. It provides a range of articles and news on accountancy, tax, business and practice management IT.

What's more, our valuable audience is made up of highly qualified individuals and purchasing decision makers working in senior roles across a wide range of organisations. Advertising with *Financial Accountant* will help you to build your brand profile and drive traffic to your own site, putting you in front of professionals who carry genuine influence and spending power.

*7,655 IFA email subscribers

73%

read every single issue
(6 issues a year)



60%

keep issues for
future reference



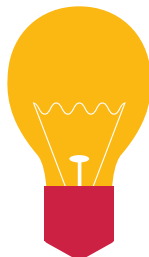
93%

rate the magazine good,
very good, or excellent



82%

say receiving the magazine is
an important member benefit

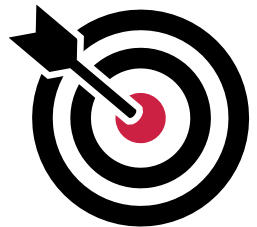


84%

describe **Financial Accountant** magazine as useful

75%

cite receiving **Financial Accountant** as an
important factor when renewing their IFA
membership



RELEVANT

62% described the content as relevant

PURCHASING POWER

Financial Accountant is the essential bi-monthly read for IFA members. It provides a range of articles and news on accountancy, tax, business and practice management and IT.

Packed with useful features, insights and analysis, **Financial Accountant** magazine is the perfect resource for Financial Accountants.

Advertising within these pages will ensure that your brand and proposition is recognised and understood by those who matter to you.

It's the sure-fire media partner to get your organisation noticed by the movers and shakers. The influencers and decision makers who control how and with whom budgets are spent.

Inserts

| | Per 1000 |
|----------|----------|
| 0-10g | £145 |
| 10-20g | £165 |
| Over 20g | POA |

Advertising rates

| Size and position | Price |
|---------------------|--------|
| Double page spread: | £2,000 |
| Full page: | £1,200 |
| Half page: | £800 |
| Quarter page strip: | £775 |

Series discounts

| No. of issues | Discount |
|---------------|--------------|
| 2 issues: | 10% discount |
| 4 issues: | 15% discount |
| 6 issues: | 30% discount |

In order to be eligible for the series booking discounts, advertisements must be booked in advance and cannot be subsequently cancelled.



Advertising dates

| | Jan/Feb 2021 | Mar/Apr 2021 | May/June 2021 | Jul/Aug 2021 | Sept/Oct 2021 | Nov/Dec 2021 |
|-------------------------|--------------|--------------|---------------|--------------|---------------|--------------|
| Booking deadline | 17 Dec 2020 | 22 Feb 2021 | 23 Apr 2021 | 28 Jun 2021 | 27 Aug 2021 | 25 Oct 2021 |
| Publication date | 22 Jan 2021 | 19 Mar 2021 | 21 May 2021 | 23 Jul 2021 | 24 Sep 2021 | 19 Nov 2021 |

E-NEWSLETTER

Published weekly, the e-newsletter is sent to over **7,600** subscribers and directs traffic to your website or hosted content on the **Financial Accountant** website. The newsletter includes the latest stories, along with informed opinion and analysis.



RATE

| Type | Size/package | Price |
|-------------------|-----------------------|-------|
| Leaderboard | 600 x 90 | £795 |
| Banner | 600 x 90 | £695 |
| Sponsored message | Size upon application | £895 |

SOLUS EMAIL

Be the sole sponsor of a **Financial Accountant** solus email. Including in-email content plus a call to action, solus emails are a highly effective way to engage the audience.



RATE

| Quantity | Price |
|----------------|--------|
| 1x Solus email | £2,000 |
| 2x Solus email | £3,600 |
| 3x Solus email | £4,500 |

RUN OF SITE BANNERS

The **Financial Accountant** website receives over **6,443** impressions per month from industry specialists. By advertising through the array of site-wide options on **financialaccountant.co.uk** you can engage with the sector and increase brand visibility.



RATE - 1 MONTH RESIDENCY

| Type | Size | Price (p/m) |
|-------------|-----------|-------------|
| MPU | 300 x 250 | £595 |
| Leaderboard | 728 x 90 | £795 |
| Scrolling | 300 x 600 | £1,295 |

Benefit from 12 months' branding with a listing in the Supplier Directory Section in each issue of the magazine published over a year and on www.financialaccountant.co.uk

The opportunity:

- Your company logo
- Your company contact details
- Up to 80 words about your company and the products and services that you offer
- The heading that best fits your company's products or services
- We will create this ad on your behalf as an approx quarter-page strip
- The same information included on www.financialaccountant.co.uk
- For 1 year, including a back link to your website



12-month directory listing: £1,575

CONTENT HOSTING

Get your content, whether it's a white paper or video, the exposure it deserves.

Our online resources are designed to host your existing or latest research, reports and any other content types to ensure that they reach the widest, most relevant audience possible. We're equipped to host content in any format, including:

- White papers, reports, e-books
- Podcast, presentation, video
- Surveys, infographics

Your content can be open access to reach the widest possible audience or locked for data capture, enabling you to generate valuable qualified new business leads, and effective ROI.

All reports are hosted on their own dedicated, co-branded web page within our easily searchable resources.

To maximise exposure, we will promote all of your content via our e-newsletter and from our website homepage – financialaccountant.co.uk

Prominently positioned
on the
Financial Accountant website
for 3 months

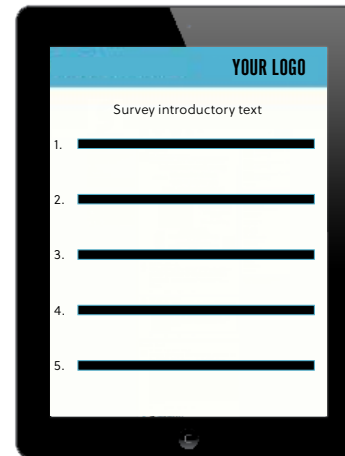
£1,500
+ VAT

SPONSORED SURVEYS

Capture exclusive insight and create market-leading intelligence from micro and SME accountants.

Surveys and research are a fantastic way to engage with **Financial Accountant's** unrivalled audience and generate data and knowledge for future campaigns through engagement with key decision makers. This includes:

- Survey promoted via **Financial Accountant's** digital channels
- A summary of findings published on **Financial Accountant**
- **Financial Accountant** content team working closely with you to collate survey findings and produce a white paper - hosted for 3 months and locked for data capture
- Full page print advert in **Financial Accountant** to promote white paper



£10,000
+ VAT

SUPPLYING ARTWORK

Financial Accountant operates a digital workflow system and so prefers to receive artwork as a Pass4Press PDF via email to jane.easterman@redactive.co.uk, or via https://filetransfer.redactive.co.uk/dropbox/jane_easterman

Colours should be saved as CMYK with fonts and hi-resolution images embedded.

We are able to accept some other formats with prior agreement with **Jane Easterman** (+44 (0)20 7880 6248).

Word or PowerPoint files are NOT acceptable as artwork.

Digital data

File Types Accepted

Digital display/images: JPEG, PNG, GIF

Sponsored email: HTML (to be replicated), Word Doc



DATES

| ISSUE | BOOKING DEADLINE | PUBLISHED |
|---------------|------------------|-------------|
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SPECIFICATIONS

DOUBLE PAGE SPREAD (H X W)

Type – 246 mm x 400 mm

Trim – 270 mm x 420 mm

Bleed – 276 mm x 426 mm

FULL PAGE (H X W)

Type – 246 mm x 190 mm

Trim – 270 mm x 210 mm

Bleed – 276 mm x 216 mm

HALF PAGE

Horizontal – 120 mm x 190 mm

Vertical – 246 mm x 92 mm

QUARTER PAGE (H X W)

Vertical – 120 mm x 92 mm