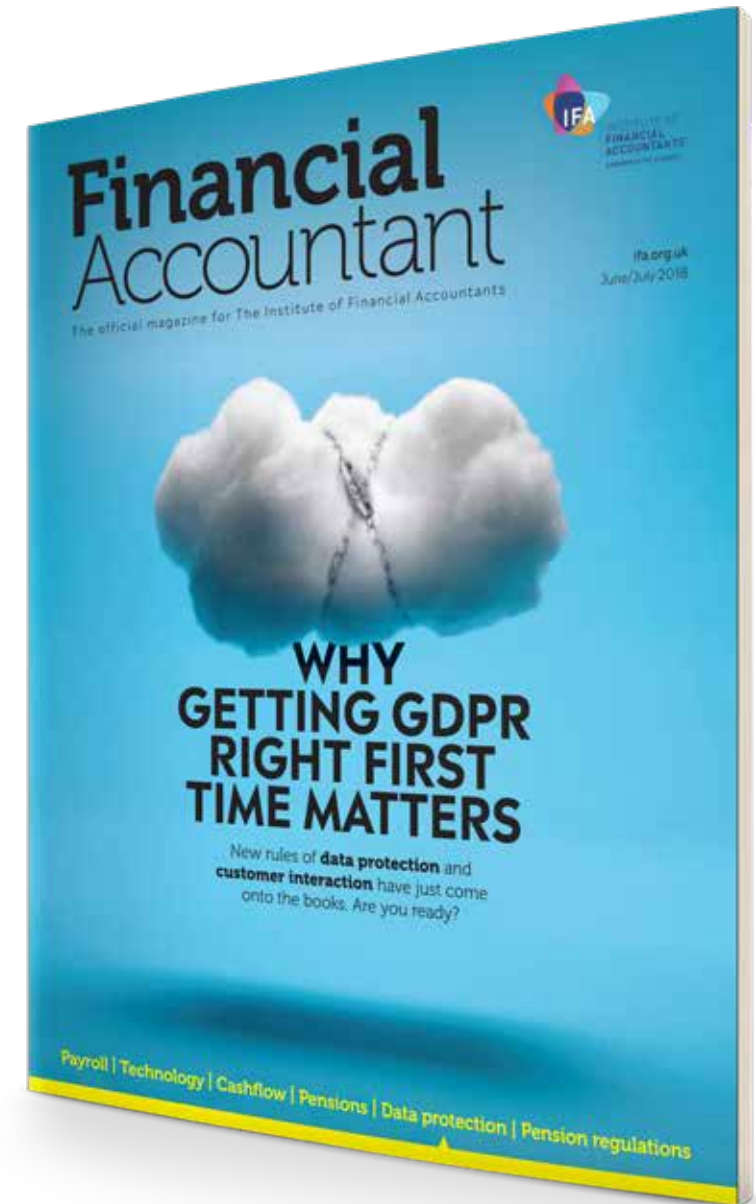




Financial Accountant

The official magazine for The Institute of Financial Accountants

MEDIA INFORMATION 2019



Ad sales

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

www.ifa.org.uk

About the 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 in micro and small- to medium-sized accounting practices advising micro and SME clients.

Published six times a year in hard and soft copy, Financial Accountant is the IFA's member magazine. It provides a range of articles and news on accountancy, tax, business management and IT.

Regular sections



COMMENT

News from the chief executives of the IFA and IPA on recent and planned developments and initiatives at the Institute.



BUSINESS & PRACTICE

Topical articles aimed at the IFA's members working in SMEs or SMPs, which are both informative and entertaining.



NEWS

Topical "bite-sized" information on recent developments in accountancy, tax, regulatory and other business-related areas.



SMP & SMEs

Topical articles on issues that are relevant to the IFA's members working in small and medium practices, and their small and medium-sized enterprise clients.



INTERNATIONAL

Subjects with an international aspect that reflect the IFA's growing overseas membership.



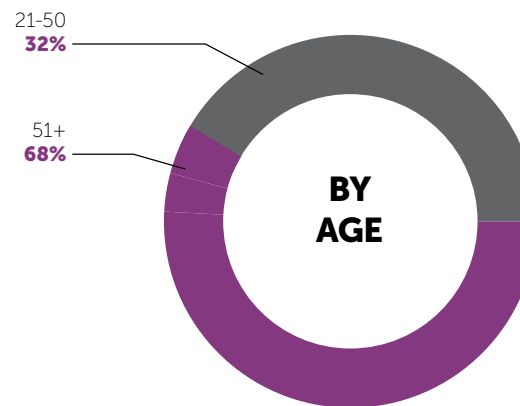
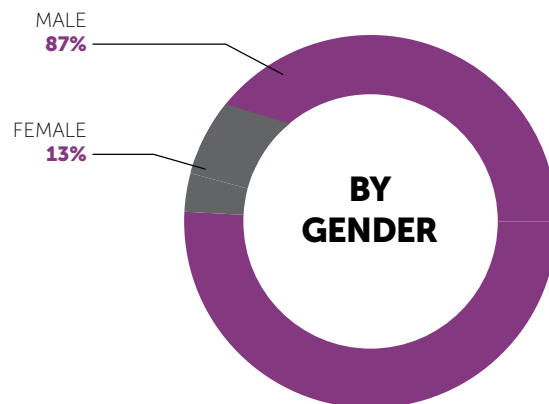
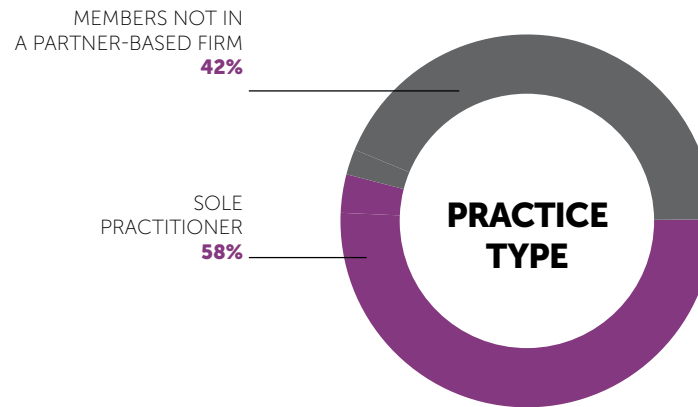
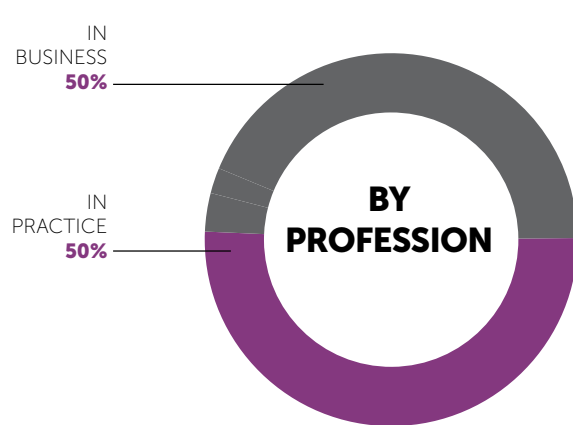
MEMBERS

Information about forthcoming events, branch meetings and branch ambassadors.

8,211

Mailed circulation

IFA MEMBERSHIP INFORMATION



FA 2018 READER SURVEY

A recent reader survey of Financial Account magazine found that:



72.51%

read every single issue
(6 issues a year)



60.23%

keep issues for
future reference



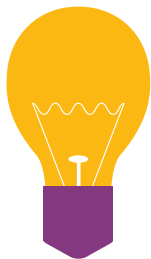
92.98%

rate the magazine good,
very good, or excellent



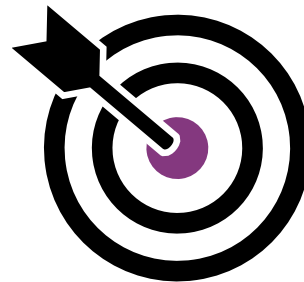
81.87%

say receiving the
magazine is important



84.21%

describe Financial Accountant
magazine as useful



75.44%

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

RELEVANT

61.99% described it as relevant

SCHEDULE

| Issue | Jan/Feb | Mar/Apr | May/June | July/Aug | Sept/Oct | Nov/Dec |
|-------------------------|---------|---------|----------|----------|----------|---------|
| Advert booking deadline | 18 Dec | 21 Feb | 24 Apr | 27 Jun | 29 Aug | 24 Oct |
| Advert copy deadline | 20 Dec | 25 Feb | 26 Apr | 1 Jul | 2 Sept | 28 Oct |
| Publication dates | 23 Jan | 20 Mar | 22 May | 24 Jul | 25 Sept | 20 Nov |

RATES

| Ad type | 1 issue | 3 issues | 6 issues |
|--------------|---------|----------|----------|
| DPS | £2000 | £1700 | £1500 |
| Full page | £1200 | £1020 | £900 |
| Half page | £800 | £680 | £600 |
| Quarter page | £500 | £425 | £375 |

INSERTS

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

CREATIVE SOLUTIONS

Ask for more details.

Options include:

- Belly bands
- Spread markers
- Roll fold covers

DIMENSIONS

Double page spread

Trim – 270 mm x 420 mm

Bleed – 276 mm x 426 mm

Full page

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

Vertical – 120 mm x 92 mm

FORMAT

Please supply pass4press PDF via email.

All PDFs must be high resolution (300dpi), CMYK (we cannot be held responsible for colour content of any RGB files provided, with fonts embedded).

If you supply your copy in PDF format, please be aware that we will treat this as final artwork and will therefore not supply a proof for approval.

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