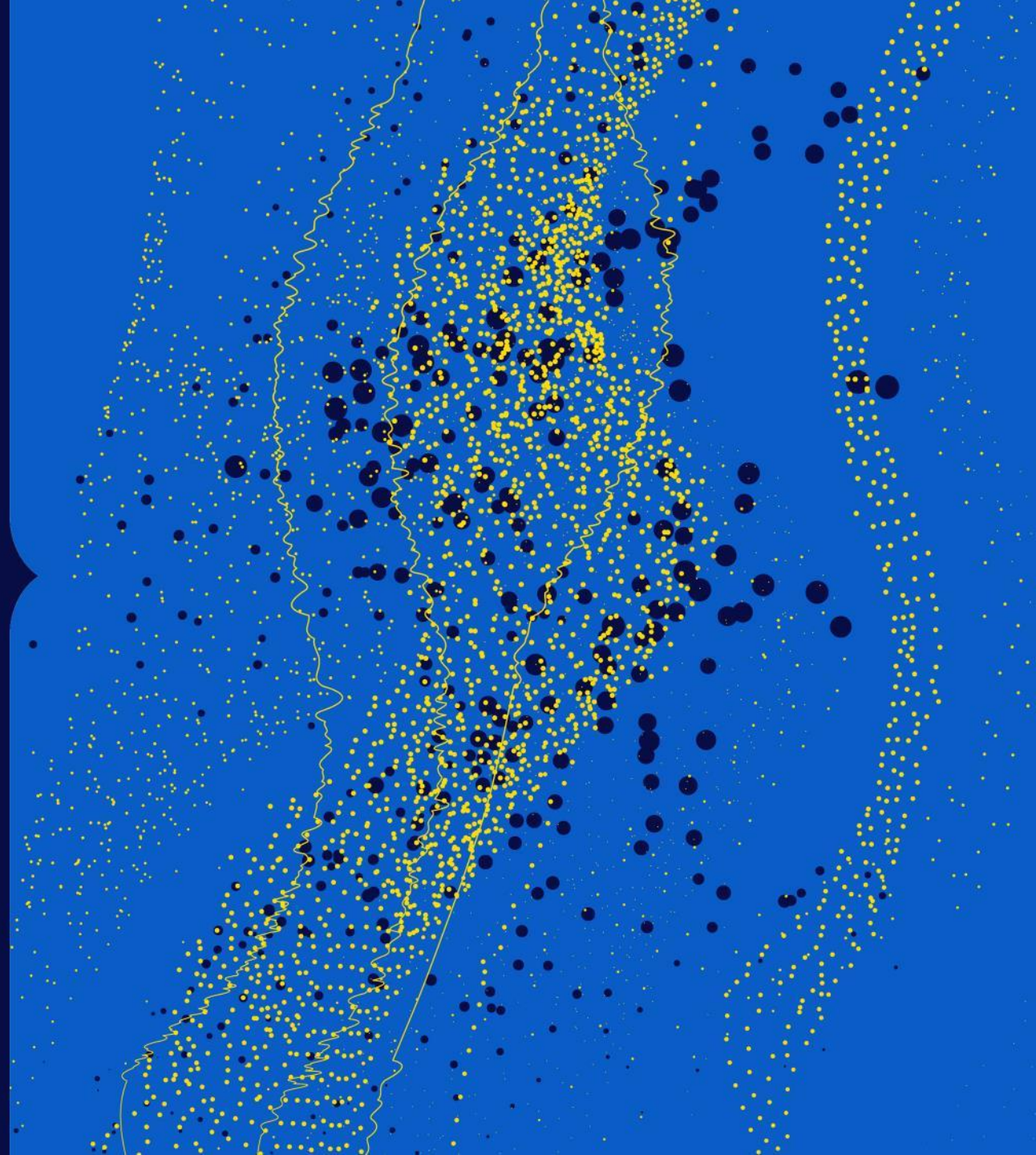


CPA Australia Media Kit 2023



At CPA Australia, we're strengthening trusted relationships with members and communities, so we continue to lead the future and develop business professionals with tomorrow's capabilities.



We support business leaders to navigate the risks and take the opportunities that a complex and connected, fast-changing world presents.



We build professionals who are trusted to transform businesses and enhance communities, with abilities stretching beyond the books.

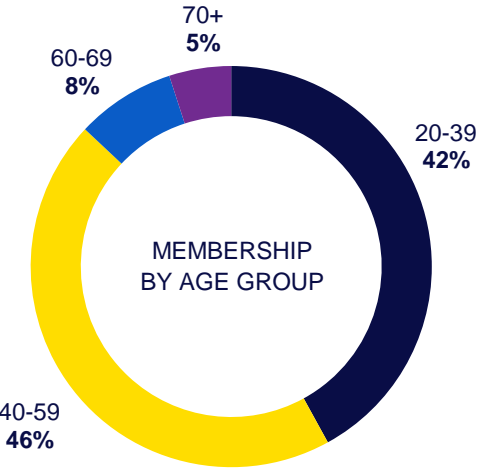
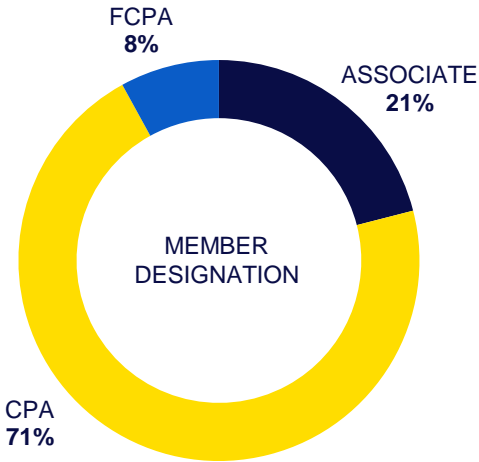


We lead a community built on financial fluency, with an acumen that comes from creativity, resilience, and emotional intelligence across disciplines.

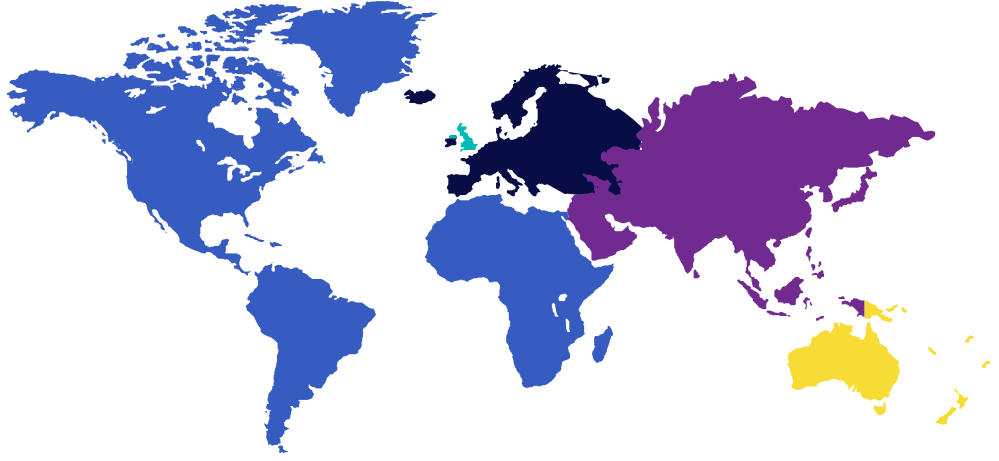
Reach and Influence

We're one of the world's largest accounting bodies, with over 170,000 members working in more than 100 countries and regions.

That's why we're partners for progress - helping professionals and businesses learn, explore and shape tomorrow.



17% of members are c-suite



Region	Percentage
Oceania	71%
UK	<1%
Other Europe	<1%
Asia	27%
Others	<1%

A community of decision-makers

CPA Australia members are part of a diverse and skilled group of professionals working in a variety of roles across public and private sectors.

They are:

- experts in their field
- trusted advisors
- future-focused
- community supporters
- adopters of software, technology and business automation



With influence

Accountant	Assistant Accountant	Principal / Partner	Financial Analyst
Finance Manager	Financial Accountant	CFO	Managing Director
Director	Manager	Senior Manager	Business Analyst
Financial Controller	Senior Accountant	Finance Officer	Management Accountant

Working across a range of industries



Government and public sector



Education



Healthcare and community services



Banking and finance



Financial services

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Discover the best options to achieve your brand objectives

Why partner with us

At CPA Australia, we help ambitious organisations, like yours, strike the right balance of strategic thinking and business partnering skills to drive positive impact.

Here are four reasons to advertise with us:

Increase brand awareness

Bring your brand directly to key business decision-makers and be heard by those who matter to your business.

More targeting, less waste

Use our channels to reach a vibrant network of talent and target specialist audiences - like members in public practice or tax advisors.

Run integrated campaigns

Combine website, eDM and digital magazine advertising – plus content and event sponsorship – to reach your audience across multiple touchpoints.

Improve ROI

Get the right return for your investment by targeting a well-defined audience using industry-leading, high-performing channels.

Our brand in the market



INTHEBLACK digital magazine

An award-winning, interactive and user-centric online experience.



Features

- Insights, articles and case studies for strategic business leaders
- Tools to support finance and accounting professionals
- A variety of content types, like videos, podcasts and webinars.

Opportunities

- Premium brand exposure (opposite front cover – prime page)
- Sponsored content
- Advertorial
- Full page / half page advertisements
- eDM's sent fortnightly to promote magazine

Ad Pricing

Full page:	\$5,000 ex GST
Half page:	\$3,000 ex GST
Prime page:	\$6,500 ex GST

Editions & Views

- 11 Editions published online monthly
- Average 20,000 views per monthly edition

INTHEBLACK eDMs

Whether your objective is lead generation or brand awareness, our INTHEBLACK e-newsletters give you a platform to reach an engaged and influential audience.



ITB Magazine eDM

Published fortnightly

Alerts members of the availability of the newly published INTHEBLACK digital magazine and highlights popular articles.

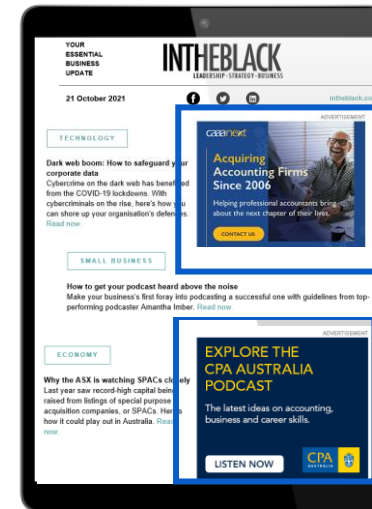
- 156,084 Subscribers
- Members and non-members

Opportunities

- Single banner eDM ad placement

Pricing

\$3,675 plus GST



ITB Monthly eDM

Published monthly

Delivers relevant bite-sized content on global insights and leadership strategy from our comprehensive website intheblack.com

- 211,861 Subscribers
- Members and non-members

Opportunities

- Two eDM ad placements

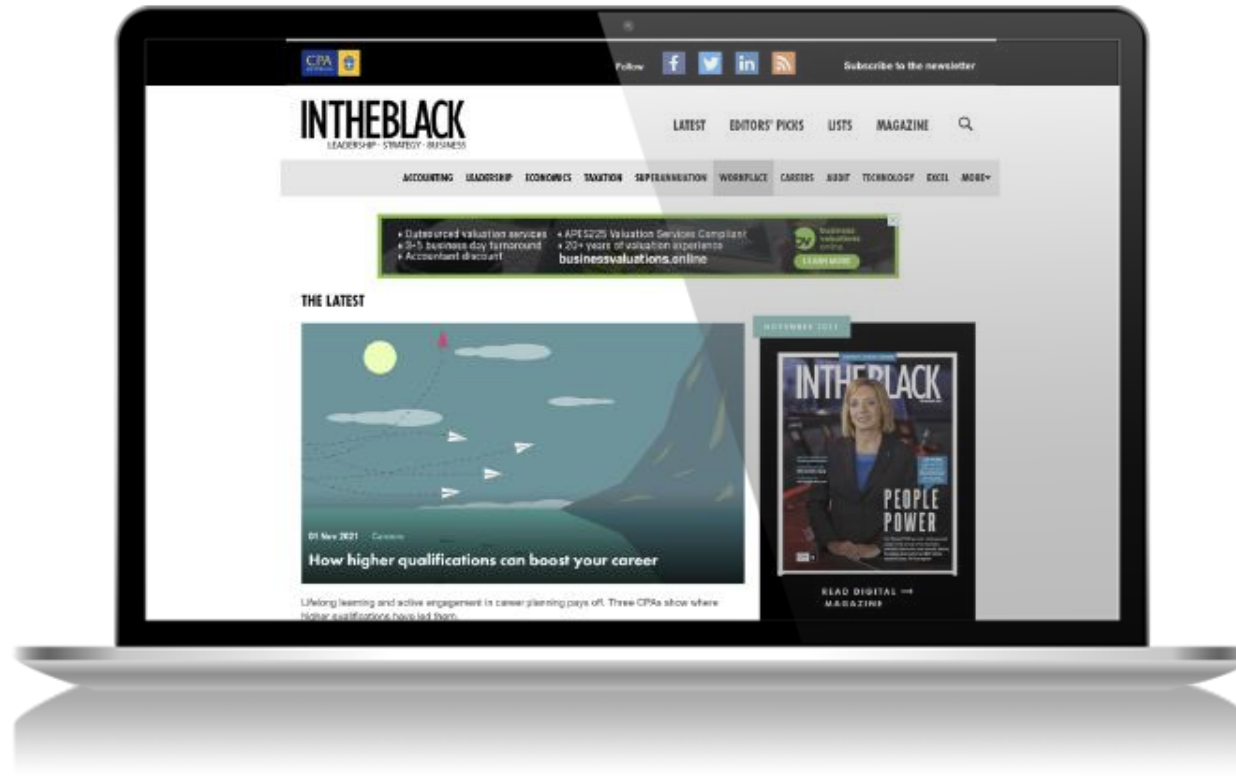
Pricing

1st Placement - \$4,200 plus GST

2nd Placement - \$3,150 plus GST

Intheblack.com

A leading source of industry information and expert analysis on business, finance and accounting.



Features

- Key insights into strategic thought leadership by way of expert analysis, commentary and opinion
- Articles from INTHEBLACK digital magazine
- A variety of digital-first articles, video and podcasts

Opportunities

- Leaderboards
- Half page
- MREC's
- Sponsored content & advertorials

Ad Impressions Pricing

\$40.00 plus GST per CPM Impressions
(minimum 25,000 per month)

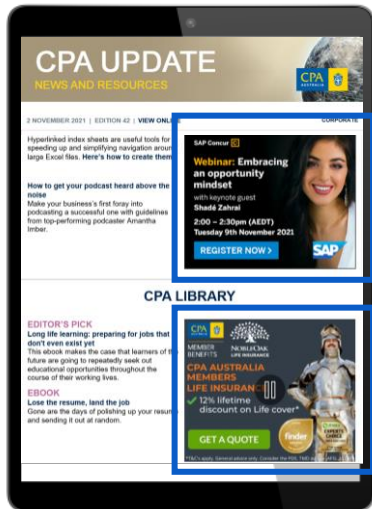
Website Analytics

- **Unique Visitors:** 48,679 avg per month
- **Page Views:** 93,276 avg per month
- **Avg. Time on Site (min):** 5mins 51 secs
- **Avg. Time on Page (min):** 1min 2 secs
- **Avg. Page Views per Visit:** 1.5

Note: Website Analytics: Monthly Averages March 2022 to February 2023

CPA Australia e-newsletters

Reach your audience of finance, accounting and business professionals with our fortnightly CPA Update e-newsletter. Or specifically target our niche audience working in the tax sector with CPA Tax News.



CPA Update Fortnightly

E-newsletter sent to members and subscribed non-members.

Provides a mix of news, updates, resources and event information on a global scale.

- 120,223 Australian Subscribers

Opportunities

- Two eDM ad placements
- International eDM's available

Pricing

- 1st Placement - \$3,150 plus GST
- 2nd placement - \$2,100 plus GST



Tax News Weekly

E-newsletter sent to members working in tax, including public practitioners, accountants and finance professionals.

Provides the latest tax updates, rulings, legislation and training activities across Australia, New Zealand and International markets.

- 64,171 Subscribers (members only)

Opportunities

- Two eDM ad placements

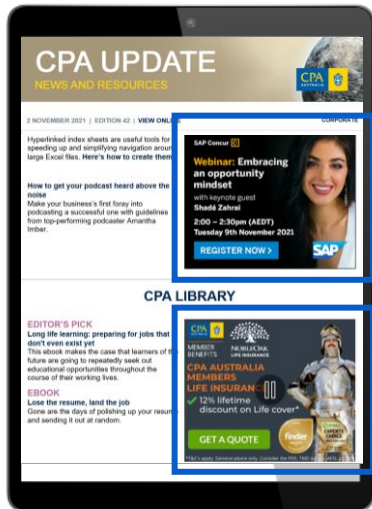
Pricing

- 1st Placement - \$2,000 plus GST
- 2nd placement - \$1,500 plus GST

CPA Australia e-newsletters

Reach our audience of Associate (ASA) members via the fortnightly ASA Update e-newsletter.

Or specifically target members in public practice across Australia and New Zealand with INPRACTICE monthly.



ASA Update

Fortnightly

This e-newsletter keeps Associate members studying the CPA Program up to date with suggested courses and events, exam dates and career advice. The e-newsletter includes features and links to articles within the CPA Library, the latest news affecting the profession, and resources relevant to their studies.

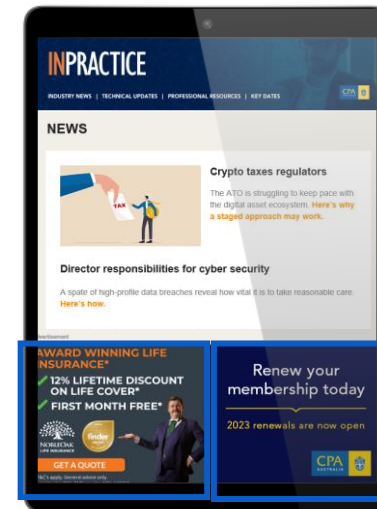
- 17,578 Australian Subscribers

Opportunities

- Two eDM ad placements
- International eDM's available

Pricing

- 1st Placement - \$1,500 plus GST
- 2nd Placement - \$1,000 plus GST



INPRACTICE

Monthly

An e-newsletter sent to members in public practice in Australia and New Zealand with an emphasis on technical issues and practice management. Promotes CPA Australia resources, tools, webinars and podcasts.

- 15,019 Australian Subscribers (members only)

Opportunities

- Two eDM ad placements
- NZ eDM available

Pricing

- Left Placement - \$1,750 plus GST
- Right Placement - \$1,750 plus GST

BECOME A THOUGHT LEADER

Drive recognition as an expert in your field through thought leadership and build trust with your audience.

CPA Australia offers a range of thought leadership opportunities – from webinars and podcasts, to sponsored content.

Expand your reach in targeted markets, build credibility, generate leads, and promote your brand to our engaged audience of business professionals.

INTHEBLACK sponsored content

Having a real voice through sponsored content is integral for any brand wanting to reach audiences authentically with subject matter expertise.



Sponsored Content

Written by our publishing and subject matter experts, curate your organisation's offering/content into an article to educate members on a deeper level, gain thought leadership, relevance and create positive brand alliances.

- Aims to educate readers on a topic
- Brand positioned as a leader or expert in a field

Opportunities

- One-page sponsored article (500 words), published in INTHEBLACK digital magazine or on intheblack.com

Article Pricing

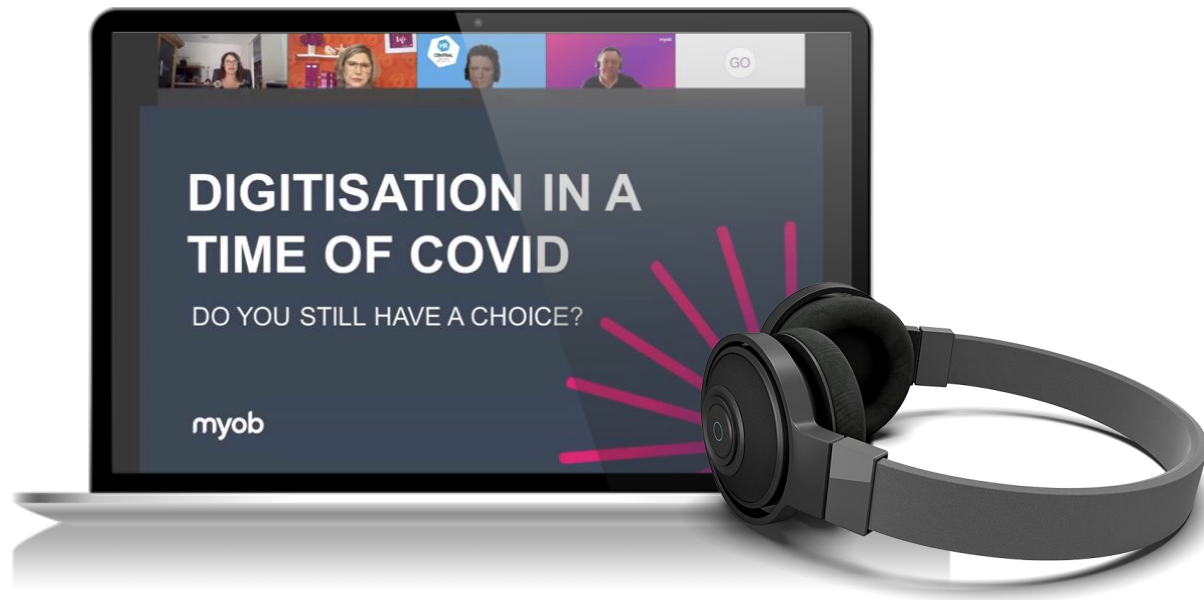
Full page ITB.com: \$5,000 ex GST

Full Page Digital Magazine: \$5,000 ex GST

One article both platforms: \$8,000 ex GST

Webinars

Promote your brand to an engaged audience, demonstrate your expertise as a leader in the field and reach your target audience through high quality webinars hosted by CPA Australia.



Sponsored Webinar

Develop a custom webinar that targets a niche audience, builds relationships through education and generates leads as you help solve business problems.

Includes

- Hour-long webinar (includes 1 x 10-minute Q&A)
- Live polling
- Opt-in function on webinar registration to generate leads
- Promotion in CPA Australia eDMs (subject to timing and inventory)
- Promote via your own external channels

Pricing

\$10,000 plus GST

Podcasts

Promote your brand through our high-quality podcasts – with both sponsored podcasts or podcast ads available.

Reach an engaged audience and demonstrate your expertise as a leader in the field.



Sponsored Podcast

Create and publish a podcast that positions your business as a subject matter expert to our audience of finance and business professionals who enjoy learning and listening on the move.

Includes

- 30-minute sponsored podcast
- Remote pre-recording session with sponsor, host and guests
- Recording Session – remote or in person
- Full production and edit
- Promotion in CPA Australia eDMs (subject to timing and inventory)

Pricing

\$8,000 plus GST

Podcast advertising

Sponsor CPA Australia's own weekly podcast series.

Includes

- Four weeks exclusivity
- 1 x 15 second message at beginning
- 1 x 30 second message mid-podcast
- 1 x 15 second message at the end
- Target audiences via specific topics or the broader audience of accountants and finance professionals

Pricing

\$2,000 plus GST per episode

Virtual Conferences

CPA Australia's virtual conferences showcase world class speakers sharing the latest on industry trends, finance, accounting, and careers.



Sponsorship

Connect virtually with finance, accounting and business professionals globally to create opportunity by solving their business problems.

2023 opportunities

- CPA Australia Virtual Congress, 18 – 20 October

Pricing

Starting from \$3,000 plus GST

Face-to-face Events

CPA Australia's conferences showcase subject matter experts sharing the latest on industry trends, finance, accounting and careers.



Sponsorship

Engage with local finance professionals across a variety of career and industry specific conferences and events.

2023 opportunities

- Public Practice Retreat, Lorne 24 - 26 May
- CPA Week Conference, Perth 20 - 21 July
- Resources & Energy Finance Forum, Perth 18 August
- Not-For-Profit Forum WA, Perth 15 September
- Additional National, Divisional + Local Events throughout the year

Pricing

Starting from \$3,000 plus GST



INTHEBLACK



Contact

sponsorship@cpaaustralia.com.au

0481 455 825