

# Financial Accountant

WITH MORE THAN **5,400** IFA MEMBERS RECEIVING PRINT MAGAZINES AND A TOTAL DIGITAL AUDIENCE OF OVER **13,900**, NO OTHER PLATFORM COMES CLOSE TO MATCHING **FINANCIAL ACCOUNTANT'S** REACH AMONG MICRO AND SME ACCOUNTANTS.



## MEDIA INFORMATION 2024

Circulation: **4,592 IFA members each issue**



**redactive**

Tel: +44 (0)20 7324 2727 Email: [ifa-sales@redactive.co.uk](mailto:ifa-sales@redactive.co.uk)

\*5,500 users per month online, 8,400 newsletter recipients



## *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, their members work with over 750,000 micro and smaller business entities across the SME sector!

With more than 5,400 members and a total digital audience of over 13,900\* – 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 and IT.

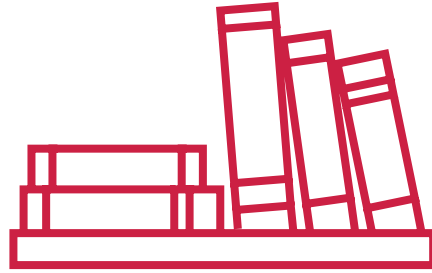
Our valuable audience is made up of highly qualified individuals and purchasing decision makers working in senior roles across a wide range of organisations. Advertising with *Financial Accountant* will help you to build your brand profile and drive traffic to your own site, putting you in front of professionals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

\*5,500 users per month online, 8,400 newsletter recipients



**86%**

read 4 out of 6 issues a year



**56%**

keep issues for future reference



**90%**

rate the magazine good, very good, or excellent



**84%**

say receiving the magazine is an important member benefit

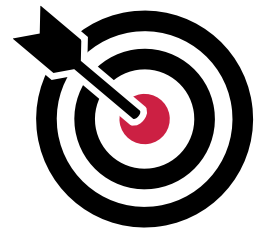


**67%**

describe *Financial Accountant* magazine as useful

**62%**

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



# RELEVANT

58% 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

Weight	Per 1000
0-10g	£725
10-20g	£825
Over 20g	POA

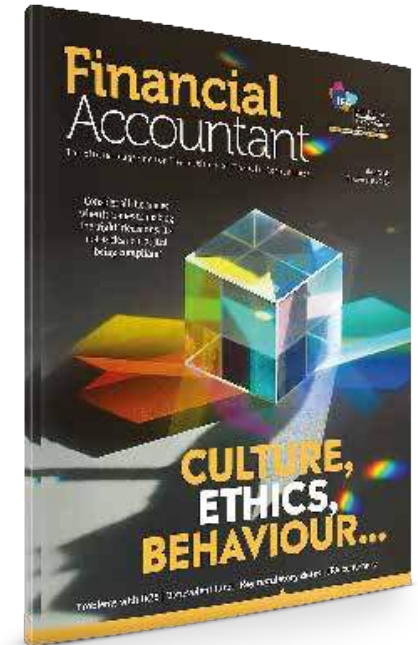
## Advertising rates

Size and position	Price
Double page spread:	£1,992
Cover position	£1,860
Full page:	£1,327.50
Half page:	£885
Quarter page strip:	£860

## 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 2024	Mar/Apr 2024	May/June 2024	Jul/Aug 2024	Sep/Oct 2024	Nov/Dec 2024	Jan / Feb 2025
<b>Booking deadline</b>	Mon-19-Dec	Mon-19-Feb	Fri-19-Apr	Mon-24-Jun	Fri-23-Aug	Mon-21-Oct	Wed-8-Dec
<b>Publication date</b>	Thu-25-Jan	Fri-15-Mar	Fri-17-May	Fri-19-Jul	Fri-20-Sep	Fri-15-Nov	Fri-24-Jan

## E-NEWSLETTER

Published weekly, the e-newsletter is sent to over **8,400** 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	£850
Banner	600 x 90	£745
Sponsored message	Size upon application	£955

## 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	£2,205
2x Solus email	£3,970
3x Solus email	£4,960

## RUN OF SITE BANNERS

The **Financial Accountant** website receives over **5,500\*** 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	£640
Leaderboard	970 x 90	£850
Scrolling	300 x 600	£1,380
Mobile leaderboard	320 x 50	£850

Benefit from 12 months' branding in the magazine and on [www.financialaccountant.co.uk](http://www.financialaccountant.co.uk), with a listing in the **Supplier Directory Section** in each issue of the magazines published over a year and on [www.financialaccountant.co.uk](http://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](http://www.financialaccountant.co.uk) for 1 year, including a back link to your website

**12-month directory listing: £1,655**



All rates are exclusive of VAT if applicable

## 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](http://financialaccountant.co.uk)

Prominently positioned  
on the  
*Financial Accountant* website  
for 3 months

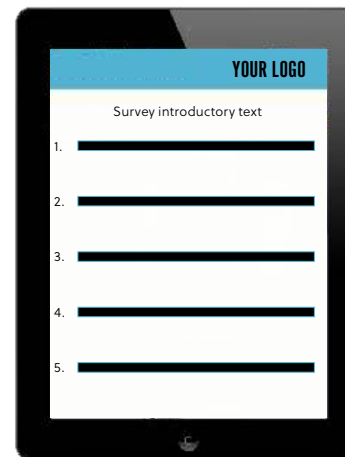
£1,750  
+ VAT

## 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](mailto:jane.easterman@redactive.co.uk), or via <https://filetransfer.redactive.co.uk/filedrop/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
Jan/Feb 2024	Mon-19-Dec	Thu-25-Jan
Mar/Apr 2024	Mon-19-Feb	Fri-15-Mar
May/June 2024	Fri-19-Apr	Fri-17-May
Jul/Aug 2024	Mon-24-Jun	Fri-19-Jul
Sep/Oct 2024	Fri-23-Aug	Fri-20-Sep
Nov/Dec 2024	Mon-21-Oct	Fri-15-Nov
Jan/Feb 2025	Wed-18-Dec	Fri-24-Jan

## 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

HALF PAGE (H X W)
Horizontal – 120 mm x 190 mm
Vertical – 246 mm x 92 mm

FULL PAGE (H X W)
Type – 246 mm x 190 mm
Trim – 270 mm x 210 mm
Bleed – 276 mm x 216 mm

QUARTER PAGE (H X W)
Vertical – 120 mm x 92 mm