Maximise your 2020 vision.

Media pack | 2020

AICPA & CIMA

Worldwide leaders in public and management accounting
Maximise your 2020 vision.

Media pack | 2020
## Contents

2. Connect with CIMA and the AICPA  
2. Editorial excellence and our audience  
3. Advertising with CIMA  
4. Financial Management (FM) magazine  
5. FM magazine 2020 editorial calendar  
6. FM-magazine.com  
7. CIMAglobal.com  
8. CGMA Advantage  
9. Lead gen and custom content  
10. Ask the Expert  
11. Sponsorships and bundles  
12. Pricing  
13. Print advertising policies  
14. Digital advertising policies  

Connect with CIMA® and the AICPA®.

The Chartered Institute of Management Accountants® (CIMA) is the world’s largest and leading professional body of management accountants. These professionals carry real influence and spending power, holding positions that are responsible for budgets within their organisations across a wide range of services. The Association of International Certified Professional Accountants® (the Association) is the most influential body of professional accountants, combining the strengths of CIMA and the American Institute of CPAs® (AICPA) to power opportunity, trust, and prosperity for people, businesses, and economies worldwide.

Audience and marketing solutions

Reach more than 200,000 CIMA members and students consisting of current and future CGMA designation holders. These decision-makers and influencers include CEO, CFO, COO, board members, etc., controllers, financial executives, and management accountants. Connect with these business leaders through our integrated marketing solutions, which include print, web, e-newsletters, lead gen programs and live events.

Editorial excellence

The award-winning Association editorial team has evolved into a daily news organisation providing real-time professional and regulatory updates, breaking news and videos across a multitude of platforms. Professional accountants from around the world trust and rely on the information our editorial team provides for industry news and insight.

Our audience

<table>
<thead>
<tr>
<th>Members and students the Association represents</th>
<th>CIMA members and students</th>
</tr>
</thead>
<tbody>
<tr>
<td>600K+</td>
<td>200K+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Countries our network of CPAs, CGMAs and next-generation leaders spans</th>
<th>Offices around the world that provide insight from the front lines of business, support members and students, and advocate on behalf of the profession</th>
</tr>
</thead>
<tbody>
<tr>
<td>184</td>
<td>41</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Credentials and certificates the Association offers in specialised areas such as business valuation and International Financial Reporting Standards</th>
<th>Premier designations — CPA and CGMA — that we support</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>2</td>
</tr>
</tbody>
</table>

Members and students the Association represents: 600K+

CIMA members and students: 200K+

Countries our network of CPAs, CGMAs and next-generation leaders spans: 184

Offices around the world that provide insight from the front lines of business, support members and students, and advocate on behalf of the profession: 41

Credentials and certificates the Association offers in specialised areas such as business valuation and International Financial Reporting Standards: 31

Premier designations — CPA and CGMA — that we support: 2
Advertising with CIMA

Our media channels, which include print, web, e-newsletters, and events are an essential resource for decision-makers and thought leaders.

Reach your future partners today through an integrated marketing package from CIMA Advertising Sales.

<table>
<thead>
<tr>
<th>Digital</th>
<th>Brand building</th>
<th>Thought leadership</th>
<th>Lead gen</th>
<th>Networking</th>
<th>Direct response</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIMAglobal.com</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FM-magazine.com</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsored Quiz</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>CGMA Advantage e-newsletter</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Print

Actively engage and build trust with CIMA members and business leaders from around the world through Financial Management (FM) magazine.

Thought leadership packages

Showcase your organisation as the expert in your field and generate leads by combining Ask the Expert— and other bespoke events — with a print or digital component to connect with our audience.
Financial Management (FM) magazine

Financial Management (FM) magazine is the official CIMA member publication with a unique audience made up of management accountants, including decision-makers such as CFOs and financial directors. FM magazine is consistently ranked in our membership survey as members’ No. 1 favourite benefit.

Printed six times per year, FM magazine provides readers with the necessary resources to maintain advanced proficiency in finance, operations, strategy and leadership in all areas of business.

FM is written specifically for CGMA designation holders — which are comprised of C-Suite executives, board members, controllers, financial executives, and management accountants. Readers rely on FM magazine to help guide them through critical business decisions.

FM magazine has a global reach and focuses on providing guidance to over 118,000 paid subscribers each issue, including over 55,000 in the UK. It’s a perfect fit for advertisers looking to reach strategic decision makers, high net worth individuals and management accountants.

Audience

CFDs, C-suite, financial executives and directors, management accountants, corporate leaders and high-net worth individuals.

Topics

Budgeting and reporting, ethics/fraud, leadership, HR/talent management, mergers and acquisitions, career skills/professional development and digital transformation.

97% of UK subscribers have at least 5 years of work experience.

Source: Member usage and attitude survey, August 2019

80% of UK subscribers are in middle management or above.

Source: Member usage and attitude survey, August 2019

50% of readers work for organisations with revenue over $250M.

Source: Internal CIMA member data

Paid subscriber circulation (sans US):

75,000

Source: BPA Audit: June 2018

Ask your account manager how to reach our global audience of 118,000 paid subscribers.
## FM magazine 2020 editorial calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>FM magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>February</strong></td>
<td>Business partnering</td>
</tr>
<tr>
<td>Space close: 10 December</td>
<td></td>
</tr>
<tr>
<td>Materials due: 12 December</td>
<td></td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>Leadership</td>
</tr>
<tr>
<td>Space close: 18 February</td>
<td></td>
</tr>
<tr>
<td>Materials due: 20 February</td>
<td></td>
</tr>
<tr>
<td><strong>June</strong></td>
<td>Talent</td>
</tr>
<tr>
<td>Space close: 21 April</td>
<td></td>
</tr>
<tr>
<td>Materials due: 23 April</td>
<td></td>
</tr>
<tr>
<td><strong>August</strong></td>
<td>Ethics</td>
</tr>
<tr>
<td>Space close: 23 June</td>
<td></td>
</tr>
<tr>
<td>Materials due: 25 June</td>
<td></td>
</tr>
<tr>
<td><strong>October</strong></td>
<td>Strategy</td>
</tr>
<tr>
<td>Space close: 18 August</td>
<td></td>
</tr>
<tr>
<td>Materials due: 20 August</td>
<td></td>
</tr>
<tr>
<td><strong>December</strong></td>
<td>Technology</td>
</tr>
<tr>
<td>Space close: 20 October</td>
<td></td>
</tr>
<tr>
<td>Materials due: 22 October</td>
<td></td>
</tr>
</tbody>
</table>

**Ad Perception Studies**
As an added value to our print clients, we provide a study that offers feedback from readers on what they thought of your ad. Survey performed by Readex Research.

**Ad Study by Readex in these months**
**FM magazine: June**
FM-magazine.com includes new content throughout the week by our in-house staff of senior editors, contributing authors, and thought leaders. Readers stay up to date with fresh content and features, such as an economic calendar and global market updates.

Advertisers will connect with CFOs, decision-makers, financial executives, management accountants and business strategists who value the useful content on the site.

- **Ad units**
  - Leaderboard with mobile banner
    - 728 x 90
    - 300x50
  - Rectangle B
    - 300 x 250

82,909 monthly unique website visitors
Source: BPA website, August 2019.

150,381 monthly page views
Source: BPA website, August 2019.

66% of users view the site on a desktop/laptop
Source: AICPA Google Analytics, June 2019.
Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Mobile banner</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Rectangle (MPU)</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250

71,850

average number of visitors from the United Kingdom each month
Source: Internal CIMA analytics, December 2018

1.4 million

ad impressions each month
Source: Internal CIMA analytics, December 2018

CIMAglobal.com Tailor online advertising to reach the right audience for your campaign via geo-targeting and site-specific campaigns.

Online display advertising is the perfect way to direct visitors to your own site.

Online display advertising

Ad units

Leaderboard | 728 x 90

Mobile banner | 320 x 50

Rectangle (MPU) | 300 x 250
CGMA Advantage

CGMA Advantage is published four times a week, and is a curated roundup of must-read articles for financial executives.

The newsletter is the conduit to place thought leadership, case studies, and white papers to position your company as a thought leader to over 12,000 CGMA designation holders in the UK and 125,000+ executive decision-makers and influencers around the globe.

Advertising options
- Leaderboard — 728 x 90
- Section ads (two available)
  Includes image (135 x 112), headline, +200-character text blurb.

Global subscribers

126,660

Frequency

Monday – Thursday

Included topics

Budgeting and reporting; ethics/fraud; leadership; HR/talent management; mergers and acquisitions; career skills/professional development.

Global reach

CFOs, C-suite, financial executives, management accountants.

Source: FM magazine, BPA Brand Audit, June 2019.
Lead Generation and custom content

Sponsored reports and lead generation in FM magazine and FM-magazine.com

Sponsored reports generate targeted leads from an engaged audience that downloads the report. Targeted promotions, throughout the Association’s vast network, generate brand awareness. Advertisers also receive:

- Full-page ad in the report
- Name on the cover

Audience: Management accountants, business leaders, C-level executives such as CFOs and CEOs, financial directors.

All leads are opt-in and GDPR-compliant.

Our audience wants to hear from you.

Content marketing

Content marketing provides the opportunity to showcase your brand and build awareness with readers. You supply the content, and our editorial team will review to ensure it meets our standards.

Branding and custom content for our advertisers includes:

- Print inserts.
- Sponsored content and advertorials in print, on the web and in our newsletters.
- Co-branded research studies.

Align your brand with the AICPA through podcast sponsorships.

- Build brand awareness directly with your target audience.
- Listen to in-depth discussions on the latest issues with thought leaders from around the profession.

Topic | Month | Publication
--- | --- | ---
Lease accounting | April | FM magazine
Digital Transformation/Cloud | October | FM magazine

Ask your account manager about custom research surveys and additional lead gen opportunities.
Ask the Expert

Ask the Expert is a thought leadership piece allowing you an opportunity to showcase your company as an industry expert. It features a full-page Q&A column with your company executive covering a topic of interest to our readers. You select the topic, or choose from our list, and our editors will provide suggestions on the content, but you direct the tone.

The Q&A also features a photo of your executive, his/her bio, title, company logo and company description.

Ask the Expert with Digital Interface

Our digital interface is an enhancement for Ask the Expert allowing you to associate your content online with the FM magazine. We create the landing page a landing page on FM-magazine.com and promote the audience your Q&A content.

Ask your account manager for pricing and more information about bundling print and digital Ask the Expert.

Choose from topics that will connect your brand and our audience ... or choose your own.

Topics include:

• Cloud Computing
• Budgeting and reporting
• Ethics/fraud
• Leadership
• HR/talent management
• Mergers and acquisitions
• Career skills/professional development
• Soft skills
• Organisational agility
• Business intelligence
• Global business threats/disruption management
• Corporate taxation
• Education
Expand your brand with sponsorships and bundles.

Podcast sponsorships
Podcasts are a great way to enhance campaign and to increase brand awareness. CIMA podcasts offer a blend of podcast topics that are of great interest to our listeners.

The podcasts are promoted by the editorial team through relevant e-newsletters the same week the podcast is uploaded on website.

Sponsored quiz
Sponsored quizzes are a great way to connect your brand to our audience. The average time limit to complete the quiz is typically over 10 minutes, leaving plenty of time for your brand to make an impression as it rides along with valued CIMA content.

Please contact your account manager for more information and availability.

Bundles
Bundles allow the advertiser to reach a broad range of potential clients, through a myriad of different methods, all for one special price.

Global and UK Education Provider Packages
Option 1: Half-page FM full circ + half-page Journal of Accountancy (US CPAs) full circ
Option 2: Half-page FM full circ + JournalofAccountancy.com + fm-magazine.com
Option 3: Half-page FM full circ + fm-magazine.com
Option 4: Half-page FM full circ + JournalofAccountancy.com banner C

UK FM Podcasts bundles (Our content, advertiser is sponsoring)
Option 1: 1-month/series of 2 + 5 CGMA Advantage placements
Option 2: 1-month/series of 2 + Ask the Expert single page

UK FM print bundles
Option 1: Full page + 5 CGMA Advantage placements
OR 1 month on fm-magazine.com
OR 1-month FM podcasts (2)
Option 2: Half-page + 1 month on fm-magazine.com
OR 1-month FM podcasts (2)

Integrate your ad campaign with our live events.

Your account manager will work with you to create a marketing strategy that bundles print and digital with CIMA live events, resulting in a fully integrated campaign. Using multiple channels develops brand affinity, and increases opportunity and interaction while educating prospective clients.

<table>
<thead>
<tr>
<th>Month</th>
<th>Conference</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Digitalization &amp; Finance Transformation Conference</td>
<td>London</td>
</tr>
<tr>
<td>May</td>
<td>Financial Controller Conference</td>
<td>London</td>
</tr>
<tr>
<td>June</td>
<td>Prestige Event</td>
<td>Birmingham</td>
</tr>
<tr>
<td>June</td>
<td>Members in Practice Conference</td>
<td>Warwickshire</td>
</tr>
<tr>
<td>July</td>
<td>SME Conference</td>
<td>London</td>
</tr>
<tr>
<td>October</td>
<td>CFO Conference</td>
<td>London</td>
</tr>
</tbody>
</table>
# Pricing

Pricing for our advertising solutions is billed in either U.S. dollars or in pounds. Please contact your account manager for more information.

<table>
<thead>
<tr>
<th><strong>FM print</strong> – billed in U.S. dollars</th>
<th>Number of placements</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td></td>
<td>$6,125</td>
<td>$5,950</td>
<td>$5,775</td>
<td>$5,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td></td>
<td>$4,375</td>
<td>$4,150</td>
<td>$3,975</td>
<td>$3,750</td>
</tr>
<tr>
<td>Spread</td>
<td></td>
<td>$11,250</td>
<td>$10,900</td>
<td>$10,600</td>
<td>$10,275</td>
</tr>
<tr>
<td>Cover</td>
<td></td>
<td>$7,375</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATE single</td>
<td></td>
<td>$7,375</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATE spread</td>
<td></td>
<td>$12,500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>FM-magazine.com</strong> – billed in U.S. dollars</th>
<th>Number of placements</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard with mobile banner</td>
<td></td>
<td>$2,275</td>
<td>$2,175</td>
<td>$2,050</td>
<td>$1,975</td>
</tr>
<tr>
<td>Rectangle A</td>
<td></td>
<td>$2,150</td>
<td>$2,025</td>
<td>$1,900</td>
<td>$1,725</td>
</tr>
<tr>
<td>Rectangle B</td>
<td></td>
<td>$1,975</td>
<td>$1,900</td>
<td>$1,775</td>
<td>$1,650</td>
</tr>
<tr>
<td>Exclusive sponsorship</td>
<td></td>
<td>$6,875</td>
<td>$6,525</td>
<td>$6,350</td>
<td>$6,150</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>CGMA Advantage</strong> – billed in U.S. dollars</th>
<th>Number of placements</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td></td>
<td>$2,600</td>
<td>$2,450</td>
<td>$2,300</td>
<td>$2,175</td>
</tr>
<tr>
<td>Section ad 1</td>
<td></td>
<td>$3,150</td>
<td>$2,975</td>
<td>$2,850</td>
<td>$2,475</td>
</tr>
<tr>
<td>Section ad 2</td>
<td></td>
<td>$3,150</td>
<td>$2,975</td>
<td>$2,850</td>
<td>$2,475</td>
</tr>
<tr>
<td>Blitz – 5 consecutive days</td>
<td></td>
<td>$6,425</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tech Tip – 5 consecutive days</td>
<td></td>
<td>$5,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>CIMAGlobal.com</strong> – billed in pounds</th>
<th>Number of placements</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPU (rectangle) ROS</td>
<td></td>
<td>£1,825</td>
<td>£1,725</td>
<td>£1,650</td>
<td>£1,500</td>
</tr>
<tr>
<td>MPU Geo Target</td>
<td></td>
<td>£2,500</td>
<td>£2,375</td>
<td>£2,300</td>
<td>£2,250</td>
</tr>
</tbody>
</table>

## Advertising packages

### Global and UK Education Provider Packages

- **Option 1:** Half-page FM full circ + half-page Journal of Accountancy (US CPAs) full circ
  - **Dollars:** $11,250

- **Option 2:** Half-page FM full circ + JournalofAccountancy.com banner C + FM-magazine.com
  - **Dollars:** $7,275

- **Option 3:** Half-page FM full circ + FM-magazine.com
  - **Dollars:** $5,400

- **Option 4:** Half-page FM full circ + JournalofAccountancy.com banner C
  - **Dollars:** $5,400

## UK FM Podcasts bundles (Our content, advertiser is sponsoring)

- **Option 1:** 1-month/series of 2 + 5 CGMA Advantage placements
  - **Dollars:** $8,125

- **Option 2:** 1-month/series of 2 + Ask the Expert single page
  - **Dollars:** $8,125

## UK FM print bundles

- **Option 1:** Full page + 5 CGMA Advantage placements
  - **Dollars:** $8,125

  - **Option 2:** 1-month on fm-magazine.com
  - **Dollars:** $5,400

- **Option 2:** Half-page + 1-month on fm-magazine.com
  - **Dollars:** $5,400

- **Option 3:** 1-month FM podcasts (2)
  - **Dollars:** $5,400

Pricing for our advertising solutions is billed in either U.S. dollars or in pounds. Please contact your account manager for more information.
Print advertising policies and specifications

Rate policy/commission

- Advertising copy, including illustrations, is subject to approval of the publisher.
- A short-rate invoice will be issued when it is apparent that the full contract, upon which billing has been based, cannot be completed.
- The publisher is not responsible for errors in keyed or box-numbered ads.
- The publisher is not responsible for failure to publish or to circulate all or part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances outside the publisher’s control.
- The publisher reserves the right to reject or cancel any ad at any time before publication.
- Pre-payment required for first-time advertisers.
- Rate earned is determined by the total number of insertions or different advertisements, published in any one or more issues during a 12-month period.
- Conditions appearing on contracts, orders, or copy instructions that conflict with the publisher’s policies will not be binding on the publisher.

Advertising Production Specifications

General

Trim size: 8 inches x 10.5 inches, saddle stitched

Bleed: Add .125 of an inch all sides

Platemaking: computer-to-plate, 133-line screen

Printing: web offset, SWOP tolerances

Paper: 60-lb gloss coated body, 100-lb dull coated cover

Ad sizes (inches)

<table>
<thead>
<tr>
<th>Non-bleed units</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page (incl. cover)</td>
<td>7.15</td>
<td>9.75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bleed Units</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page spread bleed</td>
<td>16.25</td>
<td>10.75</td>
</tr>
<tr>
<td>One Page bleed (incl. cover)</td>
<td>8.25</td>
<td>10.75</td>
</tr>
</tbody>
</table>

Safety

- .125 of an inch from trim, on all sides, for live matter intended to bleed
- Gutter Safety: .25 of an inch on each side of gutter
- Please break into two full-page ads before submission.
Preferred ad formats
PDF X1a (preferred) or version 1.3 or 1.4 — PDF files must have all fonts and images embedded. Images must be CMYK (no spot colors) and at 300 dpi.

Color reproduction
For accurate color reproduction, a customer-supplied proof meeting SWOP standards (swop.org) is recommended for all advertisements. The AICPA will not be responsible for color reproduction without proofs that meet SWOP standards and are printed on a substrate that simulates publication-grade paper stock.

Submitting advertorials
Advertorials may not mimic *Financial Management* magazine editorial pages. They must use a two- or four-column layout (three-column layout is not acceptable) and fonts different from both publications.
• Advertorials must feature a color border around the perimeter of each page.
• Advertorials must carry a header identifying the pages as advertising.

Issuance and closing dates
• Display advertising orders and creative materials are due the first of the month prior to the issue date. Note: in cases when the first of the month falls on a weekend or holiday, orders and creative materials are due the nearest preceding business day.
• Space cancellation after the closing date will result in a 33% cancellation charge.

Digital advertising policies
The below policies apply to all digital media CIMA offers to advertisers for sponsorship — including our websites, e-Newsletters, e-Briefs, and any new digital media that may be created for the advertiser.
• All material must meet the material guidelines specified on the insertion order for each digital property and must be received 10 business days before the agreed publish date for the advertising material. If material is not received on time, CIMA reserves the right to decline the advertisement and will not be liable for any financial losses or make-goods resulting from late submission of the ad material.
• Advertiser proofs will not be supplied, as all materials submitted must be final.
• CIMA reserves the right to reject or cancel any ad at any time before publication for any reason. Additionally, CIMA reserves the right to label an advertisement with the word "advertisement" or "sponsored editorial" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.
• Client/agency may not cancel their advertising commitment without providing their account manager at CIMA with 30 days prior notice.
• Pre-payment is required for first-time advertisers.
• Digital advertising prices are based on flat rates. Prices are not based on impressions or clicks.

Submit materials and questions to:
Jason Reese
Digital Advertising Production Manager
E: adprod@aicpa.org
P: +1.919.402.4874
F: +1.919.402.4467

Submit materials and questions to:
Eric Olson
Production Manager
E: Eric.Olson@aicpa-cima.com
P: +1.919.402.4021
220 Leigh Farm Road
Durham, NC 27707-8110