



Reach Your Targeted Business Audience with Accuracy

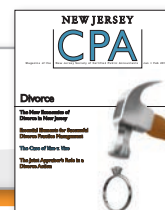
New Jersey CPA, the official magazine of the New Jersey Society of Certified Public Accountants (NJSCPA), is a powerful resource for the top CPA professionals in the Garden State. The magazine reaches all 16,000 members of the NJSCPA, one of the largest and oldest state CPA societies in the nation. The nonprofit, professional organization is a proven resource for reaching high-end purchasers and business advisors.

Marketing professionals turn to New Jersey CPA for opportunities to align their brand with our sought-after content, reach a targeted and engaged audience and receive measurable ROI. A majority of members are partners, presidents/CEOs, executives, department managers, and other professionals with buying power and authority for an array of products and services.

MEDIA SOLUTIONS

> PRINT

Bi-monthly Magazine
New Jersey CPA



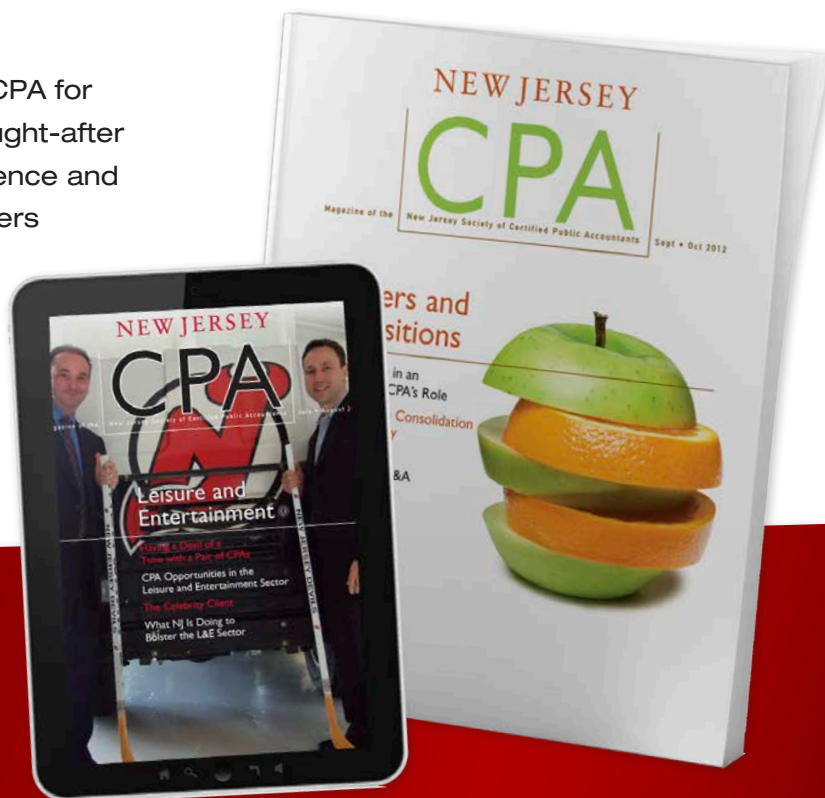
> ONLINE

Bi-weekly E-news and
website



> DIGITAL

Each issue delivered in
digital format



Reader Demographics

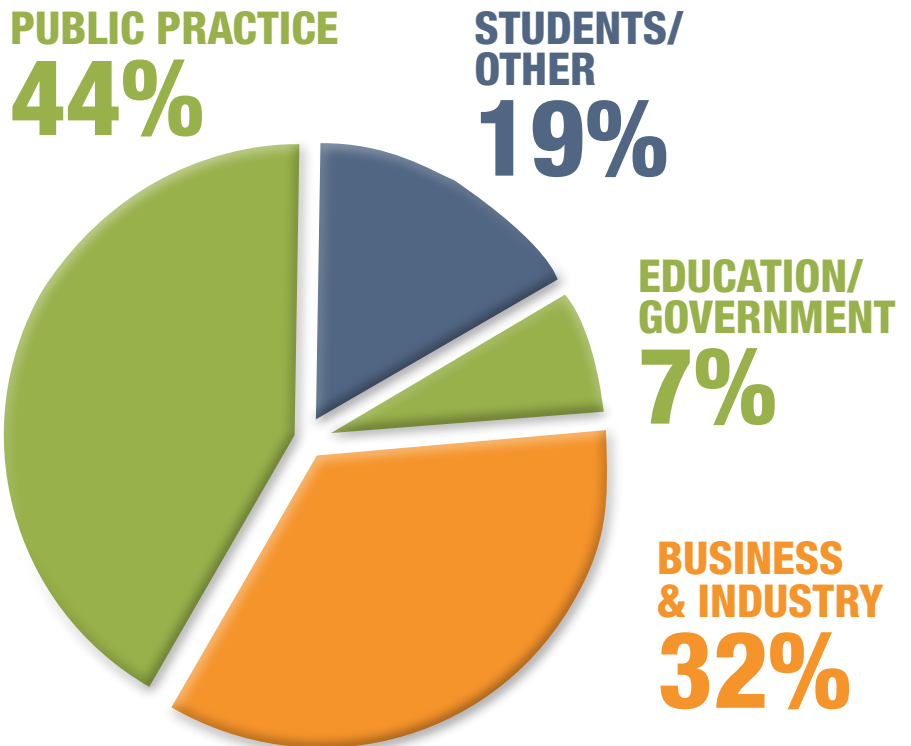
A consistent message to influential accountants and financial professionals can build your business among accounting firms, and among all of their corporate and individual clients. A vast majority of members recommend products and services to their clients.

48%
OF READERS TAKE ACTION AFTER SEEING AN ADVERTISEMENT IN NEW JERSEY CPA, BY EITHER PURCHASING THE PRODUCT, CONTACTING THE ADVERTISER, VISITING A WEBSITE OR RECOMMENDING THE PRODUCT OR SERVICE TO A CLIENT.

Magazines are motivating. More than 60% of print magazine readers took action as a result of a magazine ad. Digital magazines also drive response, with 91% taking action after reading a digital issue. Studies show that 43% of magazine readers make online purchases vs. 21% of non-readers.

STATISTICS

AREAS OF EMPLOYMENT



CPA readership surveys show that nearly 50% of readers take action after seeing an advertisement in their publication, including purchasing a product, contacting the advertiser, visiting a website for more information, or recommending the product to a colleague or client.

83%
OF MEMBERS IN PUBLIC PRACTICE RECOMMEND PRODUCTS AND SERVICES TO THEIR CLIENTS.

60% ARE INVOLVED IN THE PURCHASING DECISIONS FOR THEIR FIRMS/COMPANIES.

70% OF MEMBERS ARE SENIOR LEVEL EXECUTIVES.

Chapters: Atlantic/Cape May, Bergen, Essex, Hudson, Mercer, Middlesex/Somerset, Monmouth/Ocean, Morris/Sussex, Passaic County, Southwest Jersey, and Union County.

To learn more about the New Jersey CPA or to customize a marketing program unique to your business needs call 800-356-8805 ext. 358 or email advertising@thewarrengroup.com.

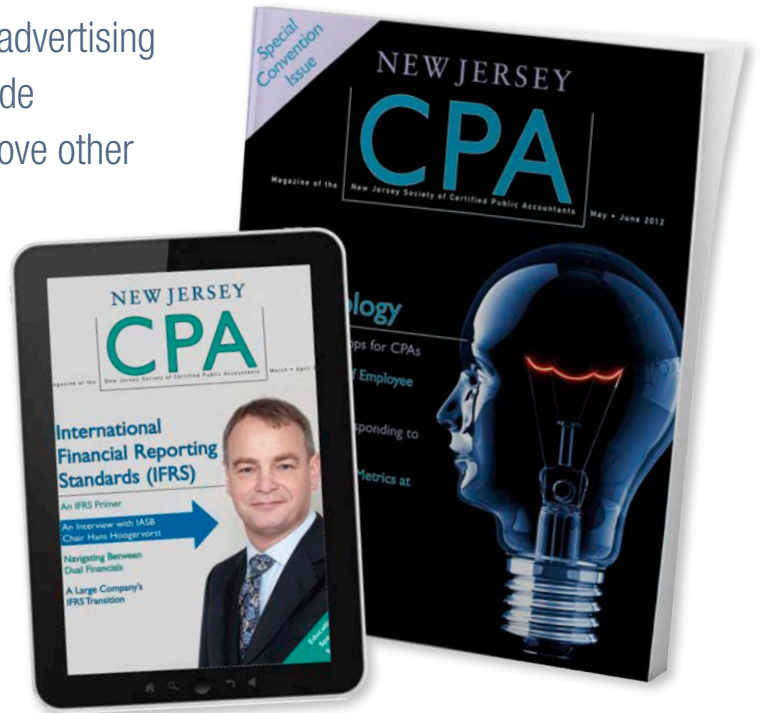
“There is no more direct and comprehensive advertising route to your target audience than a niche trade magazine. Custom publications have risen above other mediums in terms of value and effectiveness.

The statistics show that prospects trust and respond to trade magazine advertising more than their marketing counterparts.”

The Magazine Handbook

The Magazine Publishers Association

NEW JERSEY CPA IS DELIVERED IN PRINT AND DIGITAL FORMAT



ADVERTISING RATES

AD SIZE	6 TIMES	3 TIMES	1 TIME
Full Page (bleeds) 8.375 x 11.125 (no bleeds) 7.25 X 10	\$2,220	\$2,495	\$2,775
2/3 Page 4.625 x 10	\$1,890	\$2,125	\$2,360
Half Page 7.25 x 5	\$1,665	\$1,870	\$2,080
1/3 Page 4.875 x 5	\$1,330	\$1,495	\$1,665
Back Cover (bleeds) 8.375 x 11.125	\$2,665	\$2,995	\$3,330
Inside Cover (bleeds) 8.375 x 11.125	\$2,550	\$2,870	\$3,190

Pricing is per issue • All rates are net • All members receive a 10% discount

2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January/February	11/26	12/3	1/7
March/April	1/25	2/1	3/7
May/June	3/14	3/21	4/26
July/August	5/24	5/31	7/5
September/October	7/19	7/26	8/28
November/December	9/20	9/27	11/1

Extend Your Reach Online

ONLINE OPTIONS

ONLINE - E-news

NJSCPA E-News sends top news, job postings, and upcoming calendar listings to more than 13,500 financial professionals across New Jersey

Sent out every other Thursday

Exclusive primary ads are 120 x 200 and run in the upper right corner of the page

Three 120 x 100 secondary ads appear along the bottom

Averages 32% open rate, 13% click-thru rate

E-News Advertising Rates

Primary Ad

6+ Insertions	2-5 Insertions	1 Insertion
\$645	\$725	\$800

Secondary Ad

6+ Insertion	2-5 Insertions	1 Insertions
\$370	\$415	\$460

*Pricing is per insertion • All rates are net
All members receive a 10% discount*

ONLINE - Web

www.NJSCPA.org is an online community developed for CPAs that provides advertisers with an interactive medium for accomplishing two important goals – branding to a target audience and providing direct access to your company by linking to your website

Averages 41,000 visits per month

Homepage ads limited to 3 advertisers

Inside page ads can run on: Students and Members Only pages

All ads 170 x 120 on right side

Web Monthly Advertising Rates

Homepage Ad

12 Months	6 Months	3 Months
\$340	\$380	\$460

Inside Page Ad

12 Months	6 Months	3 Months
\$250	\$285	\$320

*Pricing is per month • All rates are net
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EDITORIAL CALENDAR

January/February

Insurance

Malpractice for CPAs
Director & Officer Insurance
Advising Your Client
Insurance Issues at Your Firm

March/April

Infrastructure/Logistics

Helping Clients Move
Products & Services
The CPAs Role in NJs Infrastructure
Moving Human Capital
Building a Personal Infrastructure

Special Section - Business and Corporate Finance Executives

May/June

Technology

Windows 8
Search Engine Optimization
To Excel or Not to Excel
Managing Scanned Documentation

July/August

Succession Planning

Methods & Tactics
Retaining Value
Succession Planning at the CPA Firm
Succession Planning for a Family
Owned Business

Special Section - 50 Over 50

September/October

What the Future Holds

Workforce
Tech/Ops
Rules/Regs
International Relationships

November/December

Tax Matters

Annual Update
Misinformation About Information Reporting
Managing Tax Risk
NJ Division of Taxation Interview

Special Section - Business Profiles