

Pennsylvania CPA JOURNAL

Reach
Your Targeted
Business Audience
with Accuracy

The *Pennsylvania CPA Journal* – the official membership publication of The Pennsylvania Institute of Certified Public Accountants (PICPA) – reaches more than 20,000 members across the state. As one of the largest CPA associations in the country, PICPA membership includes CPAs in public accounting, industry, government, and education, to name a few.

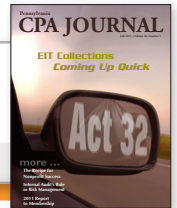
A majority are partners, presidents, CEOs, executives, department managers, and business professionals with authority to purchase or approve an array of products and services.

Published quarterly, the *Pennsylvania CPA Journal* is consistently ranked as a top benefit by PICPA members. In addition to the 20,000+ members who receive the Journal, bonus circulation goes to educators, bankers, legislators, and other professionals interested in accounting.

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine
Pennsylvania CPA Journal



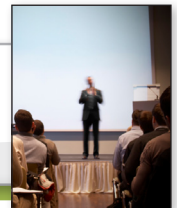
> ONLINE

E-Newsletters, Website and Digital
Magazine Advertising Opportunities



> EVENTS

Seminar and Conference
Sponsorships



Reader Demographics

Build your business and reach **20,000+ CPAs**, accounting firms and their clients with frequent placement in the Pennsylvania CPA Journal. PICPA members are highly regarded in their community and often serve as dependable resources for product and service referrals.

Custom publications have risen above other media 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

MEMBERS IN EACH CHAPTER

Chapter	Total
Central	532
Erie	373
Greater Phil.	9,548
Lehigh Valley	903
Non-Resident	1,030
North Central	226
Northeastern	797
Northwestern	482
Pittsburgh	3,733
Reading	665
South Central	2,405
Southwestern	525

STATISTICS

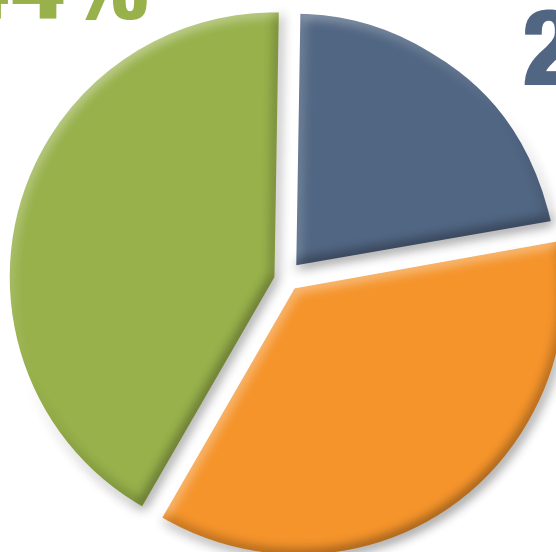
AREAS OF EMPLOYMENT

PUBLIC PRACTICE

44%

UNAFFILIATED

20%



**BUSINESS
& INDUSTRY
36%**

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.

45%

**OF READERS
ARE BASED IN
THE GREATER
PHILADELPHIA
REGION**

23% OF MEMBERS
ARE BETWEEN
26 AND 40 YEARS OLD

28% OF MEMBERS
ARE BETWEEN
41 AND 50 YEARS OLD

18% OF READERS ARE BASED
AROUND PITTSBURGH

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

THE
WARREN
GROUP
Since 1972
Real Estate & Financial Information

“Every time I get my copy of the *Pennsylvania CPA Journal*, I find something intriguing to read. From the informative quarterly columns, to the features on issues affecting the accounting landscape, to the updates on the activities of my fellow PICPA members, there is always something interesting to read, no matter the section.”

— **Jacqui Basso, CPA** J.M. Basso & Associates



Pennsylvania CPA Journal

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Published quarterly, the journal is consistently **ranked as a top benefit** by PICPA members.

In addition to the **20,000+ members** who receive the journal, bonus circulation goes to educators, bankers, legislators, and other professionals interested in accounting.

Core editorial topics throughout the year include Business & Industry; Education; Federal and State Taxation; Liability Lessons; Personal Financial Planning; Ethics; Litigation Support; Employee Benefit Plans; and more.

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page	\$1,955	\$2,300
2/3 Page	\$1,660	\$1,955
Half Page	\$1,465	\$1,725
1/3 Page	\$1,175	\$1,380
Back Cover	\$2,345	\$2,760
Inside Cover	\$2,250	\$2,645

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
Spring 2013	January 15	February 1	March 11
Summer 2013	April 15	May 1	June 10
Fall 2013	July 15	August 1	September 10
Winter 2014	October 15	November 1	December 10

Three Ways To **Extend Your Reach**

EVENTS

1

CONFERENCE SPONSORSHIP



Interact one-on-one with your target audience at nearly 20 specialized conferences across the state from May through December and our 116th Annual Meeting in June. Conferences are held in the Philadelphia, Harrisburg, and Pittsburgh regions.

You receive:

- A highly visible exhibit space located near the main meeting room.
- A full-page ad in conference e-materials, signs at the conference, and a one-time mailing list.

Attendees vary by event. Pricing is \$799 – \$999.

EXCLUSIVE SEMINAR SERIES

Deliver your message to CPAs on a regular basis through a PICPA seminar series sponsorship. As the exclusive sponsor of each event you choose, you will reach your target audience in multiple venues and on multiple occasions.

- Choose from hundreds of events across the state from May through December.
- Sponsorship includes an opportunity to address attendees for up to five minutes at the beginning of the session.

Exclusive Seminar Series Rates: \$2,699 per 8-seminar series; \$1,499 per 4-seminar series.

ONLINE

2

E-NEWS, WEBSITE, AND DIGITAL MAGAZINE WITH MOBILE APP



E-NEWS – Reach a targeted audience of over 15,000 statewide subscribers by sponsoring PICPA's electronic newsletter. Each issue alerts readers to the hottest topics affecting the accounting profession and updates on PICPA news. Ads run in the monthly all-member e-mail, with bonus inclusion in all weekly chapter versions.

E-mail Advertising Rates	Online Only	Added to Print Package
	\$750	\$625

WEBSITE – The site attracts more than 21,000 unique visitors per month and those visitors average 5-1/2 pages viewed per visit. Increase your organization's visibility by advertising on PICPA's website with a 160 x 160 pixel banner ad.

Web Advertising Rates	12 Months	6 Months	3 Months
	\$250/Mo.	\$300/Mo.	\$350/Mo.

DIGITAL MAGAZINE – Take advantage of unique and exclusive digital ad space through virtual belly bands and margin messaging, or enhance your message with video, audio, or animation. Drive buyers directly to your website with hyperlinks and capitalize on comprehensive viewer data enabling you to build stronger messaging.

MAIL

3

PICPA'S MEMBER MAILING LIST

PICPA's member mailing list is available for purchase. It will let you pinpoint those CPAs most likely to buy your product or service. Lists include members' preferred mailing address (home or office) and can be sorted by geography, membership type, and/or area of interest.

MAILING LIST RATES

\$0.18 per name, minimum order \$250	Add \$100 for sort by geography
Add \$100 for sort by membership type	Add \$200 for sort by area of interest

*Mailing lists are for one-time use only and do not include phone numbers or e-mail addresses.