



Pennsylvania CPA JOURNAL

Our Members Are
Your Best Prospects.



And start building lasting relationships today.

As the official membership publication of the Pennsylvania Institute of Certified Public Accountants (PICPA), the Pennsylvania CPA Journal reaches more than 20,000 members. Published quarterly, it is consistently ranked as a top benefit by PICPA members.

The PICPA is the fifth largest CPA association in the U.S. and includes members in public accounting, industry, government, and education. Our members are partners, presidents, CEOs, executives, department managers, and business professionals—decision makers who purchase or approve an array of products and services.

In addition to the 20,000 members who receive our publication, bonus circulation goes to educators, bankers, legislators, and other finance 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

“Advertising in The Warren Group’s publications has been a key strategy in VantisLife’s growth. Their state publications are widely read by the decision-makers that we target for our life insurance and annuity products. Our brand awareness has been positively impacted by exposure in these publications.”

CRAIG SIMMS, Senior Vice President,
VantisLife Insurance Company

STATISTICS

MEMBERS IN EACH CHAPTER

Chapter	Total
Central	514
Erie	353
Greater Phila.	8,987
Lehigh Valley	849
North Central	217
Northeastern	733
Northwestern	476
Pittsburgh	3,583
Reading	646
South Central	2,344
Southwestern	508

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% MEMBERS ARE IN PUBLIC PRACTICE

61% ARE BASED IN MAJOR METROPOLITAN AREAS

37% OF MEMBERS ARE EMPLOYED IN BUSINESS, INDUSTRY, EDUCATION, AND GOVERNMENT

42% MEMBERS ARE KEY DECISION MAKERS IN THEIR ORGANIZATION

“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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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	\$2,015	\$2,370
2/3 Page	\$1,710	\$2,015
Half Page	\$1,510	\$1,775
1/3 Page	\$1,210	\$1,420
Back Cover	\$2,418	\$2,844
Inside Cover	\$2,317	\$2,725

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

2014 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Spring 2014	January 15	February 1	March 10
Summer 2014	April 15	May 1	June 10
Fall 2014	July 15	August 1	September 10
Winter 2015	October 15	November 1	December 10

Three Ways To Extend Your Coverage

EVENTS

1

CONFERENCE SPONSORSHIP

Interact one-on-one with your target audience at nearly 20 specialized conferences across the state from May through December. 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 your selected event, you'll reach your target audience in multiple venues and on multiple occasions.

- Choose from hundreds of events 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. You can 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

\$0.25 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.