

NEW JERSEY

CPA

Magazine of the

New Jersey Society of Certified Public Accountants

## 2012 ADVERTISING OPPORTUNITIES



The New Jersey Society of Certified Public Accountants (NJSCPA) is a nonprofit, professional organization comprised of more than **16,000 CPAs** and student members.

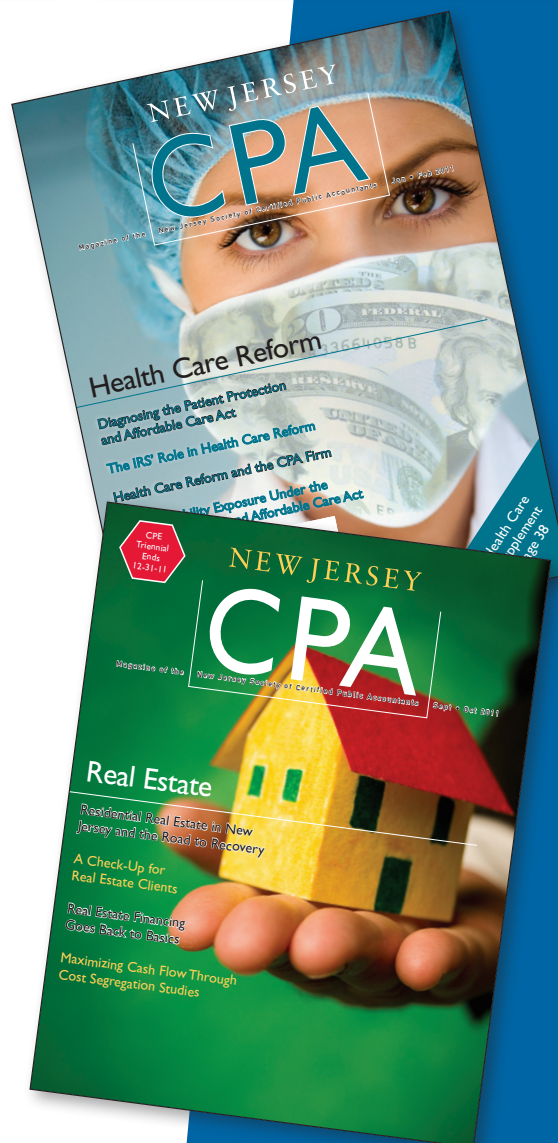
Founded in 1898, the NJSCPA is one of the largest and oldest state CPA societies in the nation.

The top professional organization for CPAs in the state, the NJSCPA is a proven resource for reaching high-end purchasers and business advisors.

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.

### OPPORTUNITIES INCLUDE:

- **Print** – Bi-monthly Magazine, *New Jersey CPA*
- **Online** – Bi-weekly E-news and Digital Magazine



In partnership with



# reader demographics

## New Jersey CPA

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

"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*

**70%** of members are senior-level executives.

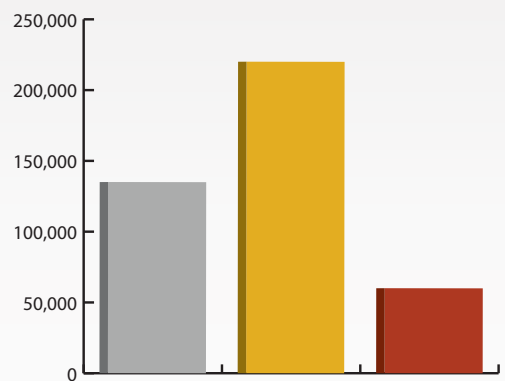
**60%** are involved in the purchasing decisions for their firms/companies.

**83%** of members in public practice 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.

## READER PROFILE

### Statistics



### Annual Household Income

Over \$200,000

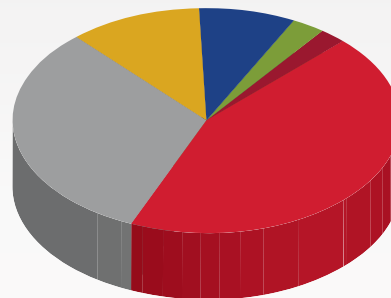
27%

\$100,000 - \$200,000

44%

\$75,000 - \$99,999

12%



### Areas of Employment

Public Practice

44%

Business & Industry

32%

Other

11%

Students

8%

Government

3%

Education

2%

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

# 2012 editorial calendar

## January/February 2012

**Cover:** Divorce

- The New Economies of Divorce in NJ
- Divorce Case Study
- Divorce Practice Development
- Collaborative Law Under Divorce

**A&A Buzz:** New Fair Value Pronouncements

**Best Practices:** Educating Employees on Managing Their Own Health Care

**Financial Planning:** The Role of a Fiduciary

**Forensic File:** The CPA & Prenuptial Agreements

**Ind. Focus:** Inventory Valuation

**Small/Sole Practitioner:** Document Access in a Hostile Environment

**Tax Talk:** Innocent Spouse

**Ind. Focus:** Litigation Holds, Pre-Litigation, e-Holds

## March/April 2012

**Cover:** IFRS

- A CPA Primer on IFRS
- Interview Chair IASB
- Navigating b/w Dual Financials
- Large Firm Case Study On Implementation

**A&A Buzz:** Changes in Revenue Recognition

**Best Practices:** The Trend Away from Using Headhunters

**Financial Planning:** FP for Veterans & Their Families

**Forensic File:** Foreign Corrupt Practices Act

**Ind. Focus:** Does Outsourcing Work?

**Small/Sole Practitioner:** IFRS Opptys for Small Practitioners

**Tax Talk:** Tax Implications of IFRS

**Ind. Focus:** Tech Planning for IFRS

**SPECIAL SECTION:** Partners in Education

## May/June 2012

**Cover:** Technology

- Responding to Slander/Negativity
- Top Tablet Apps for CPAs
- Evolution of Employee Tech Policies
- Tech Metrics and ROI

**A&A Buzz:** Auditing Software/CAT

**Best Practices:** Tech to Manage Scheduling

**Financial Planning:** Compliance & Disclosure Issues

**Forensic File:** Book Review

**Ind. Focus:** Succession Planning for CIO

**Small/Sole Practitioner:** 4G Versus WiFi

**Tax Talk:** NJ & Fed R&D Credit Studies

**Ind. Focus:** Finer Mining & Drilling Deeper  
Business Intelligence Analysis

## July/August 2012

**Cover:** Leisure & Entertainment

- NJ Devil's Interview
- The Celebrity Client
- CPA Opportunities in Leisure & Entertainment
- What Is NJ Doing to Bolster / Overview L&E Sector

**A&A Buzz:** Royalty Audits

**Best Practices:** Give Aways & Promo Items to  
Supplement Marketing Activities

**Financial Planning:** Life Settlements

**Forensic File:** Measuring Revenue in a Cash-Intensive Business

**Ind. Focus:** Accounting for Religious Groups

**Small/Sole Practitioner:** 3rd Party Credit Card Processors

**Tax Talk:** Bonus Depreciation for Retail & Restaurant Property

**Ind. Focus:** Licensing Under Virtualization

## September/October 2012

**Cover:** Mergers & Acquisitions

- Due Diligence
- M&As at Accounting Firms
- Cultural Issues
- Tax Aspects of M&As

**A&A Buzz:** Where's the Risk in Risk-Based Accounting?

**Best Practices:** M&A Insurance Issues

**Financial Planning:** The CPA Working with the Client's  
Financial Planner

**Forensic File:** Business Valuation Challenges  
(litigation, quant/qual, commodity, fees)

**Ind. Focus:** Transaction Costs

**Small/Sole Practitioner:** Dodd-Frank & 1071 Reporting

**Tax Talk:** Need for Buy/Sell Agreements

**Ind. Focus:** Audit Records/Standards from Tech Provider

## November/December 2012

**Cover:** Tax Matters

- Tax Update
- Property Tax Appeals
- Residency Update
- Foreign Information Reporting Pitfalls

**A&A Buzz:** How Pronouncements Affect Covenants

**Best Practices:** Having a Disciplinary Review Policy

**Financial Planning:** Capital Preservation TIPS, Bonds

**Forensic File:** Rules of Evidence Changes

**Ind. Focus:** New Economic Substance Doctrine

**Small/Sole Practitioner:** Reporting Info on K-1 Partnership  
Forms Correctly

**Tax Talk:** Holding Owners Personally Liable for Unpaid Taxes

**Ind. Focus:** NJ Sale of NOLs and Carry Back Claims

## ADVERTISING RATES

AD SIZE	6 TIMES	3 TIMES	1 TIME
Full Page 7.375" w X 9.875" h	\$2,220	\$2,495	\$2,775
2/3 Page 7.375" w X 6.375" h	\$1,890	\$2,125	\$2,360
Half Page 7.375" w X 4.875" h	\$1,665	\$1,870	\$2,080
1/3 Page 7.375" w X 3.125" h	\$1,330	\$1,495	\$1,665
Back Cover 7.875" w X 7.25" h	\$2,665	\$2,995	\$3,330
Inside Cover	\$2,550	\$2,870	\$3,190

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

\*FOR MORE INFORMATION contact advertising at 800.356.8805 or email [custompubs@thewarrengroup.com](mailto:custompubs@thewarrengroup.com)

## 2012 DEADLINES AND ISSUE DATES

Issues	Space Closes	Copy Due	Issue Date
January/February	November 30	December 9	January 2
March/April	January 27	February 3	March 2
May/June	March 16	March 23	May 2
July/August	May 25	June 1	July 2
September/October	July 20	July 27	September 2
November/December	September 21	September 28	November 2

## NJSCPA Online

### 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

### ONLINE - Web

- [www.NJSCPA.org](http://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

### 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

### 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  
All members receive a 10% discount