

disclosures

Reach Your Targeted Business Audience with Accuracy

Disclosures, the official magazine of the Virginia Society of CPAs (VSCPA), is a powerful resource for the top CPA professionals in Virginia. Reaching 10,000 active CPAs in the state, Disclosures presents an opportunity for marketing professionals to align their brand with sought-after content and engage a targeted audience.

A majority of VSCPA members are partners, presidents/CEOs, executives, department managers, and other professionals with buying power and authority for an array of products and services. Members span all areas of private business, government, industry, education, and public accounting. Virtually all CPA firms in the state are represented, along with a vast majority of all active certified public accountants in Virginia.

The society works to educate its members, as well as keep them informed of all important issues relating to the profession. The means for this education and communication provides an unmatched marketing opportunity for product and service providers to reach out to this niche audience.

MEDIA SOLUTIONS

> PRINT

Bi-monthly Magazine
Disclosures



> ONLINE

Bi-weekly E-news



> DIGITAL

Each issue delivered in
digital format



Reader Demographics

Published bi-monthly, this four-color magazine reaches more than **10,000 CPAs** in private business, government, industry, education, and public accounting.

46% FEMALE MEMBERS

54% MALE MEMBERS

11,350 MEMBERS

"The VSCPA proactively researches current issues and solicits members directly for their views on pending legislation. The VSCPA provides a voice for the CPA industry and takes action on issues important to our profession."

Michael S. Smith
CPA, ACCU Industries, Inc.

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

STATISTICS

AREAS OF EMPLOYMENT

PUBLIC ACCOUNTING
42%

GENERAL INDUSTRY
21%

OTHER
14%

EDUCATION
10%

GOVERNMENT
5%

STUDENTS
8%

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

54%
OF MEMBERS ARE MANAGER LEVEL OR ABOVE

98.6%
OF MEMBERS SAY THAT THEY RECEIVE DISCLOSURES

74.8%
SAY THEY READ IT EITHER ALWAYS OR OFTEN

10,000 NUMBER OF ACTIVE CPAS REPRESENTED BY VSCPA

ACTIVE CPAS HAVE INCREASED BY 1,700 OVER THE LAST 3 YEARS

CHAPTERS: Battlefield, Blue Ridge, Central, Highlands, Northern, Piedmont, Richmond, Roanoke Area, Thomas Jefferson, Tidewater

“One of the most valuable benefits of my VSCPA membership is the volume and timeliness of important information that the VSCPA shares with its members. Disclosures is very well organized and provides an abundance of articles relating to recent legislative issues, business practices and licensing issues.”

Heather Nichole White

CPA, Yount, Hyde & Barbour, PC



Disclosures

Reach 10,000 CPAs, accounting firms and their clients with frequent placement in Disclosures. VSCPA members are highly regarded in their community and often serve as dependable resources for product and service referrals. The publication brings professionals together and creates a sense of community for the members spanning the state.

Bonus distribution at many VSCPA events, including Government & Nonprofit Conference, Accounting & Auditing Conference, and Professional Development Conference.

ADVERTISING RATES

AD SIZE	6 TIMES	3 TIME	1 TIME
Full Page (bleeds) 8.375 x 11.125 (no bleeds) 7.25 X 10	\$1,230	\$1,380	\$1,535
2/3 Page 4.625 x 10	\$1,045	\$1,175	\$1,305
Half Page 7.25 x 5	\$920	\$1,035	\$1,150
1/3 Page 4.875 x 5	\$735	\$830	\$920
Back Cover (bleeds) 8.375 x 11.125	\$1,470	\$1,655	\$1,840
Inside Cover (bleeds) 8.375 x 11.125	\$1,410	\$1,590	\$1,765

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	11/16	11/26	12/24
March/April	1/18	1/25	2/26
May/June	3/7	3/15	4/18
July/August	5/17	5/24	6/26
September/October	7/12	7/19	8/23
November/December	9/12	9/19	10/18

Extend Your Reach

ONLINE OPTIONS



eDisclosures

Each issue is emailed to 10,000 members and contains supplements to the news and information in Disclosures, as well as practice and industry-specific news and headlines, VSCPA announcements, and more.

Sent out the first Tuesday of every month.

ADDED BONUS

A professional, high-quality digital version of Disclosures delivered to members and available on the VSCPA website, which provides double exposure and more advertising opportunities.

The digital magazine increases interaction with more readers and makes it possible to embed video in ads, include a pop-up overlay, track leads and more.



FOOTNOTE

Distributed to all VSCPA members with a focus on business and industry.

Each issue contains the latest industry news and professional issues for the CPA profession, Virginia Board of Accountancy updates, regulatory information, and upcoming CPE opportunities.

Sent out the third Tuesday of every month.

E-NEWS ADVERTISING RATES

Primary Ad (216 X 108)

Limited to two advertisers per issue

6+ Insertions	2-5 Insertions	1 Insertion
\$450	\$500	\$550

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

EDITORIAL CALENDAR

January/February

- Forensic accounting for non-audit client services
- Pathways Commission report
- Fraud and whistleblowers
- Teaching accounting in China
- CITP credential

March/April

Focus on financial literacy

- Investment and tax retirement strategies in low-interest rate environment
- Test yourself on financial literacy
- Financial information people should document
- Password security

May/June

- Virginia economy and federal budget cuts
- CPAs in high-growth companies
- GASB pensions
- IT disaster preparedness

July/August

- Volunteering responsibilities
- Nonprofit accounting / financial reporting
- Finding leadership voice as a middle manager
- Rewards/sanctions and their effects on ethical decision making
- Financial literacy recommendations

September/October

Accounting education & CPA careers

- Business communication / presentation / writing skills
- Interview process for students
- Recent grad: Perspectives on recruiter / interview process

November/December

Focus on taxation

- Tax cuts expirations
- Virginia tax toolkit