



MEDIA KIT 2020

Advertising

About CPA Australia

CPA Australia is one of the world's largest accounting bodies with a global membership of more than 165,000 members working in 150 countries around the world.

Our core member services include education, training, technical support and advocacy. Employees and members work together with local and international bodies to represent the views and concerns of the profession to governments, regulators, industries, academia and the general public.

CPA Australia employs more than 500 people across 19 global offices, with 79 per cent located in Australasia.

We operate offices in each Australian state and territory where staff and the volunteer member Divisional Councils focus on engaging with members, employers and education providers within their local communities, including regional locations.

Partnering with CPA Australia

The CPA strategy places members at its core. Each goals, plus the objectives and initiatives that support them, are focused on delivering value to members. Research has confirmed that reputation and future career development are the key drivers of value and satisfaction for members.

When partnering with organisations, we seek opportunities for clear alignment with our brand, with our strategic goals and for ways to deliver on our purpose. We seek partnerships that help us support a known member need and demonstrate that CPA Australia acts in the best interests of members.

4 reasons to advertise with us...



1.

Increase brand awareness

among the people who matter. Bring your brand directly to key business decision-makers – from our 155,000 magazine audience to our 272,000-strong CPA Update edm and 200,000 INTHEBLACK edm readerships.



2.

More targeting, less waste

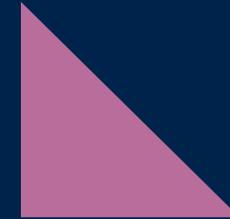
Use our niche channels to target specialist audiences such as public practitioners or tax specialists. Or use our powerful segmentation options to speak to subset audiences of the magazine, website, and CPA Update and INTHEBLACK edm audiences.



3.

Run integrated campaigns

across channels. Combine magazine, web, event and edm advertising plus sponsorship, for multiple touchpoints.



4.

Improved ROI

A well-defined audience, and multiple channels performing above industry benchmarks give you the right return for your investment.

Who are we talking to?



male
51%



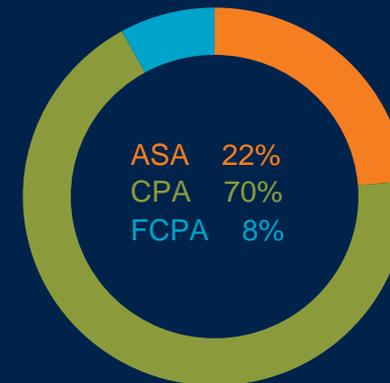
female
49%

CPA Australia member demographics

LEARNING THE TRADE		ESTABLISHED CAREER		RETIRING	
20 - 29 years	12% of membership	40 - 49 years	27% of membership	60 - 69 years	8% of membership
30 - 39 years	33% of membership	50 - 59 years	16% of membership	70+ years	5% of membership

166,166 members working in 150 countries around the world

Australia:	116,953 members
New Zealand:	2,370 members
South-East Asia:	20,832 members
Eastern Asia:	20,260 members
Southern Asia:	1,364 members
Western Asia:	539 members
Europe:	1,679 members
Africa:	154 members



ASA	37,268
CPA	115,715
FCPA	13,183

At Work

Influence

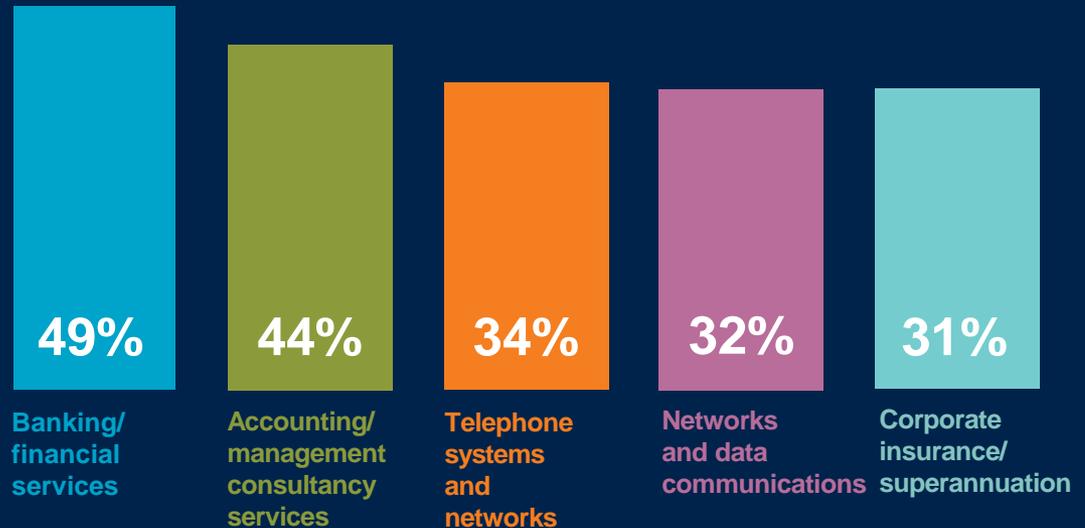
93% specify, recommend or authorise business decisions.

Average value of business decision:
A\$2,874,398

Total value of business decisions:
A\$443 billion

Big spenders

Top 5 business decisions made by readers:



Connect with our members everywhere...

DIGITAL

INTHEBLACK Digital Magazine

- 11 editions per year
- 76-page, award-winning magazine
- Available online to ~165,000 CPA Australia members and non-members worldwide
- Ads and sponsored content opportunities

intheblack.com Website

- 170,000 monthly visitors
- 240,000 monthly page views
- 2 minutes average time on site
- Ads and sponsored content opportunities
- Buy-outs, geo-targeting, story and topic custom display on offer

EDMS

CPA Update (weekly)

- CPA Australia's corporate weekly edm
- 337,000+ subscribers
- 34 editions, segmented by location and membership level
- Mix of news, resources, events and INTHEBLACK content
- 26% average CPA Update open rate
- 42% average ASA Update open rate
- Ads only; multiple segmentation options

INTHEBLACK (fortnightly)

- INTHEBLACK content edm
- 250,000+ subscribers
- 3 editions (member, non member and opt-in)
- Curated selection of the latest magazine and online-only content
- 24% average open rate
- Ads and sponsored content opportunities

CPA Tax News (weekly)

- For CPA Australia members
- 41,000+ subscribers
- 1 edition, with specialist tax news
- 40% average open rate
- Ads and sponsored content opportunities

THOUGHT LEADERSHIP

Podcasts

- Subscriptions via iTunes, Stitcher and Spotify
- 1000 subscribers and counting

Webinars

- Registration promoted in eDMs and social channels
- Recorded and posted to our YouTube page
- Name and email of all delegate opt-ins

Sponsored Content/Advertorial

- Published on intheblack.com or your own website, and promoted in one INTHEBLACK edm
- Written by CPA Australia's editorial team

The screenshot shows the INTHEBLACK website interface. At the top, there are social media icons and a 'Subscribe to the newsletter' link. The main header includes 'LATEST', 'TOPICS', 'EDITORS' PICKS', and 'LISTS'. Below the header, there are promotional banners for 'WITH WORLD CLASS ONLINE LEARNING' and 'HARVARD Management CPA'. The 'THE LATEST' section features a large yellow diamond-shaped sign that reads 'TAX LAW CHANGES' with the headline 'Division 7A tax law changes will hurt business investment'. To the right, the 'MOST SHARED THIS MONTH' section lists several articles, including '10 great TED Talks on careers', 'Power up your Excel skills', '10 brilliant business ideas to kickstart the new year', 'The latest in online accounting software in Australia', and 'Build on your strengths and be happier at work'.

INTHEBLACK Digital Magazine

INTHEBLACK digital magazine will be available to all 165,000+ CPA Australia members and non-members worldwide intheblack.com.

Members who read INTHEBLACK can claim points towards meeting their ongoing professional development requirements.

Opportunity to

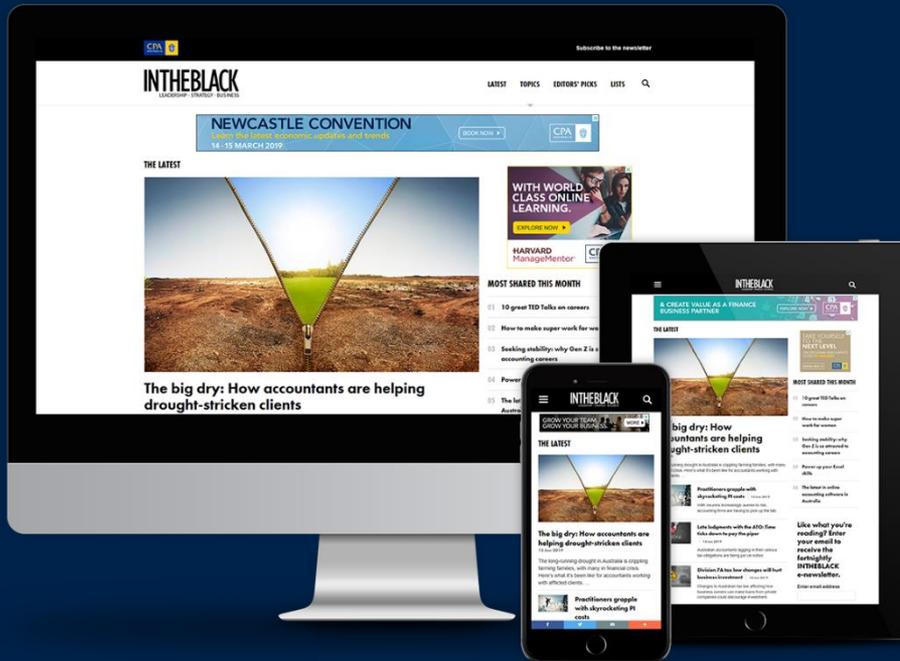
- Hyperlink to websites/emails
- Include video (as part of the ad)
- Include a banner ad

eDMs

CPA Australia offers a choice of broad and niche edm audiences (see page three), giving you the opportunity to connect with the audience segments most likely to want your product or service.

Our eDMs achieve average open rates of 29–43% – significantly higher than the industry benchmark of 20.47%*.

*Source: "Average Email Campaign Stats of MailChimp Customers by Industry": mailchimp.com/resources/research/email-marketing-benchmarks/



intheblack.com

A quality user experience, fast load times and fully responsive design across desktop, mobile and tablet, intheblack.com is seeing significant growth: visits were up 60% and pageviews grew by 46% in 2018.

Content reach is supported with edms, social referral, search, returning direct audience and occasional paid amplification.

Visitors can consume stories from the magazine plus online-only stories, infographics, videos and live chats. There's always something new online, and a reason to return to the site.

Webinars

Webinars are extremely successful in delivering relevant and rich information in an engaging way to your target audience.

Multiple touch points with members prior to and after all webinars will help promote the event.

Build relationships with a targeted audience. A typical webinar audience attracts around 200 - 300 accounting professionals, with an average attendance rate of 55% and opt-in rate of 49%.

Develop a custom webinar on a topic of your choice + interact with the audience via live polling and Q&As; typically run time is an hour, with 50 min presentation and 10 min Q&A.

To aid ROI for sponsors we've just launch the OPT-IN function on the webinar registration page, which we are currently seeing +45% of all delegates requesting more information from the sponsor – these are great pre-qualified leads as they've signed up for the webinar and want to share their full contact details to learn more about your products and services.

Podcast

Podcasts is an increasingly successful member engagement and thought leadership activity. The number of people that said they listened to a podcast at least once a week rose by 17% between 2018 and 2019.

The CPA Australia Podcast sources high quality on-demand commentary and subject matter experts across a variety of topics related to business, leadership and accounting.

- More than 130 episodes have been recorded since 2016
- In 2019: 140,000 downloads over 12 months
- In the first 7 days of a podcast being released, it typically results in around 1,200 downloads

Sponsored Content

Expertly written commissioned content, which follows a natural and organic form in keeping with the editorial style of the magazine.

- Focus on informing rather than convincing
- We do not write content on product or service
- CPA Australia marketing team will write copy and develop design (layout, font etc)
- Aims to educate readers on a topic
- Brand positioned as a leader or expert in a field
- Essentially objective editorial, written for the audience, but endorsed by a sponsor that's a leader or expert in the field



Advertising opportunities, deadlines and specifications

INTHEBLACK Magazine

DIMENSIONS

Type Area (mm)	Trim Area (mm)	+5mm Bleed
210 (w) X 265 (h)	220 (w) X 275 (h)	230 (w) X 285 (h)

DEADLINES

Magazine Live Date	Booking Deadline	Sponsored Deadline	Ad Material Deadline
Sunday, 1 November	Monday, 14 September	Sunday, 13 September	Thursday, 17 September
Tuesday, 1 December	Thursday, 15 October	Tuesday, 13 October	Tuesday, 20 October

SPECS AND NOTES

Ads with hyperlinks:

One website address and one email address per ad. The hyperlinks should be supplied separately, not embedded as part of the ad artwork. CPA Australia ITB team will add the hyperlink to the digital magazine.

Ads with embedded videos:

Videos are overlaid over the ad artwork as part of the digital magazine production process; the ad artwork needs to be either designed with a blank box where the video is to be added, or the advertiser needs to indicate where the video should be placed overtop of existing artwork. The advertiser needs to upload the video to either YouTube or Vimeo and supply the link to the video alongside the PDF ad artwork. CPA Australia ITB team will overlay the video with the ad artwork in the digital magazine.



Advertising opportunities, deadlines and specifications

intheblack.com

DIMENSIONS

Desktop
970px (w) X 90px (h)
300px (w) X 600px (h)
300px (w) X 250px (h)
Tablet
728px (w) X 90px (h)
160px (w) X 600px (h)
180px (w) X 150px (h)
Mobile
300px (w) X 50px (h)

DEADLINES

- Creative to be submitted to CPA Australia approx. 10 days prior to in-market date
- Creative subject to CPA Australia approval

SERVING ALL IMPRESSIONS

In order for us to deliver all your paid impressions, all the creative sizes must be provided before deadline. If all sizes are not provided, there is a possibility your impressions will not be met.

SPECS AND NOTES

Third-party ad server:

DoubleClick

Because Chrome disables the auto play feature on all Flash creative, ads must be developed using HTML5 instead of Flash. To convert your creative from Flash to HTML5, you can use tools such as Google's Swiffy ([https:// developers.google.com/swiffy/](https://developers.google.com/swiffy/)). Please ensure all creative is SSL compliant. Creative with non-secure tags will not serve.

File size:

Images 100kb; ZIP (HTML5) 100kb

Style and animation:

- Include a 1px keyline (visible border)
- Animation cannot exceed 15 seconds, or three loops (whichever comes first)
- All fonts must be clear, sharp and legible
- Animated GIF maximum frame rate 5 per second

Destination URL/click tags:

- Standard URL (tracking URL accepted); click tags not accepted
- URL must lead to a web page (no email addresses, PDFs etc.)
- URL must be the same across all sizes

HTML specific:

- HTML5 ads must be zipped containing the HTML file and referenced assets. Do not include files that aren't referenced by the HTML
- References to other files must only occur within the main HTML page (i.e. no image references from an external JavaScript file)
- File types allowed within the ZIP file: GIF, JPG, PNG, HTML, JS, CSS, JSON, XML, SVG. No local session storage (custom cookies)
- All other standard banner rules also apply
- Cannot cause any JavaScript errors during run time

Advertising opportunities, deadlines and specifications

eDMS

DIMENSIONS

MREC 300px (w) X 250px (h)

DEADLINES

- Creative to be submitted to CPA Australia approx. 10 days prior to in-market date
- Creative subject to CPA Australia approval

SPECS AND NOTES

File types:

- Static images only (GIF, JPG, PNG)
- No third-party ad serving

File size:

100KB maximum

Style and animation:

- Include a 1px keyline (visible border)
- All fonts must be clear, sharp and legible

Destination URL/click tags:

- Standard URL (tracking URL accepted); click tags not accepted
- URL must lead to a web page (no email addresses, PDFs etc.)

URL with tracking examples:

- /?utm
- ?txtUsername=cpa&txtCorpID=

16 JANUARY 2019 | EDITION 1 | VIEW ONLINE

CPA UPDATE

NEWS AND RESOURCES

News from Divisional and Branch Councils
Presidents and Deputy Presidents have been elected to represent members for 2019. Congratulations to all Councilors on the appointments - view the full list on our website.

INTHEBLACK
How to make super work for women
The Workplace Gender Equality Agency estimates women accumulate only half as much superannuation as men. Is it inevitable that women will end up with less superannuation in retirement? Women's superannuation issues are certainly unique. Here's why.

Do you know someone who should become a CFO?
From developing leadership and strategy skills, to being globally recognized, the CPA Program goes beyond the numbers to help give you a technical and strategic edge. Encourage your colleagues to take the first step towards becoming a CPA by applying today.

10 great TED Talks on careers
You can find work that is fulfilling and inspiring, but retaining your approach is sometimes the best way to get there. The speakers in these 10 inspiring TED Talks share their thoughts on how to have a great career.

Career opportunity: Finance business partner (retail convenience)
Our recognised employer partner BP is seeking a new team member to take on the role of building and managing relationships, while acting as a trusted advisor and supporting the financial delivery of key commercial outcomes.

POLICY

Consider climate related risks, regardless of financial impact
Due to the importance of climate-related risks to investor's decision making, entities can no longer treat climate-related risks as merely a matter of corporate social responsibility and should also consider them in the context of their financial statements. Find out how this could affect you.

SUBMISSION
Treasury: Raising thresholds for financial report lodgment

SUBMISSION
The AASMF's approach to IPSAS

NEW ACCOUNTING STANDARD
AASB issues standard exempting peppercorn leases

FROM THE ACNC
Annual information statement extension

YOUR ESSENTIAL BUSINESS UPDATE

INTHEBLACK

LEADERSHIP STRATEGY BUSINESS

18 January 2019

FEATURE
10 lessons from leading CFOs
CFOs are the finance bridge between the operations, CEO and board of their organisation. In this slideshow, 10 leading accounting and finance CFOs share their insights on the skills needed in the role and how they work with diverse stakeholders. [Read more](#)

QUIZ
Accountants on the screen
Test your knowledge of accountants in film and television in this fun quiz. [Start now](#)

TAXATION
Division 7A tax law changes will hurt business investment
Changes to Australian tax affecting how business owners can make loans from private companies could discourage investment. [Read more](#)

WCOA ON DEMAND
Complimentary WCOA On Demand for members
As a valued member, you can access highlight sessions, exclusive interviews and leading research from the Virtual Congress of Accountants. Members have access to WCOA On Demand until 31 July 2019 and can claim up to 25 free CPD hours. [Learn more](#)

SUPERANNUATION
How to make super work for women
It's estimated that women accumulate only half as much superannuation as men due to factors such as the gender pay gap, part-time work and child-rearing. However, there are many policy initiatives that could shift the tide. [Read more](#)

ADVERTISMENT
LIFE INSURANCE FOR CPA AUSTRALIA MEMBERS
SAVE 22% ON AVERAGE & RECEIVE TWO MONTHS FREE

17 JANUARY 2019 | EDITION 1 | VIEW ONLINE

CPA TAX NEWS

NEWS, LEGISLATION AND RESOURCES

LATEST UPDATES

New tax and super measures
As part of the government's Mid-year Economic and Fiscal Outlook (MYEFO) 2018-19, the Treasurer announced major new tax and super measures.

quickbooks
Qualifies China Accounts
All of your work in one place.

TAX MEASURES
CGT and Managed Investment Trusts (MITs) — the 1 July 2019 start date for the proposed 2018 Budget measure to remove the CGT discount for MITs and attribution MITs, at the trust level will be revised to 1 July 2020.

Tax debt information disclosure — a 2016-17 MYEFO measure allowing the ATO to disclose to credit reporting bureaus, the tax debt information of businesses with tax debt of more than \$10,000 and who have not effectively engaged with the ATO to manage these debts, will be amended to limit the disclosure to businesses with a tax debt of more than \$100,000. The start date of the measure will also be changed from 1 July 2017 to the day after assent of amending legislation.

Generous redundancy payments — from 1 July 2019, the age below which individuals can receive generous redundancy and early retirement scheme payments will be aligned with the Age Pension qualifying age. This will ensure all individuals below the Age Pension qualifying age will have access to the tax concession that makes part of a generous redundancy payment tax-free. Currently, individuals aged 65 and over are not eligible to receive a genuine redundancy payment, including the tax-free component, because of their age at the time of their dismissal.

Deductible Gift Recipient (DGR) administrative reforms — the start date of reforms to the administration of DGRs, announced in December 2017, including ensuring that non-government DGRs will be automatically registered as a charity with the Australian Charities and Not-for-profits Commission, will be revised from 1 July 2019 to 1 July 2020.

The government confirmed that it will not proceed with the self-assessment of the effective life of scoped intangible assets that are depreciating assets.

Superannuation
Superannuation guarantee obligations — employers who fail to come forward during the proposed 12-month superannuation guarantee amnesty and are subsequently caught will face an increased minimum penalty of 100 per cent of the superannuation guarantee charge (increased from 50 per cent).

Comprehensive income products in retirement — superannuation trustees will be required to develop and offer a comprehensive income product for retirement to members from 1 July 2022, and provide information and guidance to help members choose suitable retirement income products from 1 July 2020.

Early access to superannuation — victims of certain crimes, such as serious violent crimes, with unpaid or partially paid compensation orders will be able to access money held in their perpetrator's superannuation to pay the outstanding compensation. The measure will commence 12 months after the relevant legislation receives assent.



Contact us

Adam Foord
Advertising & Sponsorship Executive
Adam.Foord@CPAAustralia.com.au
+613 9606 9700

Bianca Clamp
Relationship Executive, Advertising & Sponsorship
Bianca.Clamp@CPAAustralia.com.au
+613 9606 5173

