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.
Connect with our members everywhere...

DIGITAL FLIPBOOK

INTHEBLACK 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

DIGITAL

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

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

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

Sponsored Content/Advertorial
• Published on intheblack.com or your own website, and promoted in one INTHEBLACK edm
• Written by CPA Australia’s editorial team

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
INTHEBLACK 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.

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.

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
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?

CPA Australia member demographics

<table>
<thead>
<tr>
<th>LEARNING THE TRADE</th>
<th>ESTABLISHED CAREER</th>
<th>RETIRING</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 - 29 years</td>
<td>40 - 49 years</td>
<td>60 - 69 years</td>
</tr>
<tr>
<td>13% of membership</td>
<td>26% of membership</td>
<td>7% of membership</td>
</tr>
<tr>
<td>30 - 39 years</td>
<td>50 - 59 years</td>
<td>70+ years</td>
</tr>
<tr>
<td>33% of membership</td>
<td>14% of membership</td>
<td>5% of membership</td>
</tr>
</tbody>
</table>

164,695+ members working in 150 countries around the world

- Oceania: 119,626 members
- South-East Asia: 20,545 members
- Eastern Asia: 19,548 members
- Southern Asia: 1369 members
- Europe: 1686 members
- Americas: 1189 members
- Western Asia: 586 members
- Africa: 146 members
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:

- Banking/financial services: 49%
- Accounting/management consultancy services: 44%
- Telephone systems and networks: 34%
- Networks and data communications: 32%
- Corporate insurance/superannuation: 31%
Advertising opportunities, deadlines and specifications

INTHEBLACK Magazine

SPECS

<table>
<thead>
<tr>
<th>Size</th>
<th>Type Area (mm)</th>
<th>Trim Area (mm)</th>
<th>+5mm Bleed (mm)</th>
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<td>230 (w) X 285 (h)</td>
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<td>230 (w) X 142.5 (h)</td>
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DEADLINES

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<tr>
<th>Magazine Live Date</th>
<th>Booking Deadline</th>
<th>Sponsored Deadline</th>
<th>Ad Material Deadline</th>
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<tbody>
<tr>
<td>Saturday, 1 August</td>
<td>Monday, 15 June</td>
<td>Saturday, 13 June</td>
<td>Thursday, 18 June</td>
</tr>
<tr>
<td>Tuesday, 1 September</td>
<td>Monday, 20 July</td>
<td>Tuesday, 14 July</td>
<td>Thursday, 23 July</td>
</tr>
<tr>
<td>Thursday, 1 October</td>
<td>Tuesday, 18 August</td>
<td>Thursday, 13 August</td>
<td>Friday, 21 August</td>
</tr>
<tr>
<td>Sunday, 1 November</td>
<td>Monday, 14 September</td>
<td>Sunday, 13 September</td>
<td>Thursday, 17 September</td>
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<tr>
<td>Tuesday, 1 December</td>
<td>Thursday, 15 October</td>
<td>Tuesday, 13 October</td>
<td>Tuesday, 20 October</td>
</tr>
</tbody>
</table>

All creative is subject to CPA Australia approval prior to publishing.
Advertising opportunities, deadlines and specifications

intheblack.com

DIMENSIONS

<table>
<thead>
<tr>
<th>Device</th>
<th>Width (px)</th>
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<tr>
<td>Mobile</td>
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<td>50</td>
</tr>
</tbody>
</table>

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/). Please ensure all creative is SSL compliant. Creative with non-secure tags will not serve.

File size:
Images 100kb; ZIP (HTML5) 100kb

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

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
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=
Contact us

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