Engage influential business decision-makers, across the Asia-Pacific

Access CPA Australia’s integrated communication platform and an audience of more than 260,000 business and finance professionals across the Asia-Pacific.

- Integrated print, digital and events offering
- Customised mass and niche channels to get your message to the right people
- Edms consistently outperform industry benchmark open rates
- Award-winning magazine and website
- More than 1500 events annually

WHO ARE WE?

CPA Australia is one of the world’s largest accounting bodies, with more than 160,000 members working in 118 countries across the globe.

CPA Australia positions its post-graduate CPA designation and ongoing professional development as a foundation for accounting and finance professionals.

Our purpose is to support trusted and valued accounting and business professionals who enhance their communities. We’re here to partner with our members, to prepare for today and tomorrow, in a globally connected world.
Connect with our members everywhere…

PRINT
INTHEBLACK magazine
• 11 editions per year
• 76-page award-winning magazine
• 154,029 CAB audited monthly circulation (Sep ’18)
• ~120,000 Australian recipients
• ~40,000 overseas recipients
• Ads and sponsored content opportunities

EDMS
Broad options
CPA Update (weekly)
• CPA Australia’s corporate weekly edm
• 272,400+ subscribers
• 34 editions, segmented by location and membership level
• Mix of news, resources, events and INTHEBLACK content
• 29% average open rate
• Ads only; multiple segmentation options

NICHE OPTIONS
CPA Tax News (weekly)
• For CPA Australia members whose roles focus on tax
• 14,530+ subscribers
• 1 edition, with specialist tax news
• 43% average open rate
• Ads and sponsored content opportunities

INTHEBLACK (fortnightly)
• INTHEBLACK content edm
• 200,000+ subscribers
• 4 editions, segmented by membership level, plus opt-ins (non-members)
• Curated selection of the latest magazine and online-only content
• 24% average open rate
• Ads and sponsored content opportunities

INPRACTICE (monthly)
• For CPA Australia members who are public practitioners
• 12,800+ subscribers
• Policy and articles about public practice
• 32% average open rate
• Ads and sponsored content opportunities

Podcasts
• Weekly podcasts released every Friday
• Subscriptions via iTunes, Stitcher and Spotify
• 1000 subscribers and counting

Webinars
• Registration promoted in edms
• Audio and transcript can be posted online

Video
• Animated and interview styles
• Videos can be embedded in INTHEBLACK articles

DIGITAL
intheblack.com website
• 166,000+ monthly visits
• 240,000+ monthly pageviews
• 3 min average time on site
• Ads and sponsored content opportunities
• Buy-outs, geo-targeting, story and topic custom display on offer

EVENTS
• 1500+ events annually
• Business-in-the-boardroom lunches
• CPA Congress in 13 local and international locations
• Open to members and other finance professionals
• Sponsorship can include advertising across channels

Video
• Animated and interview styles
• Videos can be embedded in INTHEBLACK articles
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 print 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 print magazine, website, and CPA Update and INTHEBLACK edm audiences.

3. **Run integrated campaigns**
   across channels. Combine print, 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.
INTHEBLACK magazine

Direct distribution
INTHEBLACK magazine is posted to all 160,000+ CPA Australia members worldwide, as well as the chief executives, chief financial officers and human resource managers of ASX 200 companies.

INTHEBLACK is also available in Qantas business lounges nationally.

A must-read
Our most recent reader survey found that members spend an average of 45 minutes reading an issue of the magazine*.

Members who read INTHEBLACK or visit intheblack.com can claim points towards meeting their ongoing professional development requirements.

* Source: 2015 INTHEBLACK Reader Survey
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.

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/
CPA Australia runs 1500+ events every year, ranging from intimate business-in-the-boardroom lunches, to CPA Congress – our premier annual, multi-day global event, hosted across 13 local and international locations.

Most events are attended by a mix of members and non-member professionals.

**Three popular key events for advertisers:**

**Public Practice Conference, May 2019**  
Australian eastern seaboard, targeting public practitioners

**Tech Exchange, August 2019**  
Sydney and Melbourne, targeting public practitioners

**CPA Congress, September and October 2019**  
Australia and overseas, targeting professionals working in SME, corporate and government

Speak to your sales representative about events that match your desired audience, location or campaign dates.
Who are we talking to?

CPA Australia member demographics

- **53%** male
- **47%** female

<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>15% of membership</td>
<td>40 - 49 years</td>
</tr>
<tr>
<td>30 - 39 years</td>
<td>33% of membership</td>
<td>50 - 59 years</td>
</tr>
</tbody>
</table>

**NB:** Our total membership includes 218 records that do not have an accurate birthday. This includes 80 ASAs, 64 CPAs and 74 FCPAs.

**160,000+ members working in 118 countries around the world**

- **Oceania:** 118,131 members
- **South-East Asia:** 20,080 members
- **Eastern Asia:** 18,182 members
- **Southern Asia:** 1033 members
- **Europe:** 1715 members
- **Americas:** 1098 members
- **Western Asia:** 518 members
- **Africa:** 131 members
Powerful business influencers, valuable consumers

From our most recent reader survey:

**Income/net wealth**
- Avg. household income: A$171,861
- Avg. annual personal salary: A$114,977
- Avg. net wealth: A$1,290,286

**Purchase power**
- 87% say they are prepared to pay more for quality.
- Over 50% of readers see themselves as style-conscious.
- Over 60% of readers like to own the latest technology.
- 4/10 intend to buy a new car in the next year, the average value of which is A$69,214.

**Finance & investment**
- 92% have investments.
- More than 6/10 have Australian shares.
- 73% intend to purchase investments in the next year.
- More than 50% have a residential investment property.

**EDUCATION**
- 94% of readers are highly educated.
- More than 50% hold another post-graduate degree.
- More than 20% hold an MBA.

*Source: 2015 INTHEBLACK Reader Survey*
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:

1. Banking/financial services
2. Accounting/management consultancy services
3. Networks and data communications
4. Corporate insurance/superannuation
5. Telephone systems and networks
Themes and topics

IN THE BLACK is best known for its coverage of finance and accounting, economy, technology, strategy and global business issues.

We also cover workplace and career, and business-related travel.

Here are some examples of our content, in print and online.

FINANCE & ACCOUNTING

Ethical investment used to be seen as the right thing to do, if you were willing to sacrifice good returns. However, increasingly companies are finding that sound environmental, social and governance principles make financial sense.

Source: IN THE BLACK October 2018

ECONOMY

When it comes to trade wars, are there any winners? We consider whether we’re experiencing an international trade war, or if global trade itself is changing at a fundamental level.

Source: IN THE BLACK November 2018

TECHNOLOGY

Accounting software companies are developing products at a breakneck pace for small business and accountants. Here’s what you need to know about the market leaders right now.

Source: IN THE BLACK December 2018
Themes and topics

STRATEGY

Ashley Wearne, the boss at cybersecurity group Sophos says the latest strategy against digital criminals is to strike early and fight smarter.
Source: INTHEBLACK April 2018

GLOBAL BUSINESS

WeChat is the Chinese mobile messaging phenomenon that has not just changed people's lives, it's become a way of life.
Source: INTHEBLACK May 2018

WORKPLACE AND CAREER

The candidate looked good on paper and interviewed well, but you start to think you've made a mistake. Where to next for a bad hire?
Source: INTHEBLACK December 2018
Sponsored content

INTHEBLACK offers sponsored content opportunities across our print and online channels, in formats ranging from articles and lists, to videos, ebooks and webinars.

The content sponsor is clearly identified, and the content integrates with the other stories in the magazine, on site or in the edm. It is produced to the same high standards as our editorial, using our network of independent business journalists and videographers.

Our successful suite of sponsored content options are in high demand, so please contact a sales representative to discuss your requirements and availability.
Advertising opportunities, deadlines and specifications

IN THE BLACK MAGAZINE

<table>
<thead>
<tr>
<th>Rates</th>
<th>Casual</th>
<th>x6</th>
<th>x11</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>$19,750</td>
<td>$18,760</td>
<td>$17,380</td>
</tr>
<tr>
<td>Full page</td>
<td>$10,250</td>
<td>$9,840</td>
<td>$9,225</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$7,210</td>
<td>$6,995</td>
<td>$6,560</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Type area (mm)</th>
<th>Trim area (mm)</th>
<th>+5mm bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>420 (w) X 255(h)</td>
<td>440 (w) X 275(h)</td>
<td>460 (w) X 285(h)</td>
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<tr>
<td>Full page</td>
<td>210 (w) X 265(h)</td>
<td>220 (w) X 275(h)</td>
<td>230 (w) X 285(h)</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>200 (w) X 112.5(h)</td>
<td>220 (w) X 132.5(h)</td>
<td>230 (w) X 142.5(h)</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>85 (w) X 255(h)</td>
<td>105 (w) X 275(h)</td>
<td>115 (w) X 285(h)</td>
</tr>
<tr>
<td>Third page horizontal</td>
<td>200 (w) X 71(h)</td>
<td>220 (w) X 91(h)</td>
<td>230 (w) X 101(h)</td>
</tr>
<tr>
<td>Third page vertical</td>
<td>53 (w) X 255(h)</td>
<td>73 (w) X 275(h)</td>
<td>83 (w) X 285(h)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Position loadings</th>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Inside front cover spread</td>
<td>30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second spread</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opposite contents</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Right-hand page, first 12 pages</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Right-hand page, first half</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Centre spread</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside back cover</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside back cover</td>
<td>30%</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Flynners rates</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Front</td>
<td>$7,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Both sides</td>
<td>$9,995</td>
<td></td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Flysheet specs</th>
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<th></th>
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<tbody>
<tr>
<td>Type area mm</td>
<td>265 (w) X 60 (h)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trim mm</td>
<td>275 (w) X 70 (h)</td>
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<td></td>
</tr>
<tr>
<td>+5mm bleed</td>
<td>285 (w) X 80 (h)</td>
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<td></td>
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</table>

<table>
<thead>
<tr>
<th>INSERT RATES</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The below rates apply to Australian and overseas insertion – ask your sales representative for a quote.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weight Per '000</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 10g</td>
<td>$175*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11-14g</td>
<td>$275*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15g+</td>
<td>POA*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Increased mailing costs may apply.

<table>
<thead>
<tr>
<th>Key Dates</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue</td>
<td>On sale</td>
<td>Booking deadline</td>
<td>Material deadline</td>
</tr>
<tr>
<td>February</td>
<td>25 January</td>
<td>30 November</td>
<td>4 December</td>
</tr>
<tr>
<td>March</td>
<td>25 February</td>
<td>16 January</td>
<td>18 January</td>
</tr>
<tr>
<td>April</td>
<td>29 March</td>
<td>14 February</td>
<td>18 February</td>
</tr>
<tr>
<td>May</td>
<td>26 April</td>
<td>20 March</td>
<td>22 March</td>
</tr>
<tr>
<td>June</td>
<td>31 May</td>
<td>18 April</td>
<td>24 April</td>
</tr>
<tr>
<td>July</td>
<td>28 June</td>
<td>23 May</td>
<td>27 May</td>
</tr>
<tr>
<td>August</td>
<td>30 July</td>
<td>24 June</td>
<td>26 June</td>
</tr>
<tr>
<td>September</td>
<td>30 August</td>
<td>26 July</td>
<td>30 July</td>
</tr>
<tr>
<td>October</td>
<td>26 September</td>
<td>22 August</td>
<td>26 August</td>
</tr>
<tr>
<td>November</td>
<td>30 October</td>
<td>25 September</td>
<td>27 September</td>
</tr>
<tr>
<td>December</td>
<td>29 November</td>
<td>22 October</td>
<td>25 October</td>
</tr>
</tbody>
</table>

All creative is subject to CPA Australia approval prior to publishing.
### Rates

<table>
<thead>
<tr>
<th>Ad unit</th>
<th>$90 per '000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page buyout</td>
<td>20% loading</td>
</tr>
</tbody>
</table>

### Ad Sizes

- **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

- Five business days before campaign launch.

### 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 autoplay 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 Types:

- JPG, GIF, PNG, ZIP (HTML5)

### 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).
- Cannot appear sideways or upside down.
- Cannot imitate a dialogue box or window commonly appearing on desktop and mobile devices.
- All fonts must be clear, sharp and legible.
- Animated GIF maximum frame rate 5 per second.
- All creative is subject to CPA Australia approval prior to publishing.

### Destination URL / Click Tags:

- HTML5 must include the following click tag macro:
  - `%%CLICK_URL_ESC%%DEST_URL%%`
- Links must open in a new window.
- URL must lead to a web page (no email addresses, PDFs etc.). URL must be the same across all sizes.
- Click tag macro must appear within the main HTML file.
- Beta-testing pixel click tagging.

### 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.
**EDMs**

**RATES**

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPA Update</td>
<td>$3600</td>
</tr>
<tr>
<td>INTHEBLACK</td>
<td>$3600</td>
</tr>
<tr>
<td>CPA Tax News</td>
<td>$1550</td>
</tr>
<tr>
<td>INPRACTICE</td>
<td>$2500</td>
</tr>
</tbody>
</table>

**DIMENSIONS**

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

**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 creative is subject to CPA Australia approval

**DESTINATION URL / CLICK TAGS**

- Standard URL (tracking URL accepted); click tags not accepted

**URL with tracking examples:**

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

**Deadlines**

3pm Wednesday, the week prior to the edm send date
## Sponsored content

### RATES

#### Articles (print and online)

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-page</td>
<td>sponsored article or advertorial (500 words):</td>
<td>$11,000</td>
</tr>
<tr>
<td>3-page</td>
<td>sponsored article or advertorial (1300 words):</td>
<td>$21,700</td>
</tr>
</tbody>
</table>

Published in INTHEBLACK magazine, on intheblack.com and promoted in one INTHEBLACK edm.

#### Articles (online only)

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short sponsored article or advertorial (500 words):</td>
<td>$6000</td>
<td></td>
</tr>
<tr>
<td>Long article sponsored article or advertorial (1300 words):</td>
<td>$7600</td>
<td></td>
</tr>
</tbody>
</table>

Published on intheblack.com and promoted in one INTHEBLACK edm.

#### Ebooks (online)

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-page</td>
<td>SlideShare-style ebook (approx. 1500 words)</td>
<td>$16,600</td>
</tr>
</tbody>
</table>

Published on intheblack.com or your own website, and promoted in one INTHEBLACK edm.

#### Video

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 min animated video, 30 sec social cut and transcript</td>
<td>$15,500</td>
<td></td>
</tr>
<tr>
<td>2 min interview-style video, 30 sec social cut and transcript</td>
<td>$12,050</td>
<td></td>
</tr>
</tbody>
</table>

Published on intheblack.com, and promoted in one INTHEBLACK edm. Social cut can be used on your own social channels.

#### Webinar

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-event eDM send for registrations, data extraction for applicable membership indicators</td>
<td>$9000</td>
<td></td>
</tr>
<tr>
<td>Recording and transcript included</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rate does not include external talent – in-house and sponsor talent only</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bespoke opportunities including live chats and podcasts are available; pricing on request.
Contact

Commercial Sales Executive
Adam Foord
Adam.Foord@cpaustralia.com.au
+61 3 9606 9700

Commercial Sales Executive
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Denis.Holtgreve@cpaustralia.com.au
+61 3 9606 5151