



Financial Accountant

The official magazine for The Institute of Financial Accountants

MEDIA INFORMATION 2019



updated: 13.5.19 TG

Ad sales

T: +44 (0)20 7880 6203 E: ifa-sales@redactive.co.uk

www.ifa.org.uk

About the IFA

Established in 1916, the Institute of Financial Accountants (IFA) is an internationally recognised professional accountancy membership body. Members work within micro and small- to medium-sized enterprises or in micro and small- to medium-sized accounting practices advising micro and SME clients.

Published six times a year in hard and soft copy, *Financial Accountant* is the IFA's member magazine. It provides a range of articles and news on accountancy, tax, business management and IT.

Regular sections



COMMENT

News from the chief executives of the IFA and IPA on recent and planned developments and initiatives at the Institute.



BUSINESS & PRACTICE

Topical articles aimed at the IFA's members working in SMEs or SMPs, which are both informative and entertaining.



NEWS

Topical "bite-sized" information on recent developments in accountancy, tax, regulatory and other business-related areas.



SMP & SMEs

Topical articles on issues that are relevant to the IFA's members working in small and medium practices, and their small and medium-sized enterprise clients.



INTERNATIONAL

Subjects with an international aspect that reflect the IFA's growing overseas membership.



MEMBERS

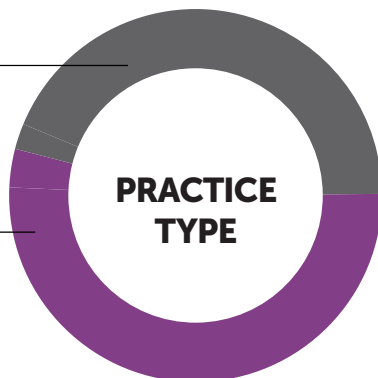
Information about forthcoming events, branch meetings and branch ambassadors.

6,428
Mailed circulation

IFA MEMBERSHIP INFORMATION

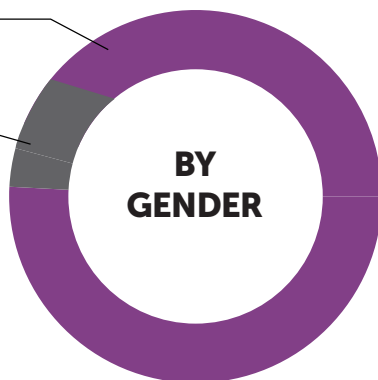
MEMBERS NOT IN A PARTNER-BASED FIRM
42%

SOLE PRACTITIONER
58%



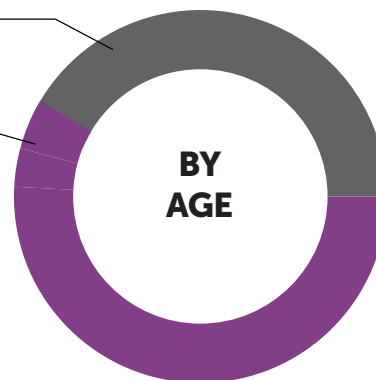
MALE
87%

FEMALE
13%



21-50
32%

51+
68%



FA 2018 READER SURVEY

A recent reader survey of *Financial Accountant* magazine found that:



72.51%

read every single issue
(6 issues a year)



60.23%

keep issues for
future reference



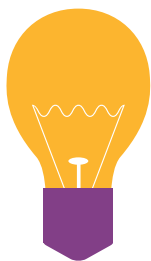
92.98%

rate the magazine good,
very good, or excellent



81.87%

say receiving the
magazine is important
member benefit



84.21%

describe *Financial Accountant*
magazine as useful



75.44%

cite receiving *Financial Accountant* as an
important factor when renewing their
IFA membership

RELEVANT

61.99% described it as relevant

Financial Accountant

The official magazine for The Institute of Financial Accountants



DIGITAL OFFERING

WEBSITE

Advertise on **financialaccountant.co.uk** to build your brand profile, promote real time offers or events and drive traffic to your own site.

Packed with the same features, insights and analysis as **Financial Accountant** magazine as well as daily news updates and more - **financialaccountant.co.uk** is the perfect online resource for Financial Accountants.

E-NEWSLETTER

Deliver your brand directly into the inboxes of **5,120 IFA members** with banner advertising on the weekly **Financial Accountant** e-newsletter.

SOLUS EMAILS

Sending a bespoke solus email to our highly engaged email audience is the perfect way to;

- Boost web traffic and drive data capture
- Establish and enforce thought leadership credentials through distribution of your latest research, reports or whitepapers

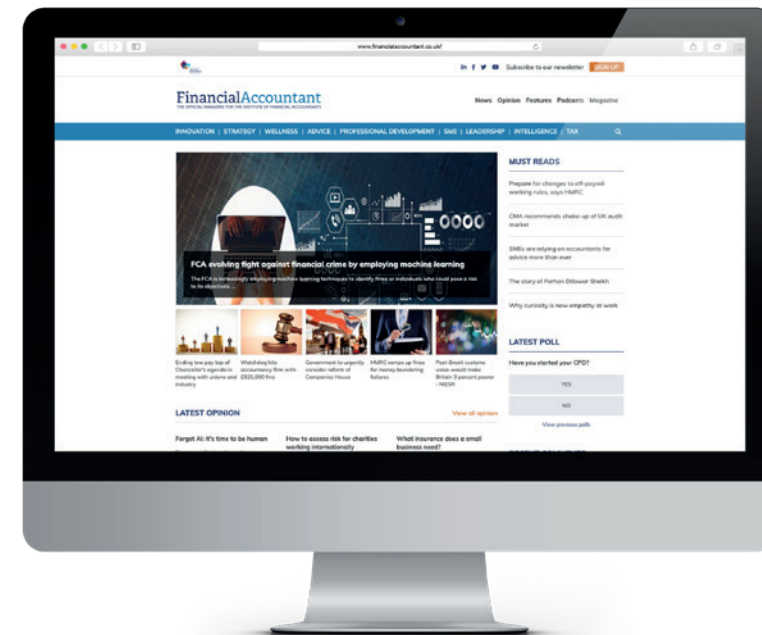
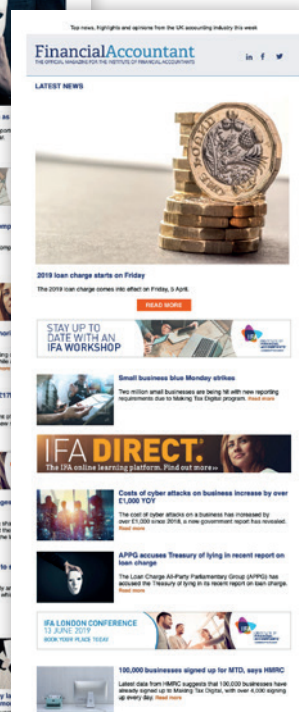
Our third party emails are co-branded and sent from a **financialaccountant.co.uk** email address for maximum cachet with our readership. There are strict limits on how many solus emails we are able to send a month ensuring an underexposed audience.

Website	1 month
MPU 300x250px	£595
Leaderboard 970x250px	£795
Scrolling gutter 300x600px	£1,295

E-newsletter	1 month
Leaderboard 600x90px	£795
Banner 600x90px	£695
Sponsored message size upon application	£895

	Rates
Premium sponsored content	£1,500

Email options	Rates
Solus EDM	£2,000



SCHEDULE

Issue	Jan/Feb	Mar/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec
Advert booking deadline	18 Dec	21 Feb	24 Apr	27 Jun	29 Aug	24 Oct
Advert copy deadline	20 Dec	25 Feb	26 Apr	1 Jul	2 Sept	28 Oct
Publication dates	23 Jan	20 Mar	22 May	24 Jul	25 Sept	20 Nov

RATES

Ad type	1 issue	3 issues	6 issues
DPS	£2000	£1700	£1500
Full page	£1200	£1020	£900
Half page	£800	£680	£600
Quarter page	£500	£425	£375

INSERTS

	Per 1000
0-10g	£145
10-20g	£165
Over 20g	POA

CREATIVE SOLUTIONS

Ask for more details.

Options include:

- Belly bands
- Spread markers
- Roll fold covers

DIMENSIONS

Double page spread

Trim – 270 mm x 420 mm

Bleed – 276 mm x 426 mm

Full page

Type – 246 mm x 190 mm

Trim – 270 mm x 210 mm

Bleed – 276 mm x 216 mm

Half page

Horizontal – 120 mm x 190 mm

Vertical – 246 mm x 92 mm

Quarter page

Vertical – 120 mm x 92 mm

Format

Please supply pass4press PDF via email.

All PDFs must be high resolution (300dpi), CMYK (we cannot be held responsible for colour content of any RGB files provided, with fonts embedded).

If you supply your copy in PDF format, please be aware that we will treat this as final artwork and will therefore not supply a proof for approval.

PRODUCTION CONTACT

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