

2022 DIGITAL MEDIA KIT



CANADIAN ACCOUNTANT

CANADA'S INDEPENDENT NEWS SOURCE FOR THE ACCOUNTING PROFESSION
WWW.CANADIAN-ACCOUNTANT.COM



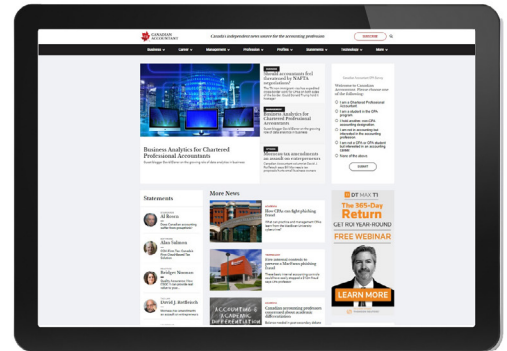
Digital Advertising Content Marketing
Takeovers Newsletter Ads Direct Emails

Canada's independent news source for the accounting profession

Launched in June 2017, **Canadian Accountant** is the only digital resource that reports directly on the news, trends and opinions that mean the most to Canada's 200,000 Chartered Professional Accountants (CPAs).

CPAs are looking for trusted resources, products and services that will help them navigate and lead through disruptive change. Whether it's new technologies in software or relationship management, new information through programs or professional development, or new services to build teams and realize efficiencies, **Canadian Accountant** is your preferred platform for direct engagement.

Canadian Accountant has a wide range of marketing opportunities to reach one of Canada's most affluent and diverse professional classes. Let us work with you to optimize your campaign and maximize your return on investment.



AUDIENCE

Professional Accountants
80%



WEBSITE

Average Monthly Users

13,250

Average Monthly Sessions

17,250

Average Monthly Pageviews

19,000



NEWSLETTER

**Third-party direct advertising is coming soon!*

Subscribers

2,200+

Open Rate

38.6%

Click Rate

10.3%



DID YOU KNOW?

The average open rate for business and finance newsletters is 21% and the average click rate is three per cent. Our weekly newsletter has a 45% open rate and a 13% click rate. Source: Mailchimp, 2016.

Canadian accountants are affluent and influential business leaders



DEMOGRAPHICS

Female Male Age: 35 and Under

45% 55% 60%

CPA Other Accounting Designation Student or Interested in Profession

54% 14% 20%

The average annual income of a Chartered Professional Accountant

\$141,000



Google SEO

- > Canadian Accountant is listed in Google News; content is picked up by Google news alerts.
- > #1 in Google and Bing searches for "Canadian accountant" and first page for "Canadian accounting"

Website

- > 76% of visitors to Canadian Accountant live in Canada.
- > 32% live in the Greater Toronto Area.
- > 11% live in the USA.

Newsletter

- > 65% of readers overall live in Canada, 12% in the USA.
- > By open rate, 78% live in Canada, 19% in the USA.

Frequently Asked Questions

How do I market through Canadian Accountant?

You can buy advertising space on canadian-accountant.com and/or in our weekly newsletter. You can also promote your brand through advertorial content such as thought leadership articles, white papers, case studies and more.

What is CPM?

CPM is a standard marketing term meaning cost per thousand impressions, meaning the number of times someone sees your ad. In Google analytics, impressions are measured through "pageviews." So, if you have paid \$100 CPM for a run-of-site ad and a website receives 10,000 pageviews, the cost is \$1,000.

I want to advertise. How does it work?

There are two ways to advertise, both of which work on a standard cost per thousand (CPM) impression rate. You can choose to have your ad run on every web page ("run-of-site") of Canadian Accountant. Or you can choose to pay a premium and have your ad appear only in certain sections.

You can also advertise in our weekly newsletter, which is distributed every Friday at end-of-day. Our newsletter is a list of all new content posted that week and it has an exceptional open rate of 50 per cent (the standard is 21 per cent).

How do I create an ad?

We work with standard digital advertising sizes from IAB Canada (iabcanada.com). If you do not have a digital ad, we can create one for you for a fee.

How do I book our advertising?

Call Canadian Accountant at 416-932-2818. Tell us when you want to advertise. You can also provide us with a limit to your advertising spend.

Can our ads be blocked by visitors to Canadian Accountant?

No. Your ads appear as images on our website and, unlike other types of advertising, cannot be blocked. For more information, see "Let's talk about Google Ads ..." below.

I want to promote our company's brand through thought leadership. How does that work?

There are several ways. If you have white papers or case studies, consider the cost-per-click model (CPC). You pay a fee for each time a visitor clicks on your ad, taking them to the content posted on your own website.

We also offer opportunities to showcase the thought leadership of your company, group or organization through branded content called Partner Posts. When we publish your content, we promote it through our social media channels on Twitter, LinkedIn and Facebook, as well as multiple LinkedIn groups devoted to the accounting and finance profession.

We want to do thought leadership but we're not writers.

Let us help you. CHT Business Media, the parent company of Canadian Accountant, provides content creation services, including writing and editing, to clients who wish to build their brand through thought leadership.

We work in a competitive sector. We don't want to see ads from our competition.

We will work with you to ensure that ads from your competitors do not appear on Canadian Accountant during your advertising campaign.



LET'S TALK ABOUT GOOGLE ADS ...

As an advertiser, the last thing you want to see is a competitor's advertisements displayed through Google AdSense on the same page as your own. That's why Google Ads do not appear on Canadian Accountant.

And did you know that ad blocker usage is surging around the world? According to a recent study, ad blocker usage increased by 30 per cent in 2016. There are more than 615 million devices blocking ads worldwide and 62 per cent (308 million) of those are mobile. Desktop ad blocker usage grew by 17 per cent year-on-year to 236 million.

But your ads cannot be blocked on Canadian Accountant! When you provide us with your digital proofs, your ads appear as images on our website, ensuring that your target audience will benefit from the opportunity to see your brand, your products or your services.



DID YOU KNOW?

Your ads cannot be blocked on Canadian Accountant!



Thomson Reuters DT MAX T1 campaign homepage takeover, September 2017.

STANDARD DISPLAY SPECS CPM

RECTANGLE	300 x 250	\$50
SKYSCRAPER	120 x 600	\$75
TALL BLOCK	300 x 600	\$75
LEADERBOARD	728 x 90	\$75
SUPER LEADERBOARD	970 x 90	\$100
PUSHDOWN	970 x 90	\$100
CATFISH	1000 x 60	\$100

*Rates listed are based on cost per thousand impressions/pageviews (CPM) for run-of-site. See "What is CPM?" in FAQ.

HOMEPAGE TAKEOVERS

HOMEPAGE TAKEOVER

Make an impression by branding the Canadian Accountant homepage with your product or service. Includes wallpaper, leaderboard, pushdown, tall block, rectangles and catfish functionality: **\$250/day**

NEWSLETTER COST

WEEKLY 300 x 250 \$50
 Newsletter distributed EOD every Friday. Ad placement on a first-come, first-served basis.

DIRECT EMAIL BLAST COST

BRANDED THIRD-PARTY EMAILS \$200
 Promote your product or service to Canadian Accountant subscribers with a CASL-approved direct email.

CONTENT MARKETING COST

PARTNER POSTS \$500
 Promote your thought leadership through branded content! Partner Posts are displayed for one month on our home page and then archived. We include the post for free in our newsletter and promote it on our social media channels.





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