

Think Ahead

ACCA

# Advertising and sponsorship opportunities

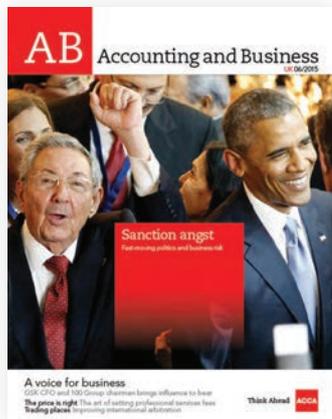
Engage your brand  
with over **668,000**  
qualified and student  
accountants in over  
**178** countries with  
ACCA (Association of  
Chartered Certified  
Accountants)



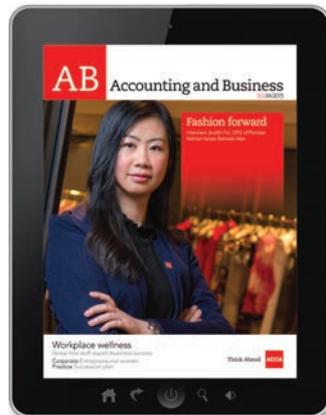
Contact: Daniel Farrell | +44 (0) 20 7902 1671 | [daniel.farrell@educate-direct.com](mailto:daniel.farrell@educate-direct.com)  
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# About ACCA

ACCA is the global body for professional accountants. We aim to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management. We support our **188,000** members and **480,000** students throughout their careers, providing services through a network of 100 offices and active centres. [www.accaglobal.com](http://www.accaglobal.com)



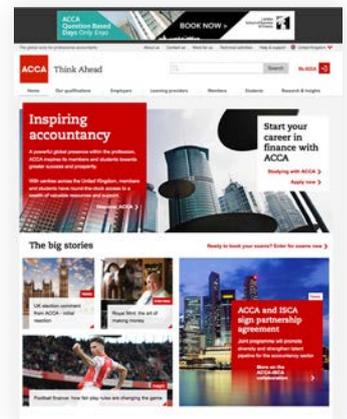
Print magazines



Magazine apps



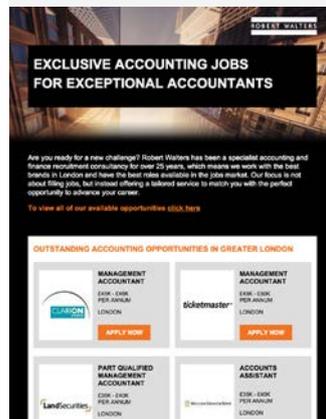
Ezines



Website



Reader offers



Email campaigns



Webinars



Events

## What you'll find in this media pack

- \* Information about ACCA
- \* Information about our members
- \* Information about our students
- \* Information about our magazines and other products:  
[accaglobal.com](http://accaglobal.com) | [Accounting and Business](#) | [AB Direct](#) | [CPD Direct](#) | [Webinars](#) | [Student Accountant](#) | [Advance](#) | [Teach](#) | [Direct mail](#) | [Events](#)



# About our members

ACCA has **188,000** members.

Our average member is **42** years old and a highly qualified professional accountant with a good job and salary, and influence over a wide range of corporate buying decisions.



## Typical roles

- \* CFO
- \* Finance director
- \* Vice president, finance
- \* Financial controller
- \* Business/financial analyst
- \* Finance manager
- \* Partner
- \* Audit manager
- \* Tax manager
- \* Practitioner

## Members by country/region



UK <b>77,524</b> (41%)	Malaysia <b>12,521</b> (7%)	Americas <b>10,169</b> (5%)
Ireland & NI <b>11,046</b> (6%)	Singapore <b>7,757</b> (4%)	Mainland Europe <b>16,704</b> (9%)
China <b>24,298</b> (13%)	Africa <b>13,916</b> (7%)	MENASA <b>8,912</b> (5%)

## The CPD imperative

Members engage with ACCA's magazines, website and other media as part of their compulsory continuing professional development (CPD). This provides a captive audience and ensures that content and brand messages are regularly reinforced.

► Four members interviewed in ACCA's member magazine Accounting and Business



Jonathan Blanchard, CFO  
Evans Cycles



Angela Dong, global VP and  
GM, Nike Greater China



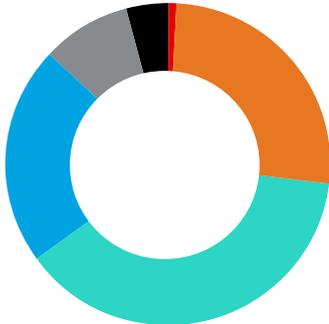
Robert Mitchell, CFO  
BP Ventures



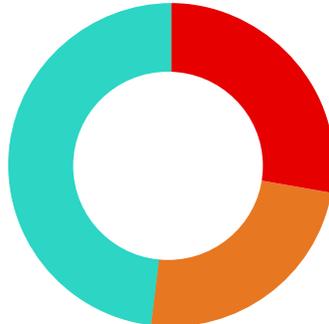
Esther Wood, partner  
Haines Watts UK



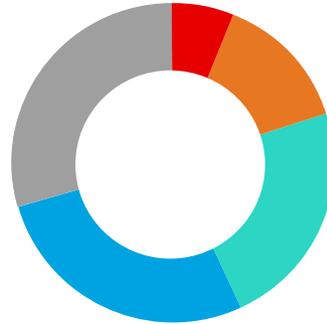
More about members



**Age**  
 1% <25  
 26% 25-34  
 38% 35-44  
 22% 45-54  
 9% 55-64  
 4% >65



**Length of membership**  
 28% New members (0-4 years)  
 23% Experienced members (5-9 years)  
 49% Senior members (10+ years)



**Corporate: business size**  
 6% 1-10 employees  
 14% 11-50 employees  
 23% 51-250 employees  
 28% 251-2,000 employees  
 29% 2,001+ employees



**Practice: business size**  
 17% Sole practitioner/director  
 23% 2-3 directors/partners  
 14% 4-6 directors/partners  
 9% 7-9 directors/partners  
 23% 10-99 directors/partners  
 14% 100+ directors/partners



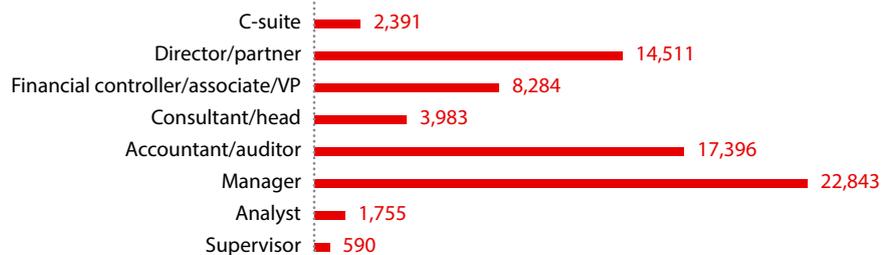
**Business sectors**  
 47% Corporate  
 24% Practice  
 10% Public sector  
 8% Financial services

UK member purchasing power



Based on a survey of UK members by Value Add

UK member job level



Figures on this page based on ACCA member records, unless otherwise specified



# About our students

ACCA has 480,000 students.

Our average student is 29 years old and has big ambitions to be a finance professional and/or business leader.



## Typical roles

- \* Finance assistant
- \* Audit assistant
- \* Audit senior assistant
- \* Tax assistant
- \* Tax senior
- \* Business/finance analyst

## Students by country/region



UK 71,563 (14%)	Malaysia 36,346 (8%)	Americas 17,516 (4%)
Ireland & NI 9,741 (2%)	Singapore 14,682 (3%)	Mainland Europe 40,125 (8%)
China 65,743 (14%)	Africa 86,979 (18%)	MENASA 75,876 (16%)

## The study imperative

Students are highly motivated to engage with ACCA's media products as they provide essential content and information that will help them move forward on their exam and work experience journey towards qualification.

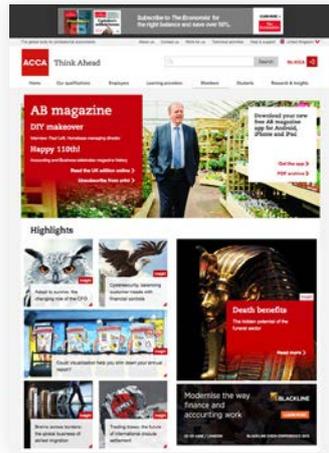
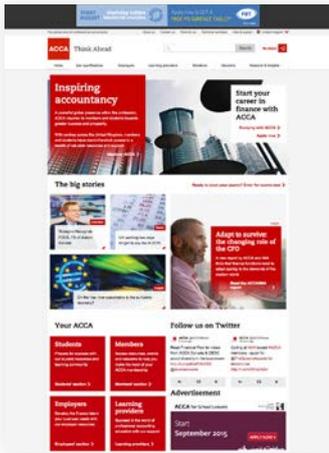
## The employability imperative

Students are ambitious and interested in anything that will improve their skills, knowledge and experience and make them look good in front of employers and potential employers.



# accaglobal.com

Advertise on the most visited accountancy website in the world: [www.accaglobal.com](http://www.accaglobal.com)



- \* Viewed in every country worldwide
- \* Average of **29,000** unique visitors daily, with approx **72 million** page views per annum
- \* Target members and/or students by geography and subject area

## Advertising rates

100,000 page impressions .....	<b>£2,500</b> (£25 per 1,000)
200,000 page impressions .....	<b>£4,000</b> (£20 per 1,000)
200,000+ page impressions .....	<b>£20 cpm</b>



# Accounting and Business magazine

Get yourself in front of **188,000** finance professionals in the leading monthly global magazine for accountants

- \* Sent to ACCA members 10 times a year (148,000 get print version)
- \* Guaranteed captive audience as every recipient is an ACCA member
- \* Country-specific editions for UK, Ireland, China, Malaysia and Singapore
- \* News, analysis, audit, tax, technology, careers, public sector, financial services, outsourcing, management, strategy and more
- \* Emphasis on CPD encourages participation
- \* Editorial sponsorship opportunities
- \* Surveys, competitions and reader offers
- \* Promote your white paper
- \* Android, iPad, iPhone, Kindle and web app versions



Display advertising



Prominent positions



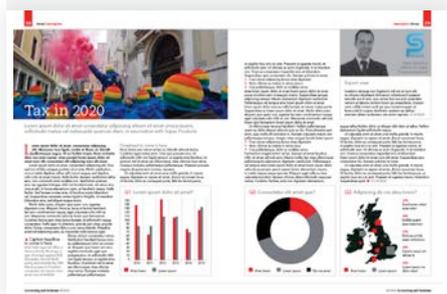
Sponsored competitions



Sponsored reader offers



Sponsored editorial roundtables



Sponsored reader surveys

Visit the magazine website at [www.accaglobal.com/ab](http://www.accaglobal.com/ab)



## What members think of AB magazine

Over 63% of ACCA members rate AB as very good or excellent

'AB offers an inside view of issues being reported on and gives me a sense of ownership'

Accounting and Business is ACCA's highest-rated member benefit

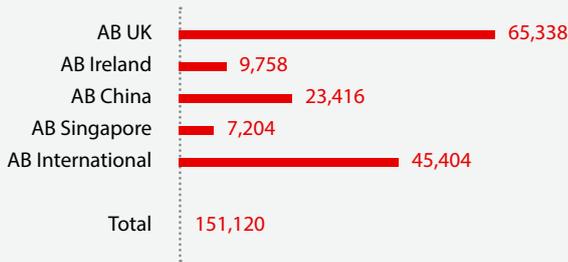
'The ACCA magazine has it all in one place'



## Circulation



Certificate of average net circulation for the 10 issues distributed between 1 July 2015 and 30 June 2016.



## Advertising rates for AB magazine

### Full-page and half-page rates

UK edition	£7,950 (full), £4,330 (half)
Ireland edition	€1,900, €1,100
Malaysia edition	£1,450, £850
Singapore edition	£1,290, £830
China edition	£2,150, £1,490
International edition	£7,950, £4,330

### Loose inserts

From £120 per 1,000 inserts up to 20 grams  
Price on application in excess of 20 grams

### Bound-in inserts

From £130 per 1,000 inserts up to 20 grams  
Price on application in excess of 20 grams



# AB Direct

Engage digitally with ACCA members through our weekly email bulletin



- \* Weekly ezine sent to **167,000** members globally (including **62,368** UK members)
- \* News, technical updates, CPD and ACCA updates
- \* **27%** open rate for weekly emails. Extend your reach by booking a month-long campaign – **47%** of members open at least one email per month

## Advertising rates

Skyscraper solus homepage sponsorship .....	£5,000
Homepage profile .....	£2,400

'I like the style of AB Direct. It's both topical and to the point, with links to the detail'

'AB Direct keeps members up to date on new happenings in our field'

Rated as 'valuable' by 65% of readers

'Recent developments from an accountant's perspective'



# CPD Direct

Use our specialist ezine to win the attention of members working towards their continuing professional development (CPD) requirement



- \* Ezine sent out to over **173,000** ACCA members all around the world
- \* Delivered **12** times a year in desktop and mobile-friendly formats
- \* Features CPD-related news, technical articles and exclusive member offers

## Advertising rates

Skyscraper solus homepage sponsorship .....	<b>£5,000</b>
Homepage profile .....	<b>£2,400</b>

# Webinars

Engage with finance professionals on a topic of your choice



- \* Attract up to **1,500** registrations per webinar
- \* Excellent for lead generation
- \* Target your participants and qualify them at registration
- \* Pre-event marketing using range of ACCA media products
- \* CPD imperative encourages participation
- \* Typically one hour long
- \* Live polling and Q&A facilities
- \* Host and promote your assets in the webinar environment
- \* Post-event emailing and analysis
- \* Chaired and moderated by a senior ACCA staff member

## Advertising rates

Per webinar .....	<b>£12,000</b>
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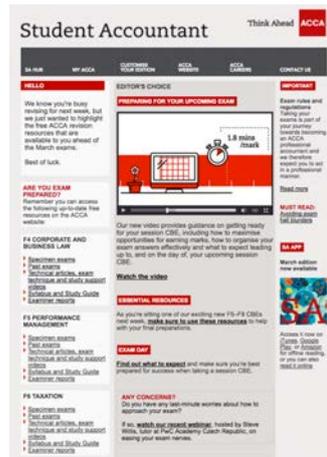


# Student Accountant

Target hundreds of thousands of young professionals with career ambition who are studying for an ACCA Qualification



March 2017 edition of Student Accountant out now  
 Your March edition of SA is ready to read. Find out about the key skills to develop for your career success, updating your study technique and regional job focus on Asia, UAE and Canada.  
 If you've already downloaded Student Accountant for iOS, Android or Kindle, simply read the year edition on your device.  
 Download SA for iPhone, Android, Kindle Fire or Blackberry  
 Read SA online  
 Read it in  
 Trending  
 NUSB alerts  
 One of the benefits of being an ACCA student is student discounts. In case you don't know, the NUSB alerts sent to the ultimate student discount should be read from the National Union of Students.  
 Get an NUSB alert now  
 What's more, you can enjoy 200 UK and 42,000 discounts in 135 countries for just £12 for 14 months!  
 View more information and, irrespective of where you are studying, enter ACCA into the 'track of study' field when purchasing.



- \* Ezine sent out twice a month to 330,000 ACCA students globally
- \* Average open rate of 21% with 36% of readers opening at least on email per month
- \* All recipients are 'engaged', and regularly read SA
- \* Contains exam support resources and employability advice, along with features and profiles
- \* Highly reader-personalised content
- \* Able to target students based on where exactly they are on their ACCA journey
- \* Different adverts can be placed in the same edition of SA, with each advert aimed at readers in different markets or at different stages of study

## Advertising rates

Skyscraper solus homepage sponsorship..... £5,000  
 Homepage profile..... £2,400

A recent reader survey showed a 76% satisfaction rate. More than seven out of 10 would recommend Student Accountant to others

'The latest exam technique video provided a very clear explanation and helped me understand the concepts. Thank you'

'Student Accountant is awesome. Nice one! It makes the accountancy industry look cool. Much needed!'

'Student Accountant helps me a lot and provides me with the information I need'



# Student Accountant

Launched in June 2016, the *Student Accountant* app is inspiring and helping students through their ACCA journey, including exam support and practical experience and employability advice – it’s the perfect opportunity to get your brand in front of students worldwide on devices students want to engage on.

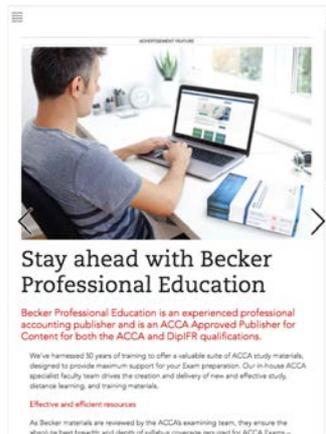


**Get the app**

It’s available free from:

- Google Play <http://bit.ly/SAonAndroid>
- the iOS App Store <http://bit.ly/SAonIOS>
- Amazon <http://bit.ly/SAonAmazon>
- You can also view it online [sa.accaglobal.com](http://sa.accaglobal.com)

- \* Launched mid-June 2016, 70,000 users in the first six months
- \* Available on iOS, Android, Kindle, BlackBerry and web reader
- \* Responsive design, social sharing, scrapbooking
- \* Promoted monthly via email and regular push notifications
- \* Dual-mode with exam-specific editions using a continuous publishing model plus monthly student flagship editions – all in one app (exam editions to be launched Q2 2017)
- \* Content is downloaded for offline reading
- \* Traditional display-style ads can be supplied in PDF format
- \* Play videos in to your ads (hosted on your YouTube channel)
- \* Premium positions available in ‘first five pages’ of app plus in editorial ad spots for increased dwell time
- \* Ads in exam editions available Q2/Q3 on an annual subscription basis



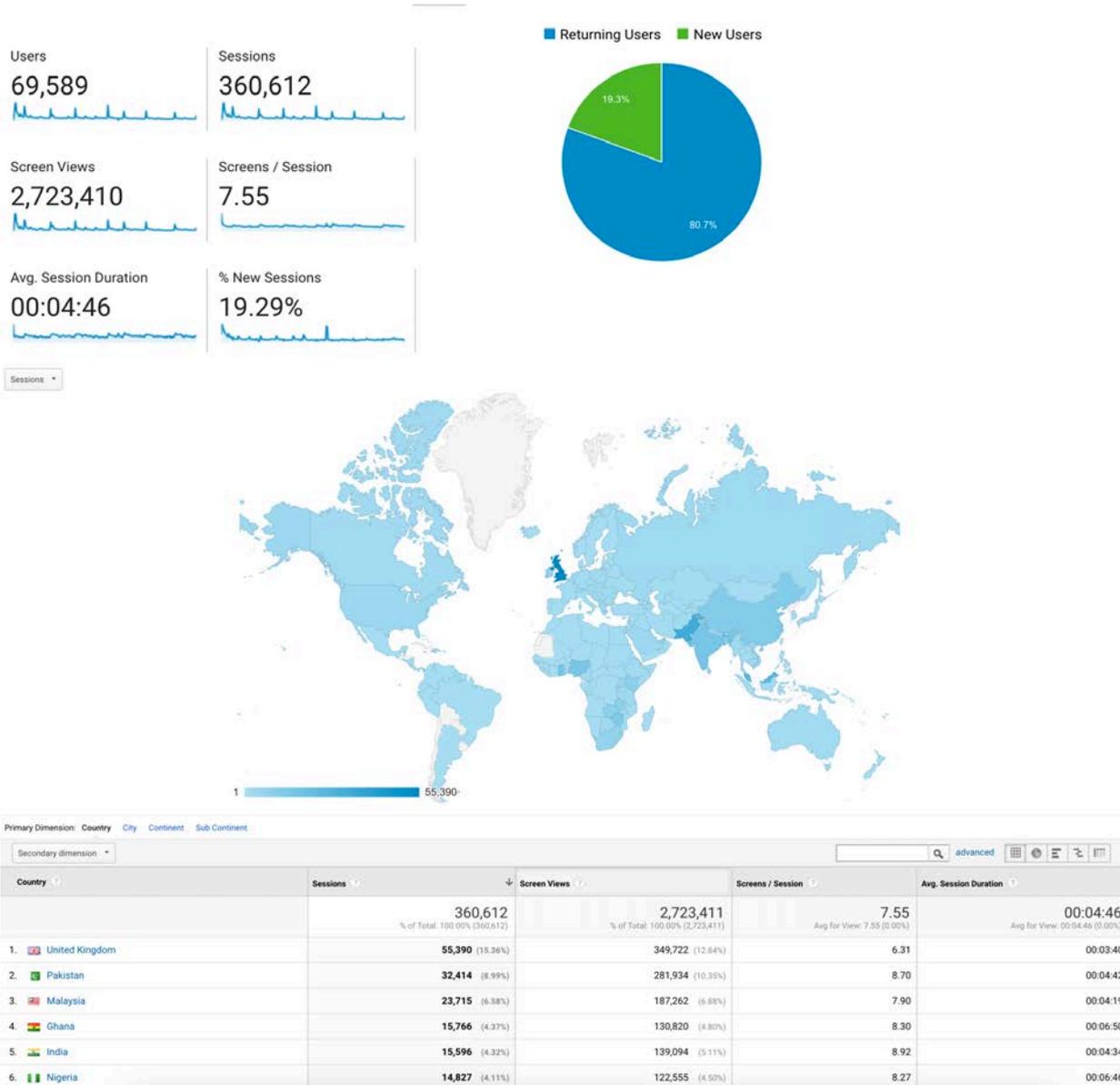
## Advertising rates (monthly edition)

- PDF-based display ad in first five ‘pages’.....contact us
- PDF-based display .....contact us
- Responsive design or video-based display ad.....contact us



# Student Accountant

Analytics – 14 June 2016 to 31 January 2017



**Get the app**

It's available free from:  
 Google Play <http://bit.ly/SAonAndroid>  
 the iOS App Store <http://bit.ly/SAonIOS>  
 Amazon <http://bit.ly/SAonAmazon>  
 You can also view it online <http://bit.ly/SAonline>

**Advertising rates (monthly edition)**

PDF-based display ad in first five 'pages'.....**contact us**  
 PDF-based display .....**contact us**  
 Responsive design or video-based display ad.....**contact us**



# Advance and Teach

Focus your message for select groups, with our specialist ezines – *Advance* for ACCA affiliates and *Teach* for tutors

## Advance

The screenshot shows the 'Advance' e-zine interface. It features a navigation menu on the left with categories like 'MY EXPERIENCE', 'BECOMING A MEMBER', 'PRACTICAL EXPERIENCE', 'PERFORMANCE OBJECTIVES', 'ETHICS MODULE', 'PRACTICAL EXPERIENCE SUPERVISORS', 'PER SUPPORT', and 'UPDATE YOUR DETAILS'. The main content area includes sections for 'Dear Jamie' (a Q&A), 'AFFILIATE Q&A', 'FEATURES' (with an article 'Eager to celebrate ACCA membership?'), 'CAREERS' (with an article 'Effective cover letters: 10 steps to success'), 'NEW AFFILIATES AND MEMBERS', and 'PERFORMANCE OBJECTIVES' (with an article 'The art of negotiation').

## Advance

- \* Monthly ezine for students who have passed all their ACCA exams and need only complete the non-exam elements
- \* Advance is sent to these **31,000** ACCA 'affiliates' all around the world
- \* The ezine is a key tool to communicate messages to our affiliates, who are hungry for information about employability, ACCA's practical experience requirements, routes to membership, and further qualifications
- \* Reader-personalised content

## Teach

- \* Monthly ezine sent to **5,600** ACCA tutors and business owners/developers
- \* It contains syllabus updates, tuition best practice, support for tutors, marketing advice and business development features

## Teach Accounting

The screenshot shows the 'Teach Accounting' e-zine interface. It features a navigation menu at the top with categories like 'EDUCATION HUB', 'TUITION RESOURCES', 'CUSTOMISE YOUR EDITION', 'ACCA WEBSITE', 'BECOME ACCREDITED', and 'SUBSCRIBE'. The main content area includes sections for 'DON'T FORGET TO SELECT THE EXAMS YOU TEACH', 'EDITOR'S CHOICE' (with a 'FREE webinars' offer), 'ACCA NEWS', 'EXAM ENTRY', 'SESSION OVERS', and 'EXAM REVIEW BOARD MINUTES'. There are also sections for 'F1 ACCOUNTANT IN BUSINESS', 'F2 MANAGEMENT ACCOUNTING', and 'F3 FINANCIAL ACCOUNTING'.

## Advertising rates

Advance	
Skyscraper solus homepage sponsorship.....	<b>£5,000</b>
Homepage profile.....	<b>£2,400</b>
Teach	
Skyscraper solus homepage sponsorship.....	<b>£5,000</b>
Homepage profile.....	<b>£2,400</b>



# Direct mail

Carry out highly targeted direct email or postal campaigns with ACCA Access

**Page Personnel Finance**

**Ready to take the next step?**

As market leading recruitment specialists for part-qualified accountants in the UK, we can help you find the right role to further your career. We work with a number of exciting clients across the country from blue-chip multinationals to fast growing SME's. Browse some of these opportunities below.

<b>Assistant Finance Analyst</b> Location: London Salary: £25,000 - £26,000 Sector: Retail	<b>Management Accountant</b> Location: City of London Salary: £25,000 - £26,000 Sector: Advertising
<b>Part Qualified Finance Analyst</b> Location: City of London Salary: £25,000 - £26,000 Sector: Banking	<b>Assistant Fund Accountant</b> Location: City of London Salary: £25,000 - £26,000 Sector: Finance Equity

Apply Now

**In the global village read the local paper.**

**The Economist**

Dear Subscriber-CustomField4%

Our world is an increasingly complex place. To make sense of what's happening and to anticipate what the future has in store, an intelligent, informed perspective is essential.

By covering international politics, business, science, technology, economic indicators and the arts, The Economist provides insight and analysis on topics - at home and abroad - that provoke debate.

**Subscribe to The Economist today. As an ACCA member, benefit from a 10% discount on a regular subscription rate.**

You will also receive a free copy of The Pocket World in Figures 2015 with your subscription, with ratings on more than 200 topics, data on more than 180 countries and detailed profiles of the world's major economies. The Pocket World in Figures remains as a useful and entertaining reference resource.

Available in print only, digitally or as a print and digital package, you have the opportunity to enjoy The Economist's stimulating insights, intelligent insights and genuine quality however you wish. And new digital subscribers also include The Economist Espresso, our new daily e-zine for entrepreneurs.

**SUBSCRIBE NOW**

- \* Targeted cost-effective campaigns with no waste
- \* Total flexibility on timing
- \* List updated weekly to ensure high-quality data
- \* Re-mails to unopened emails and comprehensive analysis of results
- \* Mail merge, laser personalisation etc available on postal campaigns

## Advertising rates

Direct mail list rental

5,000.....	25p per name
10,000+ .....	20p per name
De-duping service .....	£15 per 1,000

Bulk buy option

20,000+ (invoiced immediately and paid in full) .....	16p per name
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Fulfilment costs are extra and quotes will be provided on request

Email list rental

5,000.....	50p per name
De-duping service .....	£15 per 1,000

Bulk buy option

20,000+ (invoiced immediately and paid in full) .....	35p per name
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**NEW September 2015 Sitting Courses**

Find out more

Dear %Subscriber.CustomField4%

Did you know, there is now an opportunity to sit the ACCA exam in September?

At Kaplan, using our expertise in teaching ACCA and our Platinum approved status, we are now offering our comprehensive tried and tested study package - the Ultimate Learning Experience to help you tackle the September exam. And if you book by 12th June you can save £70!

Learn more

Why choose the September sitting?

- ✓ It's a great opportunity to choose an exam sitting that suits your schedule
- ✓ Specific London September timetable has been designed so that you are able to fit more into your study year

**BPP PROFESSIONAL EDUCATION**

03331 220 101

Book your ACCA Revision Course and Exam Practice Course with BPP

If you are heading into your ACCA exam you can increase your chances of passing by adding a BPP Revision and Exam Practice course to your studies. Our Revision Courses help students to focus on the skills and techniques to understand what the examiner is asking for, whilst our Exam Practice Courses allow students to rehearse for the big day by attempting a real exam-standard mock exam.

In addition when you study with us you will benefit from BPP Membership, which enhances every element of your learning experience, ensuring you approach your exams with confidence.

Dates and Prices

## Target your audience

We can identify and reach your audience using:

- \* Location by country
- \* Postcode area (UK only)
- \* Gender
- \* Year of birth
- \* Year of registration
- \* Year of graduation
- \* Year became ACCA member
- \* Organisation size
- \* Employment category
- \* Industry sector
- \* Number of ACCA exams completed



# Events

Deliver your own face-to-face breakfast briefing for a targeted audience

- \* Excellent for lead generation
- \* Target your participants and qualify them at registration
- \* Pre-event marketing

## Advertising rates

Per briefing ..... £9,000

