

CaliforniaCPAReaders

The California Society of CPAs is the largest state CPA society in the country with more than 35,000 members

Who are our readers?

As of June 2009

CalCPA Membership

- 35,062 Total membership
- 28,059 California CPAs
- 6,109 Candidate members
- 521 Student members

Public Accounting

- 27,788 of our members work at CPA firms throughout the state
- 34% are partners in their firms
- 30% are sole practitioners

Business & Industry

- 5,502 of our members work in business and industry throughout California

What our readers read...

Results of a survey conducted in August 2008

25
minutes is the average time spent reading **California CPA**.

93%
of members read **California CPA**.

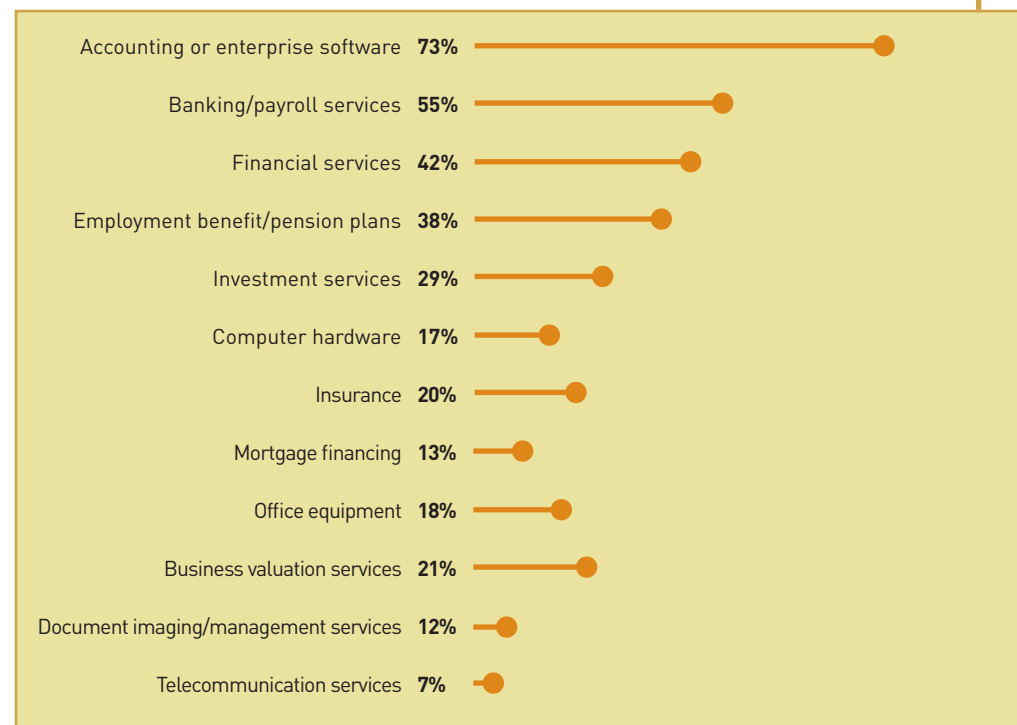
64%
of members either pass **California CPA** on or keep for reference.

Our members prefer California CPA over all other accounting publications



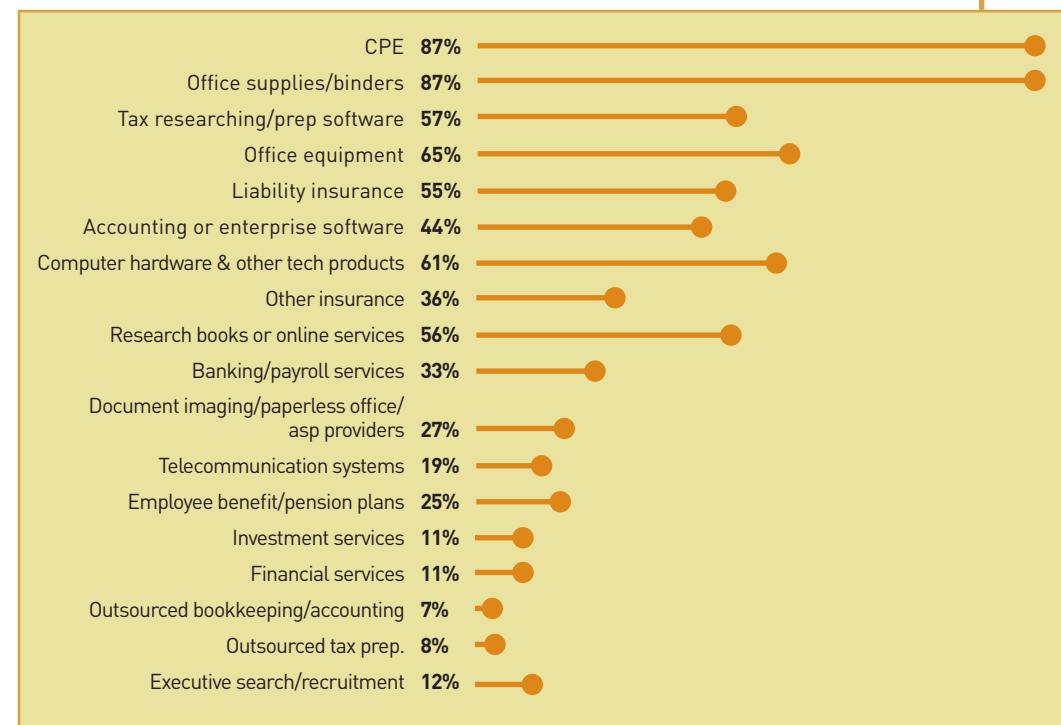
Our members will recommend...

... the following products & services to their clients



Their organizations will purchase.....

... the following products & services



They are involved in.....

... the following practice areas

