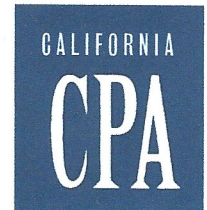


California CPA Readers



The California Society of CPAs is the largest state CPA society in the country with more than 40,000 members.

Who are our readers?

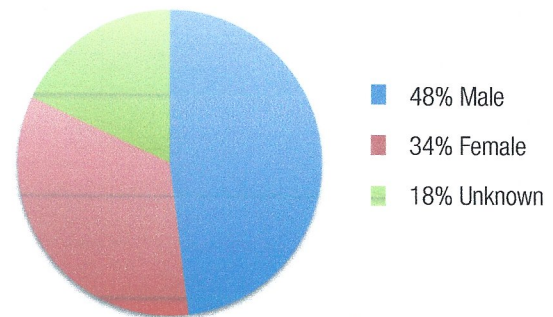
Total membership for CalCPA is 43,432 as of July 15, 2016:

- 27,715 Licensed CPAs
- 9,155 CPA candidates
- 5,960 Student members
- 1,121 Associate members

Public Accounting

- 78% of our members work at CPA firms throughout the state.
- 30% are partners in their firms.
- 23% are sole practitioners.

Readership Gender:



Past surveys have shown that ...

Our members read an issue of *California CPA* for **43 minutes**

93% of our members say they read *California CPA* regularly.

50% of our members keep *California CPA* for reference.

63% of our members are involved in their organization's purchase of products/services.

Our members recommend the following products & services to their clients:

- Accounting or enterprise software
- Banking/payroll services
- Financial services
- Employment benefit/pension plans
- Investment services
- Business valuation services
- Insurance
- Office equipment
- Technology
- Mortgage financing
- Document imaging/management services
- Telecommunication services

Our members' organizations will purchase the following products & services:

- CPE
- Office supplies/binders
- Office equipment
- Technology products & cloud hosting
- Tax researching/prep software
- Research books or online services
- Liability insurance
- Accounting or enterprise software
- Other insurance
- Banking/payroll services
- Document imaging/paperless office/ASP providers/cloud computing
- Employee benefit/pension plans
- Telecommunication systems
- Executive search/recruitment
- Investment services
- Financial services
- Outsourced tax preparation
- Outsourced bookkeeping/accounting

Our members are involved in practice areas such as:

- Tax
- Accounting
- Financial statements
- Payroll
- Audit
- Estate planning
- Nonprofit
- Management consulting
- Financial planning
- Business valuation
- Litigation consulting
- Investments
- Forensic services
- Recruiting/employment
- Tech consulting/sales



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