

PRINT & DIGITAL

CALIFORNIA CPA MAGAZINE



California CPA magazine

California CPA is the only professional news magazine published for California CPAs. More California CPAs read California CPA than any other business publication. And our members tell us that only California CPA delivers the news and information they need to practice as a CPA in California.

40
minutes
Average time members spend reading California CPA.

90%
Members who say they read California CPA regularly.



50%
Members who keep issues of California CPA for reference.

55%
Members involved in their organization's product/services purchasing

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 & Risk
- Office Equipment
- Technology
- Mortgage Financing
- Document Imaging/Management Services
- Telecommunication Services

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

- Office Supplies
- 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
- Telecommunications Systems
- Executive Search/Recruitment
- Investment Services
- Financial Services

- Outsourced Tax Preparation
- Outsourced Bookkeeping/Accounting

Our members are involved in practice areas such as

- Tax
- Family Law
- Accounting
- Financial Statements
- Payroll
- Audit
- Estate Planning
- Nonprofit
- Management Accounting/Finance
- Financial Planning
- Business Valuation
- Litigation Consulting
- Investments
- Forensic Services
- Recruiting/Employment
- Tech Consulting/Sales

Print data source: 2017 Readex Research Media Usage Report



2021 Editorial Calendar

Subject to change.

All Ad Materials Due: 5th of prior month

JANUARY/FEBRUARY

Theme: HR & Compensation Update

Plus: California Tax

Ad Space Close: 12/1/20 **Materials Due:** 12/7/20

MARCH/APRIL

Theme: Estate Planning

Plus: Federal Tax

Ad Space Close: 2/1/21 **Materials Due:** 2/5/21

MAY

Theme: Technology

Plus: Regulatory Update

Ad Space Close: 4/1/21 **Materials Due:** 4/5/21

JUNE

Theme: Financial Planning

Plus: Federal Tax

Ad Space Close: 5/3/21 **Materials Due:** 5/5/21

JULY

Theme: Technology

Plus: California Tax

Ad Space Close: 6/1/21 **Materials Due:** 6/7/21

AUGUST

Theme: Estate Planning

Plus: Federal Tax

Ad Space Close: 7/1/21 **Materials Due:** 7/5/21

SEPTEMBER

Theme: Practice Management

Plus: California Tax

Ad Space Close: 8/2/21 **Materials Due:** 8/5/21

OCTOBER

Theme: Accounting & Auditing

Plus: Federal Tax

Ad Space Close: 9/1/21 **Materials Due:** 9/6/21

NOVEMBER

Theme: Tax Season Preview

Plus: California Tax

Ad Space Close: 10/1/21 **Materials Due:** 10/5/21

DECEMBER

Theme: Tax Update

Plus: Federal Tax

Ad Space Close: 11/1/21 **Materials Due:** 11/5/21



Rates

Color	1 insertion	3 insertions	6 insertions	10 insertions
Full-page	\$5,890	\$5,600	\$5,395	\$5,130
Half-page	\$4,430	\$4,255	\$4,005	\$3,640
Quarter-page	\$2,935	\$2,735	\$2,520	\$2,240
Two-page spread	\$10,335	\$10,120	\$9,850	\$9,550
Centerspread	\$11,025	\$10,810	\$10,595	\$10,335
Inside front cover	\$8,290			\$7,400
Inside back cover	\$7,320			\$6,585
Back cover	\$9,550			\$8,565
Front Cover	\$10,935	\$9,700		

Black & White	1 insertion	3 insertions	6 insertions	10 insertions
Full-page	\$4,430	\$4,255	\$4,005	\$3,640
Half-page	\$2,935	\$2,735	\$2,520	\$2,240
Quarter page	\$1,750	\$1,620	\$1,470	\$1,370

All advertising is subject to approval by the staff of the California Society of CPAs. The publisher reserves the right to decline any advertisement considered unethical or unsuitable, regardless of contract. If time permits, the advertiser will be offered an opportunity to submit acceptable matter as a substitute. 10% charge for requested positioning. No cancellations will be accepted; full payment of contract is required. All covers include 4-color printing costs. No discount given for black and white ads on covers. All color is produced by 4-color process. PMS colors are not available.

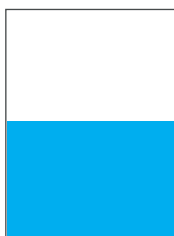
Bind-in business reply card	1 insertion	3 insertions	6 insertions	10 insertions
	\$4,220	\$3,830	\$3,535	\$3,300

Specifications

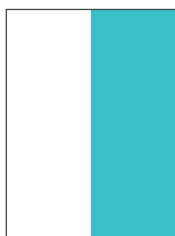
All Ad Materials Due: 5th of prior month



Full Page
8 3/8" x 10 7/8"
(with bleed)
7 3/8" x 10"
(without bleed)



1/2 Page Horiz.
7 3/8" x 4 7/8"



1/2 Page Vert.
3 1/2" x 10"



1/4 Page
3 1/2" x 4 7/8"

Trim and Bleed Sizes: Trim sizes: 8 3/8" x 10 7/8";
Minimum bleed dimensions: 8 5/8" x 11 1/8"

Keep live matter at least 1/4" from trim; allow 1/8" on all sides for bleed. Keep live matter 5/16" from fold for gutter safety.

Type of Stitching: Saddle-stitched.

Reproduction methods: Direct-to-plate.

Acceptable Files: Submit artwork as hi-resolution (300 dpi+) PDF. Embed all fonts and images. All graphics must be placed at 100%.

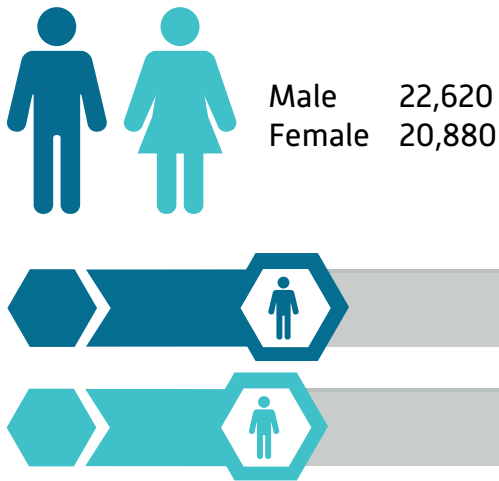
Color: CMYK color mode or grayscale only. Convert all Pantone colors to CMYK mode.

CALCPA

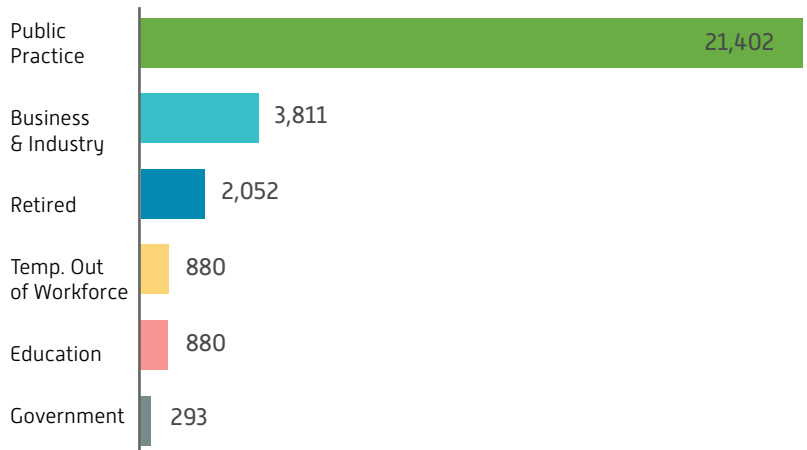
DEMOGRAPHICS



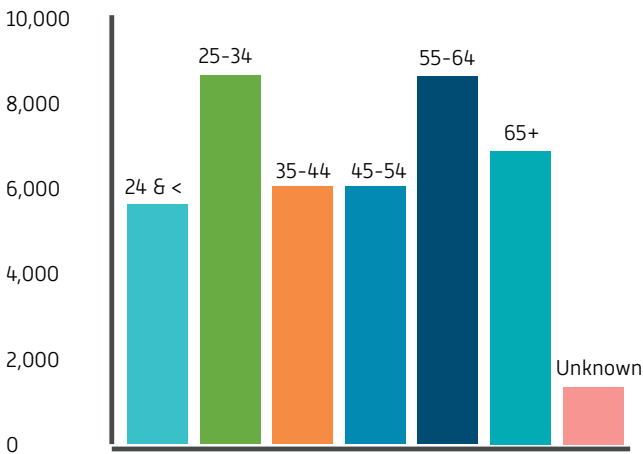
Gender



Practice Areas (Among Licensed CPA Members)

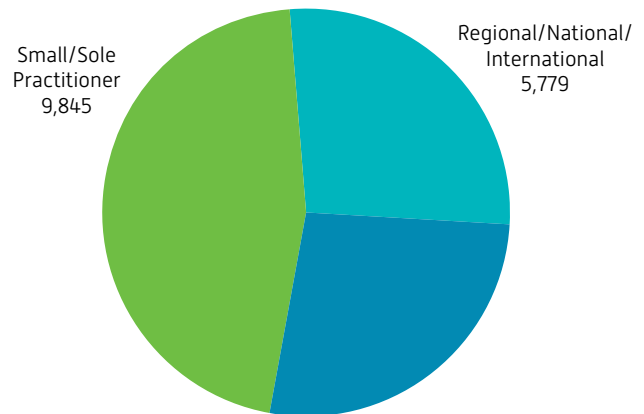


Age



Firm Size

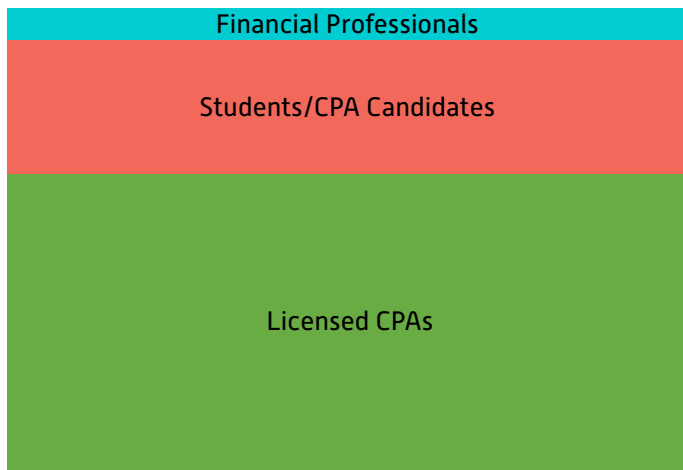
(Among Public Practice CPA Members)





CalCPA Membership

By category



By category and top regions

