



MEDIA KIT 2027

The background image is a blue-tinted photograph of a conference or networking event. In the foreground, a round table is covered with a dark blue cloth featuring a repeating pattern of the 'bluej' logo and the text 'CPA.com'. Several people are seated around the table, engaged in conversation. One man on the right is looking at a smartphone. The overall atmosphere is professional and collaborative.

OUR PURPOSE

GLOBAL **LEADER** IN TRANSFORMING THE ACCOUNTING AND FINANCE PROFESSION IN THE B2B MARKET





FUTURE OF FINANCE

THE AICPA IS **LEADING** THE TRANSFORMATION OF ACCOUNTING AND FINANCE — SETTING THE PACE FOR WHAT'S NEXT.

As technology, regulation, and business models evolve, we're driving innovation that empowers professionals to move beyond compliance and into strategic impact.

Accelerating the shift from compliance to advisory — Empowering CPAs and accounting and finance professionals to deliver high value insights, not just reporting

Guiding global standards — Influencing policy, ethics, and best practices in a rapidly changing financial world

Empowering strategic leaders — Delivering content, education, and media that supports smarter decision-making

ELEVATING **BRANDS** THROUGH MULTIPLE TOUCHPOINTS



Print and digital media — Connect with a highly engaged audience through influential AICPA media properties, including *Journal of Accountancy*, *The Tax Adviser*, and *FM* magazine.



Podcasts — Thought-provoking conversations, expert insights, and the latest trends shaping accounting and finance



Newsletters — Target an engaged audience of accounting and finance professionals through our informative newsletters: *CPA Letter*, *Tax Insider*, and *AICPA Update*.



Webcasts — Showcase thought-leadership and generate valuable leads while aligning your brand with timely content.



PARTNER WITH
THE **AICPA**
TO ENGAGE
A POWERFUL
NETWORK OF
FINANCIAL
DECISION-MAKERS.

Access to over

390_k

influential professionals in finance and accounting roles — Our members are trusted advisers and key decision-makers shaping the future of financial strategy.

Co-develop

content

that resonates across our ecosystem of newsletters, journals, events, and podcasts.

Align your brand with over

130

years of trust, credibility, and thought leadership. Aligning with us lends your brand unmatched credibility and access to a deeply engaged, value-driven audience.

YOUR **BRAND.**
THEIR **TRUST.**
OUR **PLATFORM.**



Let's customize a plan
to reach your target audience.

Contact:

U.S. East

Abby Forlander

Lead Manager, Advertising and Sponsorship Sales
Abby.Forlander@aicpa-cima.com

U.S. West

Paul Hayes

Lead Manager, Advertising and Sponsorship Sales
Paul.Hayes@aicpa-cima.com

Global

Karin DeMarco

Director of Client and Partner Services, U.S. and Global
Karin.Demarco@aicpa-cima.com

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