

AUDIENCE INSIGHTS

CPA Practice Advisor drives accounting technology news for tomorrow's firm by providing expertise and insights into the latest products, solutions and technologies. Our trusted content attracts and engages an audience of accounting professionals responsible for advising small business clients on business management strategies.

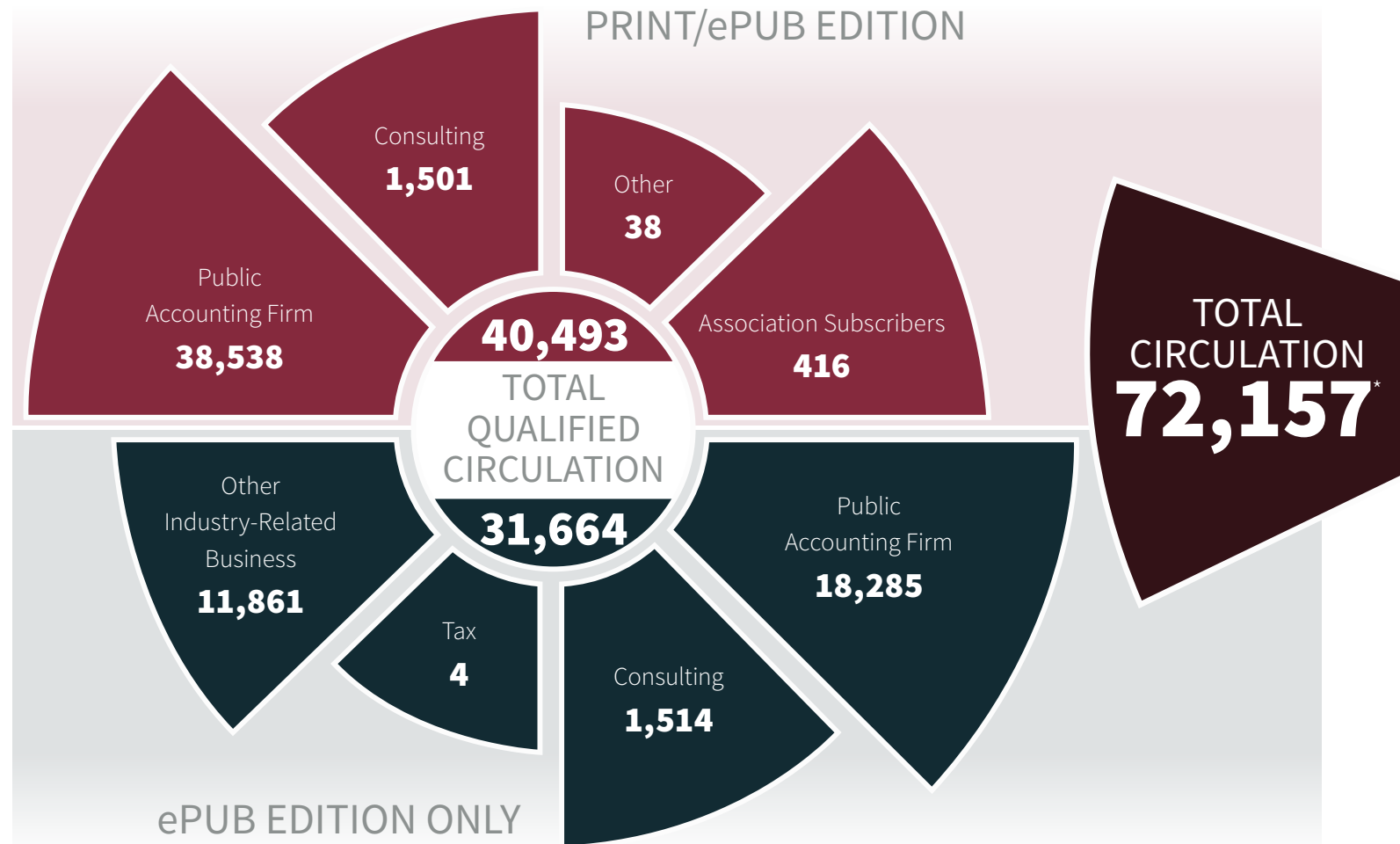
DAILY OUTBOUND MARKETING

MONDAY:
CPA Tax & Compliance Advisor
81,027

TUESDAY:
CPA SMB Client Advisor
32,354

WEDNESDAY:
CPA Firm Management Advisor
75,982

THURSDAY:
CPA Accounting & Audit Advisor
29,136
CPA Payroll Advisor
27,815



The Audience Engagement Report provides an integrated view of the CPA Practice Advisor community. For additional information, ask your sales representative

AUDIENCE ENGAGEMENT



1,296,073

Average Monthly Visits



844,351

Average Unique Monthly Visitors



1,806,994

Average Monthly Page Views



6,345

Facebook



5,664

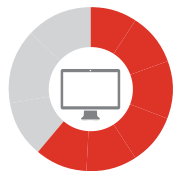
LinkedIn



23,100

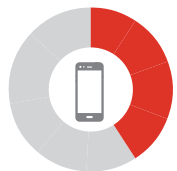
Twitter

**Metrics reflect monthly averages from Sept. 2019 – Sept. 2020.*



659,471

Desktop Visitors Average Monthly



16,595

Mobile Visitors Average Monthly

4,162

New Monthly Site Registrations in the First Half of 2020



E NEWSLETTERS

1,567,024 eNewsletter Reach

596,348 Avg Total Open Rate

42,999 Avg Total CTR

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41,611

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