Media Kit 2021
Connect with the top earners and business decision makers in Australia and New Zealand
Acuity magazine

Connect with an otherwise hard-to-reach audience in our relaunched magazine with a new expert team and a fresh approach.

Editor Hannah Tattersall has 15 years’ experience as an editor and journalist. She has worked for The Australian Financial Review, News Corp and 21st Century Fox in New York and written for a range of publications, including In The Black and Qantas magazine.

Acuity content pillars

**PROFESSION:** Member updates and interesting facts to spark water cooler conversations and Zoom chats. Profession also features our popular Meet the CA page which highlights a member using their CA skills to pivot into another career.

**STRATEGY:** Packed with practical information to keep your skills and career up to date, Futureproof supports CA ANZ members as they navigate the latest data and technology. This section also contains specialist columns from industry experts Donal Curtin and Ian Bennett FCA.

**FUTUREPROOF:** Big-picture feature stories and in-depth interviews addressing the most pressing challenges in the profession, as well as the broader economy, society, technology, business and finance. Strategy is tailended by the ever popular Tech Guide, written by Sholto Macpherson.

**BALANCE:** From workplace issues to wellness concerns, Balance showcases CAs supporting others, maintaining networks and connecting and engaging with other members through charity partnerships, mentoring, and CA ANZ programs.
Who are CA ANZ?
Chartered Accountants Australia and New Zealand (CA ANZ) is part of a worldwide network of trusted business and finance leaders.

- CA ANZ is a membership body that dominates the ranks of business and finance in Australia and New Zealand, providing its member base with the skills to make a difference to business, economies and societies.
- CA ANZ empowers its 131,673* members to become the business leaders of tomorrow.
- Acuity is the member magazine of CA ANZ, delivered bi-monthly to 87,079 members who have elected to subscribe.
- Acuity is also online at Acuitymag.com, with its content amplified through a fortnightly EDM.
- Acuity delivers content that engages this valuable audience around a diverse range of issues, including innovation, mega trends and strategy.
- CA ANZ’s community of members are high-income earners who exert a strong degree of influence over business spending decisions.
- Acuity is also readily available across Australia and New Zealand in Qantas business lounges.

Source: *CA ANZ Annual Report 2021
Brand overview

Magazine
- 87,079 guaranteed circulation
- Engage a highly captive audience of opt-in subscribers. 6 editions per year.
- 2 editions: Australia and New Zealand

Social
- 16,886 followers
- Amplify your content to Acuity’s online audience of professionals across Facebook, LinkedIn and Twitter.

EDM
- 16,430 subscribers
- Open rate of 37%
- Ad click-through rate 11.65%
- Weekly send
- Target a highly engaged subscriber base. Emails can be segmented by country (Aus or NZ)

Web
- Page Views MOM: Increase 37.3%
- Engage an online audience of professionals who spend an average of 3:40 mins on the CA ANZ website.
- Your brand has the opportunity to host display ads or native content on acuitemag.com, part of the CA ANZ website.

Events
- Connect and network directly with professionals at our existing events or partner with Acuity team to create a bespoke solution.

Acuity Solus EDM
- Reach: 15,056
- Send a unique message with an exclusive offer to the Acuity EDM database.
The *Acuity* content network offers you the opportunity to engage the top earners and business decision-makers in the region.

<table>
<thead>
<tr>
<th>The average annual income of a CA ANZ member is</th>
<th>CA ANZ members who are partners, management consultants or C-suite executives are earning, on average</th>
<th>CA ANZ members have on average</th>
<th>CA ANZ members have 9 x the savings and investment power compared to the Australian average***</th>
</tr>
</thead>
<tbody>
<tr>
<td>$147,054**  3 times the average wage***</td>
<td>$297,061**</td>
<td>$2.1 million in savings and investments*</td>
<td></td>
</tr>
</tbody>
</table>

In 2017, CA ANZ members took 223,685 return flights relating to business travel*  
36,761 CA ANZ members plan on taking a domestic holiday in the year ahead*  
42,784 CA ANZ members plan on taking an international holiday in the year ahead*  
CA ANZ members are responsible for $64.3 billion worth of annual business decisions**

Sources:  
*Chartered Accountants Remuneration Survey 2017  
**Chartered Accountants Remuneration Survey 2018  
***Roy Morgan, September 2018, Australian averages
Our members

The CA ANZ member base is made up of 125,802 affluent professionals across a range of sectors. 70% of our members have opted in to receive our magazine.

CA workplaces

Australia 57,449

New Zealand 22,431

Rest of the world 7199

Members by age

Under 40: 43%
41-60: 44%
Over 60: 13%

Members by gender

Male 59%
Female 41%

Source: CA ANZ Annual Report 2019
Acuity magazine native content

Bring your brand story to life with native content produced by our expert team.

What is native content?
Expertly written commissioned content, which follows a natural and organic form in keeping with the editorial style of the magazine.

*Production costs apply (in addition to media cost)*

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**Accountants lead the charge back to normality**

Business has hit for six, but those that have survived, or even thrived, have a CA as a trusted adviser, says CEO of Reckon and its APS product, Sam Allert.

APS, a wholly owned subsidiary of Reckon, is the software for accountants. Its expert team of multi-disciplinary finance experts (Australia and New Zealand, USA, UK, and other APS products) have not only thrived during COVID but are now leading some industry and businesses not only survived but also thrived. Why? Because they were the first responders to our post-COVID economic recovery, advising their clients on company, new business models and new operating models.

How has the accounting profession changed during and features of COVID-19?

The pandemic has been one of the most significant events to impact the profession. No one expected the impact of COVID in the first year of 2020. But it is only to be expected. In some industries, businesses not only survived but also thrived.

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**The technology for remote work had been there for a long time, but COVID brought forward flexibility in the workplace by five years in a matter of months.**

By automating compliance, accountants can put their clients in the best position to engage, demand quality and bring new business models to their organization during a period of inevitable uncertainty. Accountants are there to support their clients and APS is here to support accountants by taking integration to the next level.

How have these trends affected your product roadmap and how has your team shifted to suit accountant and practice needs?

AUGUST 2020: The introduction of COVID confirmed the need for remote work, and APS already had a plan in place. The team has been reviewing cloud solutions that complement existing systems for a while now, but last year we fast tracked the release of APS offline so the accounting world was able to collaborate while working remotely. We also debuted our new APS database with Synerth and took the next step in our normal road maps: we just accelerated it. We also added to our product roadmap APSinger, to help accountants focus on the future with better reports and increased accounting accuracy, along with a data benchmarking tool. This new release has already had innovative tools on it. Our product roadmap already had features to suit the current economic climate, but we also have to be reactive to what accountants need today and tomorrow.

What about cybersecurity? How is it changing the profession, and what does the accountant need to know? AGLPQ: Accounting is not a 24/7 job, but every business and accountant are at risk. Cybersecurity is ever-evolving. AGLPQ does not expect a rise in the use of Business Intelligence (BI) tools. The main security concern is having to use personal data for cloud-based solutions. What are the biggest changes to accountants in the post-COVID world? What do accountants need to do differently? AGLPQ: In a real and pragmatic sense, accountants have had to adapt to the new normal. The need for remote work, while not new, has been accelerated and the need to keep clients informed and keep track of their taxes has increased. What are the trends for accountants in the new normal? AGLPQ: The trends for accountants in the new normal are similar to the trends for the rest of the economy. The need for remote work, while not new, has been accelerated and the need to keep clients informed and keep track of their taxes has increased.

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[Actual example from the Jun-Jul 2020 issue]
Fly Sheet Offering

Be the first seen with a prominent position on the mailing flysheet which is delivered to the entire Acuity subscription database. This is a unique opportunity to amplify your brand message to a highly targeted and engaged audience.

Advertisers receive:

- Branding or unique offer opportunity on the front-facing page
- A full page ad on the reverse side

Rate: $8,500* + GST

*Production costs apply (in addition to media cost)
Acuity online
Amplify your content to an engaged online audience

Charteredaccountantsanz.com

41,291
Monthly page views*

Leaderboard and skyscraper placements are rotated across the main CA ANZ website and acuitymagazine.com
MREC ad size available on mobile only.
MREC spec: 300 x 250
Native content, with 1x brand link can be placed on acuitymag.com

728 x 90 Leaderboard**
160 x 600 Skyscraper**
300 x 250 MREC (mobile only)

*Adobe Analytics
Acuity EDM

16,430* subscribers to our weekly email

32.4%* open rate

EDMs can be segmented by AU, NZ, International, or full run.

Placement (3 x banners per EDM)
File type gif or jpeg
Max. file size 100kb

* Source: Marketo
## Rates

### Magazine rates

<table>
<thead>
<tr>
<th>Australia AUD (excl. GST)</th>
<th>Casual</th>
<th>3 issues (15%)</th>
<th>6 issues (25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page</td>
<td>$11,280</td>
<td>$9,588</td>
<td>$8,460</td>
</tr>
<tr>
<td>Full page</td>
<td>$7,200</td>
<td>$6,120</td>
<td>$5,400</td>
</tr>
<tr>
<td>Half page</td>
<td>$4,680</td>
<td>$3,978</td>
<td>$3,510</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New Zealand AUD (excl. GST)</th>
<th>Casual</th>
<th>3 issues (15%)</th>
<th>6 issues (25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page</td>
<td>$6,697</td>
<td>$5,693</td>
<td>$5,022</td>
</tr>
<tr>
<td>Full page</td>
<td>$3,443</td>
<td>$3,028</td>
<td>$2,672</td>
</tr>
<tr>
<td>Half page</td>
<td>$2,293</td>
<td>$1,949</td>
<td>$1,718</td>
</tr>
</tbody>
</table>

### Special position loadings

- Outside back cover: 30%
- Inside front cover: 20%
- Inside back cover: 15%
- First double page: 15%
- Right-hand page (first half of book): 10%

### Native content amplification rates

Amplify your print article on the Acuity website, Acuity EDM, and Acuity socials: $4,000 per article in addition to print media rate

### Combined magazine rates for Australia and New Zealand

<table>
<thead>
<tr>
<th>Combined AUD (excl. GST)</th>
<th>Casual</th>
<th>3 issues (15%)</th>
<th>6 issues (25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page</td>
<td>$16,179</td>
<td>$13,752</td>
<td>$12,134</td>
</tr>
<tr>
<td>Full page</td>
<td>$9,579</td>
<td>$8,142</td>
<td>$7,184</td>
</tr>
<tr>
<td>Half page</td>
<td>$6,276</td>
<td>$5,335</td>
<td>$4,707</td>
</tr>
</tbody>
</table>

### Loose insert rates

<table>
<thead>
<tr>
<th>Weight</th>
<th>0-5g</th>
<th>6-10g</th>
<th>11-15g</th>
<th>16-20g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per '000</td>
<td>$165</td>
<td>$245</td>
<td>$310</td>
<td>$375</td>
</tr>
</tbody>
</table>

### Acuity EDM rates

<table>
<thead>
<tr>
<th>EDM</th>
<th>1 banner</th>
<th>2 banners per banner</th>
<th>3 banners per banner</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

### Website rates

<table>
<thead>
<tr>
<th>Leaderboard, Skyscraper (MREC available on mobile only)</th>
<th>Geo-target</th>
<th>1 month</th>
<th>6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>$3,500</td>
<td>$2,500 per insertion</td>
<td></td>
</tr>
<tr>
<td>New Zealand</td>
<td>$2,000</td>
<td>$1,500 per insertion</td>
<td></td>
</tr>
</tbody>
</table>
# Deadlines

## Print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Material deadline</th>
<th>Delivered to CA ANZ members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb/Mar 2022</td>
<td>Wed, 1 Dec, 2021</td>
<td>Wed, 8 Dec 2021</td>
<td>Tues, 1 Feb 2022</td>
</tr>
<tr>
<td>Apr/May 2022</td>
<td>Fri, 18 Feb, 2022</td>
<td>Fri, 24 Feb, 2022</td>
<td>Fri, 1 Apr 2022</td>
</tr>
<tr>
<td>June/July 2022</td>
<td>Wed, 20 Apr 2022</td>
<td>Wed, 27 Apr 2022</td>
<td>Wed, 1 June 2022</td>
</tr>
<tr>
<td>Aug/Sept 2022</td>
<td>Wed, 22 June 2022</td>
<td>Wed, 29 June 2022</td>
<td>Mon, 1 Aug 2022</td>
</tr>
<tr>
<td>Oct/Nov 2022</td>
<td>Mon, 22 Aug 2022</td>
<td>Mon, 29 Aug 2022</td>
<td>Sat, 1 Oct 2022</td>
</tr>
<tr>
<td>Dec/Jan 2022-23</td>
<td>Fri, 21 Oct 2022</td>
<td>Fri, 28 Oct 2022</td>
<td>Thurs, 1 Dec 2022</td>
</tr>
</tbody>
</table>

## Native content deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Final client approved</th>
<th>Delivered to CA ANZ members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb/Mar 2022</td>
<td>Fri, 5 Nov 2021</td>
<td>Fri, 10 Dec 2021</td>
<td>Tues, 1 Feb 2022</td>
</tr>
<tr>
<td>Apr/May 2022</td>
<td>Tues, 1 Feb 2022</td>
<td>Tues, 1 Mar 2022</td>
<td>Fri, 1 Apr 2022</td>
</tr>
<tr>
<td>June/July 2022</td>
<td>Fri, 1 Apr 2022</td>
<td>Fri, 29 Apr 2022</td>
<td>Wed, 1 June 2022</td>
</tr>
<tr>
<td>Aug/Sept 2022</td>
<td>Thurs, 2 June 2022</td>
<td>Thurs, 30 June 2022</td>
<td>Mon, 1 August 2022</td>
</tr>
<tr>
<td>Dec/Jan 2022-23</td>
<td>Mon, 3 Oct 2022</td>
<td>Mon, 31 Oct 2022</td>
<td>Thurs, 1 Dec 2022</td>
</tr>
</tbody>
</table>

## Loose insert advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Insert delivery deadline</th>
<th>Delivered to CA ANZ members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb/Mar 2022</td>
<td>Fri, 10 Dec 2021</td>
<td>Thurs, 16 Dec 2021</td>
<td>Tues, 1 Feb 2022</td>
</tr>
<tr>
<td>Apr/May 2022</td>
<td>Tues, 1 Mar 2022</td>
<td>Mon, 7 Mar 2022</td>
<td>Fri, 1 Apr 2022</td>
</tr>
<tr>
<td>June/July 2022</td>
<td>Fri, 29 Apr 2022</td>
<td>Thurs, 5 May 2022</td>
<td>Wed, 1 June 2022</td>
</tr>
<tr>
<td>Aug/Sept 2022</td>
<td>Thurs, 30 June 2022</td>
<td>Thurs, 7 July 2022</td>
<td>Mon, 1 Aug 2022</td>
</tr>
<tr>
<td>Oct/Nov 2022</td>
<td>Wed, 31 Aug 2022</td>
<td>Tues, 6 Sept 2022</td>
<td>Sat, 1 Oct 2022</td>
</tr>
<tr>
<td>Dec/Jan 2022-23</td>
<td>Mon, 31 Oct 2022</td>
<td>Mon, 7 Nov 2022</td>
<td>Thurs, 1 Dec 2022</td>
</tr>
</tbody>
</table>

## Digital advertising deadlines

<table>
<thead>
<tr>
<th>Booking deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 weeks before live date</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Material deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks before publication</td>
</tr>
</tbody>
</table>
Magazine material specifications

Material submission

<table>
<thead>
<tr>
<th>Insertion</th>
<th>Trim size (H x W)</th>
<th>Type / Design area (H x W)</th>
<th>Bleed (H x W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page spread</td>
<td>To be supplied as two single pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>275mm x 210mm</td>
<td>259mm x 194mm</td>
<td>285mm x 220mm</td>
</tr>
<tr>
<td>Half-page vertical</td>
<td>275mm x 100mm</td>
<td>259mm x 84mm</td>
<td>285mm x 110mm</td>
</tr>
<tr>
<td>Half-page horizontal</td>
<td>135mm x 210mm</td>
<td>119mm x 194mm</td>
<td>145mm x 220mm</td>
</tr>
<tr>
<td>Third-page vertical</td>
<td>275mm x 70mm</td>
<td>259mm x 54mm</td>
<td>285mm x 80mm</td>
</tr>
</tbody>
</table>

Left/right hand pages on double-page spreads are to be noted at the end of the booking number, e.g. 12345678ABL / 12345678ABR.

The order of consecutive advertisements is to be noted in the material instructions. Please contact production (adproduction@news.com.au) prior to sending revised files to ensure that the correct material appears.

PROOFS: For accurate colour reproduction, all advertising material must be accompanied by a 3DAPv3 colour proof created from the supplied file at 100%. Medium Rare Content uses guidelines for ISO 12647-2 (3DAPv3), a standard for proofing and printing.

In order to verify that a proof is in compliance with the 3DAPv3 proofing requirements, each proof must be supplied with a 3DAPv3 endorsed control strip printed next to the advertisement.

No responsibility will be taken for print colour reproduction when a 3DAPv3 colour proof is not supplied. For more information regarding 3DAPv3 proofing guidelines, visit 3dap.com.au

FILE FORMAT: Medium Rare Content uses 3DAPv3 separation profiles (3DAPv3PAPERTYPE-3_280_F45.icc), an Australian standard for proofing and printing. Files to be created in PDF version 1.3 or 1.4. PDF files to be supplied in CMYK format with all fonts embedded into the file. RGB or spot colour files will be rejected. PDF files need to be supplied as single page files, unless supplying gatefold PDF files.

Medium Rare Content only accepts advertising material via Quickcut/Adsend or SENDlite. For more information regarding these providers please contact:

Quickcut/Adsend (Adstream): Web: adsend.com.au
Email print@adstream.com.au Phone: 1300 768 988 (Australia only)

NOTE: When uploading advertising material via Quickcut do not include crop marks on the PDF file, as these will be automatically generated.

SENDlite: Web: mediumrare.sendlite.net Tel: +61 2 9818 1965

When supplying advertising material it is essential that you supply your complete booking number (including the 2 letters at the end) e.g. 12345678AB, also please ensure that the on sale date and magazine name are entered.

DISCLAIMER: While Medium Rare Content is committed to producing magazines of the highest calibre and will ensure advertising material is reproduced as intended, the responsibility is firmly with the client/agency to supply advertising material according to our specifications. No responsibility will be taken if advertising material is not supplied according to Medium Rare Content specifications. Medium Rare Content cannot accept requests to modify supplied advertising material. Advertising material must be delivered on time so that quality checking procedures can take place. Advertising material will be archived for three issues and advertising related correspondence i.e. – MI’s, emails confirming repeats etc will be archived for six months. Medium Rare Content reserves the right to refuse any advertising material.
Contact us

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NZ +64 4 917 4890

FOR EDITORIAL ENQUIRIES
acuityeditorial@mediumrarecontent.com