

ACUITY

Media Kit 2024

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.



Abigail Murison

Acuity editor Abigail Murison is a content strategist, editor and writer, who specialises in business, marketing and finance. Her work has appeared on websites and in magazines in the US, Australia, South Africa and New Zealand.



Acuity content pillars

My profession

Inspirational

Making members proud to be part of CA ANZ, eager to support initiatives, and encouraging them to make their mark.

My expertise

Educational

Providing the information and technical advice that CA ANZ members need to offer best-in-class client service.

My career

Supportive

Offering the resources and know-how to help members thrive in their career and positively impact the industry.

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 136,730* 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](https://www.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 2023

Brand overview



ACUITY

Magazine

87,079 guaranteed circulation

Engage a highly captive audience of opt-in subscribers.
6 editions per year.

2 editions: Australia and New Zealand

Web

Monthly Page Views:

21,957

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 acuitymag.com, part of the CA ANZ website.

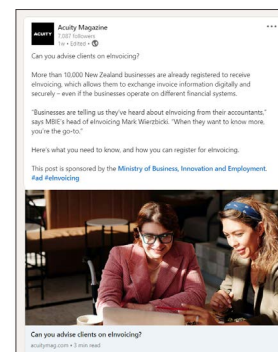
“There is much more that unites us than divides us and our best days are ahead of us”

Murray Harrington FCA,
President, CA ANZ



Events

Connect and network directly with professionals at CA ANZ educational conference or regional events.



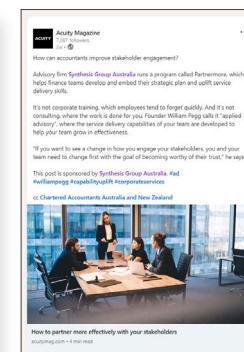
Social

LinkedIn: 7,130 followers

Page views
(last 365 days): 2,735

Unique visitors: 1,132

Source: LinkedIn

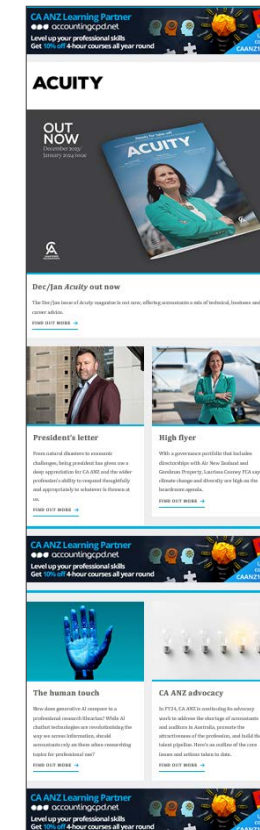


Facebook: 11,168

Post reach: 1,890

Post engagement: 145

Source: Facebook



EDM

13,298 subscribers (AU)
and 4,795 (NZ)

Open rate of 49.4%

Ad click-through rate 7.17%

Weekly send

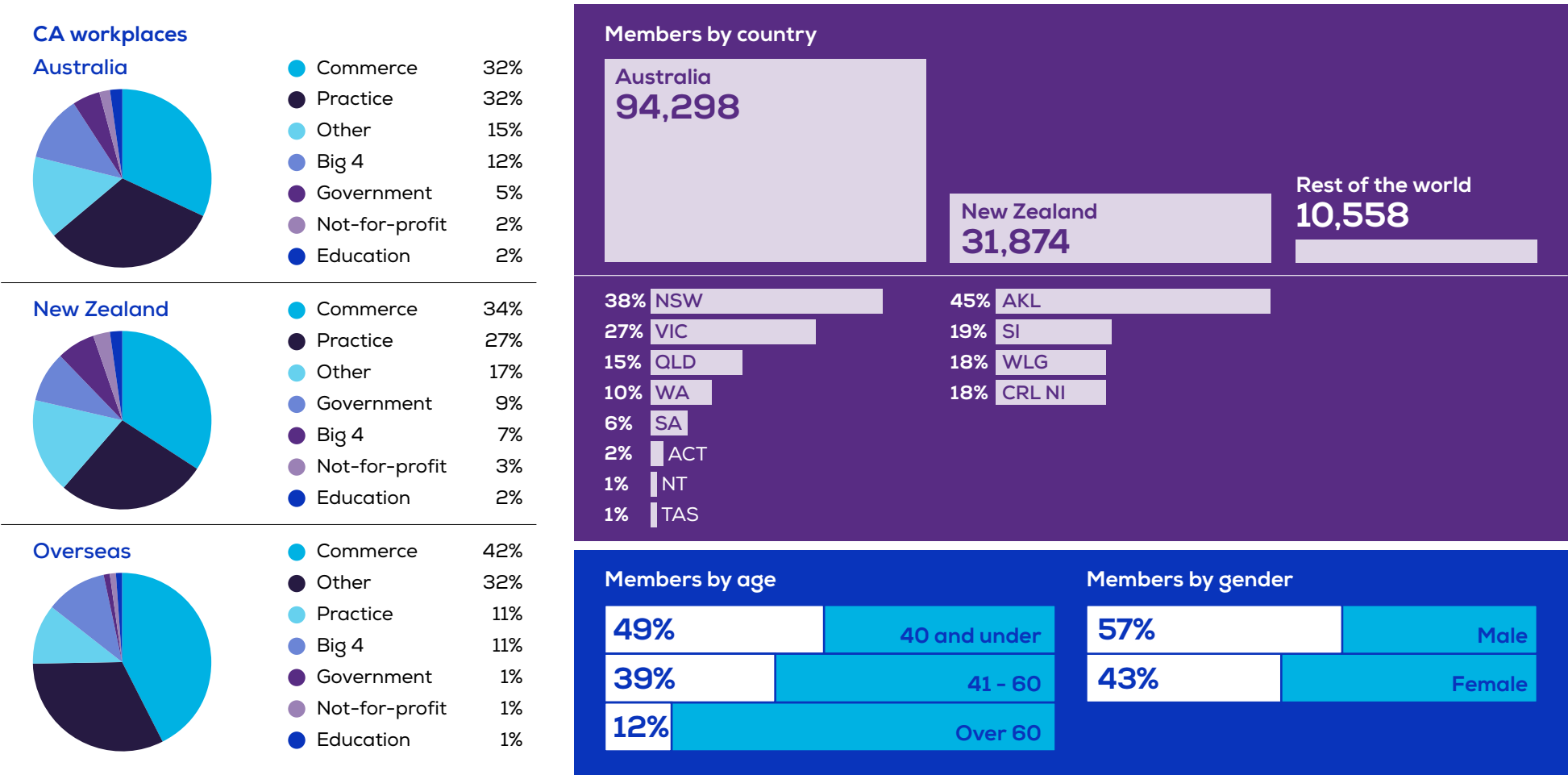
Target a highly engaged subscriber base. Emails can be segmented by country (Aus or NZ)

Source: Marketo

Date: Acuity newsletters 04.09.2023

Our members

The CA ANZ member base is made up of 136,740 affluent professionals across a range of sectors. 70% of CA ANZ Members have opted in to receive the Acuity magazine.



Acuity magazine native content

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

What is native content?

Native content is designed in keeping with the editorial style of the magazine, and follows a natural, organic form. It is created to fit seamlessly with the editorial content and naturally weaves products and brands unobtrusively into the narrative.

* Production costs apply (in addition to media cost)

Brought to you by **WOTTON • KEARNEY and GALLAGHER**

Why email compromise is a real threat to New Zealand businesses



Business email compromise is a rich source of valuable data – and payment fraud opportunities – for cybercriminals.

Cybercriminals target professional services

Fraudulent actors are also becoming more sophisticated, and professional service firms and financial advisers are targeted as sources of information that can readily facilitate fraud.

Adversary-in-the-middle (A2M) attacks, where attackers intercept communications between two systems (such as a phishing site posing as a legitimate login page), are becoming increasingly common. Cybercriminals can use these techniques to bypass multifactor authentication and other popular cybersecurity controls.

There is increased regulatory focus on cybersecurity, following large-scale ransomware attacks in New Zealand and further afield. This will naturally have a flow-on effect to how regulators approach privacy incidents in New Zealand, be it a ransomware attempt or business email compromise. Depending on the outcome of any forensic investigation, agencies must consider the notification obligations arising under the Privacy Act, as well as any applicable professional obligations that may require informing clients or other third parties.

How should you respond to business email compromise?

Having a cyber breach response team in place is key and your cyber insurance policy will likely provide for engagement of experts to assist you. A typical business email compromise response will usually involve privacy counsel, IT forensics and crisis communications expertise. Acting quickly can mitigate further loss to you and your clients.

The Office of the Privacy Commissioner advocates that a response should broadly follow the steps set out on its website. Businesses need to try and contain the breach, assess the extent of the incident, notify impacted individuals and regulators, and prevent any further loss or re-occurrence.

What can finance professionals do now?

Taking proactive steps to lessen the risk of business email compromise occurring is best practice. This includes:

1. ensuring multifactor authentication is implemented on all your business email accounts
2. training staff to identify phishing and other suspicious correspondence, and encouraging staff to follow payment procedures at all times
3. reviewing your cyber insurance cover to ensure you have support in place, should your business become a target.

Talk to your insurance broker

We recommend contacting your insurance broker to help you understand and manage your exposure to potential cyber risks and arrange the appropriate cyber insurance. New Zealand insurance broker Gallagher (formerly Crombie Lockwood) is a CA ANZ Member Benefits Partner. Visit gig.co.nz/charteredaccountants to find out more.

Gallagher
Formerly **crombie lockwood**

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Brought to you by **Ministry of Business, Innovation & Employment**

Can you advise clients on invoicing?



New research highlights the importance of accountants in raising awareness and understanding of invoicing.

The New Zealand Ministry of Business, Innovation & Employment (MBIE) recently commissioned research with Kantar Public. The findings show accountants are the go-to for businesses that want to learn more about invoicing.

As trusted advisers, you need to be well equipped to support your clients. If you're not already up to speed with invoicing, maybe now is the time to learn about how it is benefiting businesses across New Zealand.

Invoicing is the secure, digital exchange of information directly between buyers' and suppliers' financial systems, even if the systems are different, and it doesn't involve emailing PDF invoices. Invoicing improves accuracy and security, reduces manual processing, and saves time and money.

Since late 2021, MBIE has been raising awareness and understanding of invoicing through a variety of engagement and communications channels. There are currently more than 10,000 New Zealand businesses registered to receive invoicing.

Growing awareness

Awareness and understanding of invoicing has improved over the last year – up eight points to 30%, with 25% now seeing the benefits, compared with 14% previously.

"The research also highlights the important role accountants have played in this," says Mark Wierzbicki, head of invoicing at MBIE. "Businesses are telling us they've heard about invoicing from their accountants. When they want to know more, you're the go-to. Your efforts are supporting and encouraging businesses to go further. So, thank you for that!"

Nearly a quarter (23%) of those who recall seeing the invoicing campaign will get in touch with their accountant for more information. Of those who understand how to enable invoicing, when asked where they'd go to get started, 41% said they would contact their accountant.

However, there is an ongoing need for accountants to clarify that invoicing is not emailing PDF invoices. They also play a valuable role to correct other misconceptions such as the perceived cost or difficulty to set up.

"The reality is invoicing is easy and cheap, if not free, for most businesses. The benefits are significant," says Wierzbicki.

Myriad advantages

Businesses that are already using invoicing are finding their invoice processes easier because of time savings, knowing there are no lost invoices and the enhanced security it offers.

In the research, 73% of invoicing users agreed that it saves time (versus 49% for non-users) and invoices won't get lost (51% versus 33% for non-users), while a third of all respondents agreed security is a benefit.

For sole trader accountant Mike Higgins CA, using invoicing has shown him how much time and hassle he can save in his own business and for his clients.

"I'm always looking for ways to help my clients reduce admin, so they have more time to focus on generating more revenue," says Higgins. "I knew it would benefit my clients, not just for receiving invoices but also sending them. From my point of view, it's seamless."

Wierzbicki says that "the more businesses who adopt invoicing and exchange invoices, the more they all benefit".

Scan the QR code or visit invoicing.govt.nz/CAANZ and find out how you and your clients can register for invoicing.

Invoicing | Pūtea Tāhiko

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.

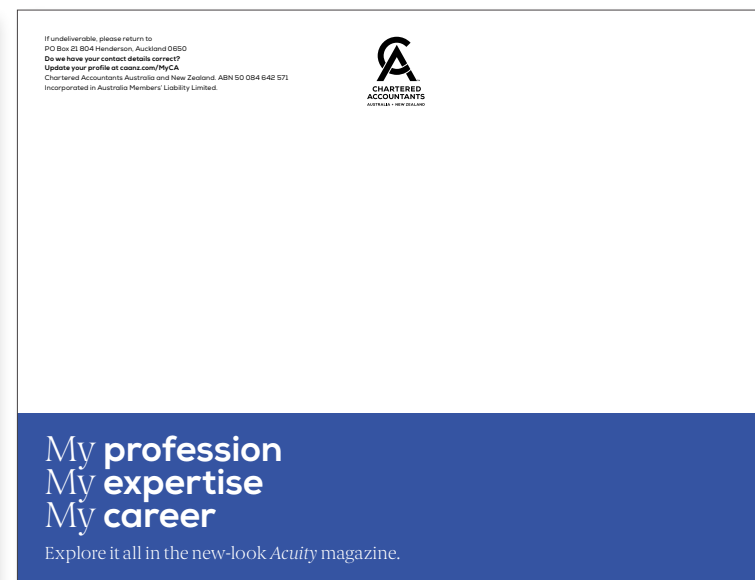
This is a unique opportunity to amplify your brand message to a highly targeted and engaged audience.

Advertisers receive:

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

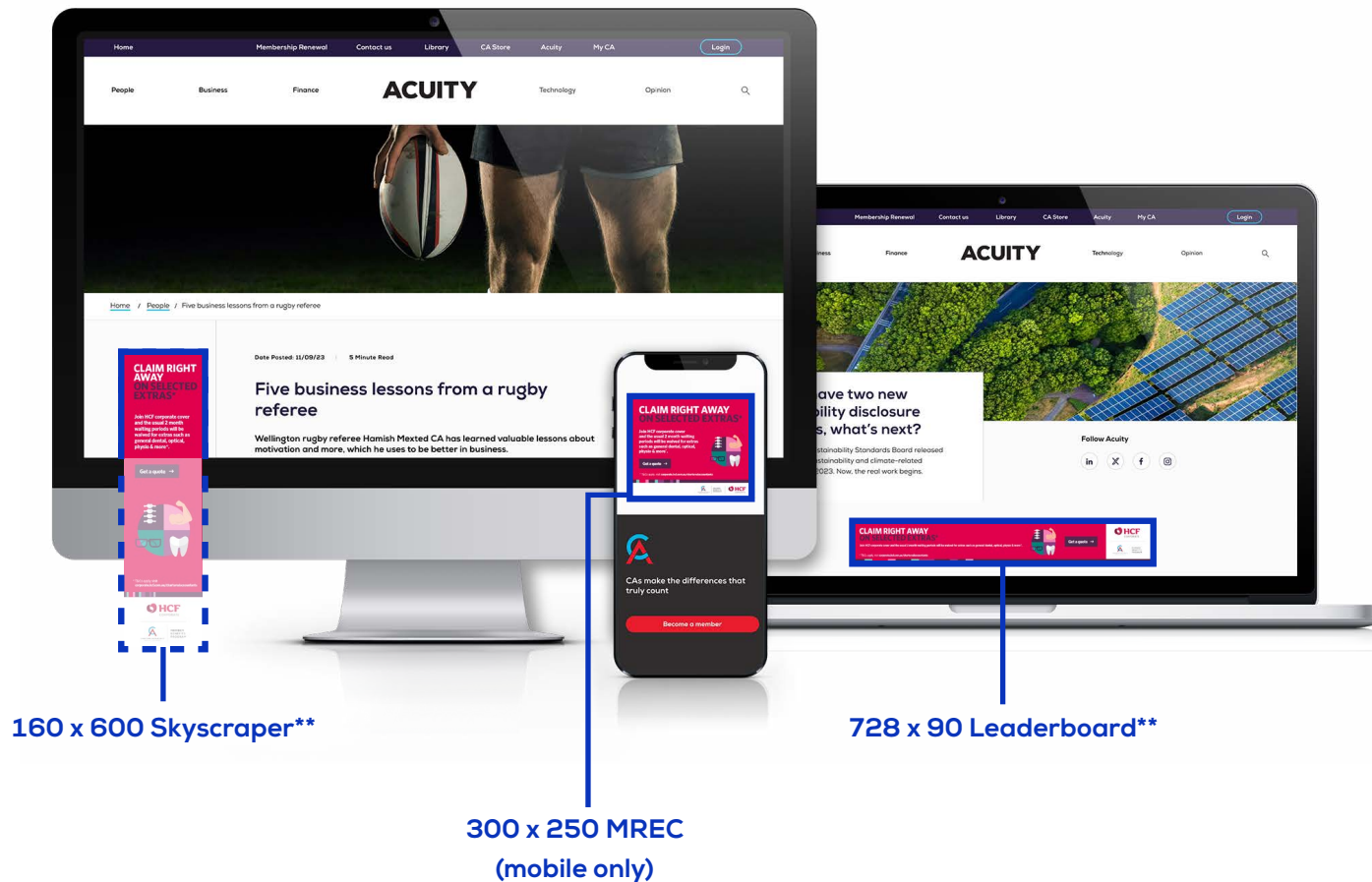
Rate: \$8,500* + GST

* Production costs apply
(in addition to media cost)



Acuity online

Amplify your content to an engaged online audience.



Charteredaccountantsanz.com

21,957

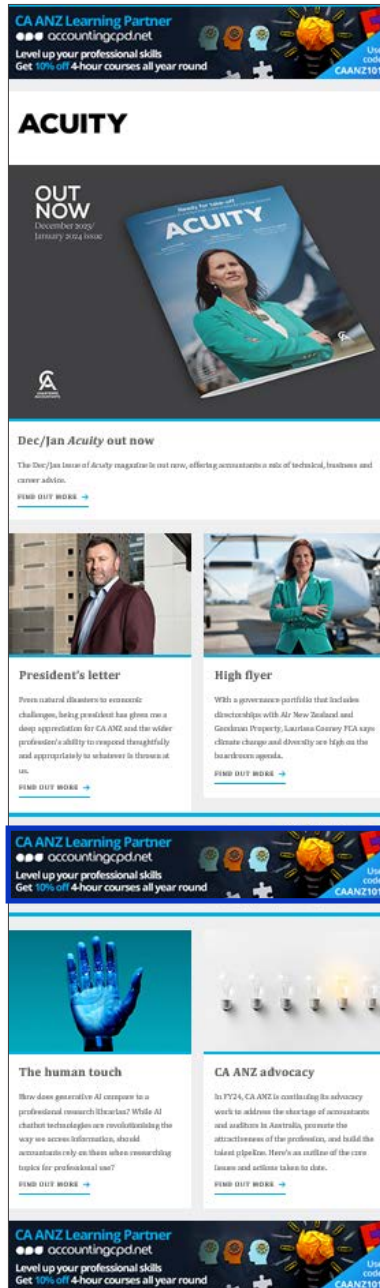
Monthly page views*

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

* Adobe Analytics



Acuity EDM

eDMs can be segmented by AU & NZ.
Internationally once a month.

Weekly email

13,208*

Australian subscribers

4,795*

New Zealand subscribers

49.4%

Open rate

7.17%

Click through rate

* Source: Marketo

650 x 125

Placement (3 x banners per EDM)

File type gif or jpeg

Max. file size 100kb

Rates

Magazine rates

| Australia AUD (excl. GST) | Casual | 3 issues (15%) | 6 issues (25%) |
|--|---------------|-----------------------|---|
| Double page | \$11,280 | \$9,588 | \$8,460 |
| Full page | \$7,200 | \$6,120 | \$5,400 |
| Half page | \$4,680 | \$3,978 | \$3,510 |
| New Zealand AUD (excl. GST) | Casual | 3 issues (15%) | 6 issues (25%) |
| Double page | \$6,697 | \$5,693 | \$5,022 |
| Full page | \$3,443 | \$3,028 | \$2,672 |
| Half page | \$2,293 | \$1,949 | \$1,718 |
| 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

| Combined AUD (excl. GST) | Casual | 3 issues (15%) | 6 issues (25%) |
|---------------------------------|---------------|-----------------------|-----------------------|
| Double page | \$16,179 | \$13,752 | \$12,134 |
| Full page | \$9,579 | \$8,142 | \$7,184 |
| Half page | \$6,276 | \$5,335 | \$4,707 |

Loose insert rates

| Weight | 0-5g | 6-10g | 11-15g | 16-20g |
|---------------|-------------|--------------|---------------|---------------|
| Cost per '000 | \$165 | \$245 | \$310 | \$375 |

Acuity EDM rates

| | 1 banner | 2 banners | 3 banners |
|-----|-----------------|--------------------|--------------------|
| EDM | \$2,000 | \$1,750 per banner | \$1,500 per banner |

Website rates

| | Geo-target | 1 month | 6 months |
|---|-------------------|----------------|-----------------------|
| Leaderboard, Skyscraper (MREC available on mobile only) | Australia | \$3,500 | \$2,500 per insertion |
| | New Zealand | \$2,000 | \$1,500 per insertion |

Deadlines

Print advertising

| Issue | Booking deadline | Material deadline | Delivered to CA ANZ members |
|-----------------|------------------|-------------------|--------------------------------|
| Dec/Jan 2024 | 20 Oct 2023 | 27 Oct 2023 | 1 Dec 2023 |
| Feb/Mar 2024 | 28 Nov 2023 | 5 Dec 2023 | 1 Feb 2024 |
| Apr/May 2024 | 16 Feb 2024 | 23 Feb 2024 | 1 Apr 2024 |
| June/July 2024 | 19 Apr 2024 | 26 Apr 2024 | 1 June 2024 |
| Aug/Sept 2024 | 18 June 2024 | 25 June 2024 | 1 Aug 2024 |
| Oct/Nov 2024 | 16 Aug 2024 | 23 Aug 2024 | 1 Oct 2024 |
| Dec/Jan 2024-25 | 18 Oct 2024 | 25 Oct 2024 | 1 Dec 2024 |

Native content deadlines

| Issue | Booking deadline | Material deadline | Delivered to CA ANZ members |
|-----------------|------------------|-------------------|--------------------------------|
| Dec/Jan 2024 | 29 Sept 2023 | 20 Oct 2023 | 1 Dec 2023 |
| Feb/Mar 2024 | 26 Oct 2023 | 1 Dec 2023 | 1 Feb 2024 |
| Apr/May 2024 | 11 Jan 2024 | 16 Feb 2024 | 1 Apr 2024 |
| June/July 2024 | 5 Mar 2024 | 12 April 2024 | 1 June 2024 |
| Aug/Sept 2024 | 9 May 2024 | 17 June 2024 | 1 Aug 2024 |
| Oct/Nov 2024 | 11 July 2024 | 16 Aug 2024 | 1 Oct 2024 |
| Dec/Jan 2024-25 | 11 Sept 2024 | 18 Oct 2024 | 1 Dec 2024 |

Loose insert advertising

| Issue | Booking deadline | Material deadline | Delivered to CA ANZ members |
|-----------------|------------------|-------------------|--------------------------------|
| Dec/Jan 2024 | 30 Oct 2023 | 6 Nov 2023 | 1 Dec 2023 |
| Feb/Mar 2024 | 6 Dec 2023 | 13 Dec 2023 | 1 Feb 2024 |
| Apr/May 2024 | 26 Feb 2024 | 4 Mar 2024 | 1 Apr 2024 |
| June/July 2024 | 29 Apr 2024 | 6 May 2024 | 1 June 2024 |
| Aug/Sept 2024 | 26 June 2024 | 3 July 2024 | 1 Aug 2024 |
| Oct/Nov 2024 | 26 Aug 2024 | 2 Sept 2024 | 1 Oct 2024 |
| Dec/Jan 2024-25 | 28 Oct 2024 | 4 Nov 2024 | 1 Dec 2024 |

Digital advertising deadlines

| | |
|-------------------|----------------------------|
| Booking deadline | 4 weeks before going live |
| Material deadline | 2 weeks before publication |

Magazine material specifications

Material submission

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

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.

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.

Contact us

For all Acuity advertising and partnership enquiries contact:

BusinessPartnerships@charteredaccountantsanz.com

AU +61 2 9290 5583

NZ +64 4 917 4890

For editorial enquiries

acuityeditorial@mediumrarecontent.com

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