

The logo for CA magazine, featuring the letters 'CA' in a large, white, sans-serif font on a dark brown rectangular background. Below the letters, the word 'magazine' is written in a smaller, white, lowercase sans-serif font.

CA

magazine

A series of concentric circles in various shades of teal and light blue, centered on the page. The circles are of varying thickness and opacity, creating a layered, ripple effect that draws the eye towards the center.

Connect  
with Canada's  
top business  
decision-makers

# Tap into a powerful, affluent, targeted and loyal audience with *CAMagazine*

As business leaders, CAs are directly involved in all aspects of business decisions for both their company and their clients. More than 3.5 million Canadians turn to CAs for business and financial advice.

We reach the audience you want to access – Canada's key business decision-makers. Since 1911, *CAMagazine* has provided the timely and compelling information our premier business professionals need to read.

Take a fresh look at us today

Current advertisers targeting their message to *CAMagazine* readers include:

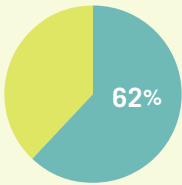
- ADP
- BDC
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- CIBC
- Cushman & Wakefield
- LePage Inc.
- EDC
- Exact Software Canada Ltd.
- Gluskin Sheff
- HP
- Jefferson Wells
- Manulife
- Microsoft
- Northern Rivers Capital Management Inc.
- Robert Half Canada Inc.
- Sage Software
- Scotiabank
- Simply Accounting
- Syspro Software
- Telus
- Visa

# Target your message to Canada's financial power base

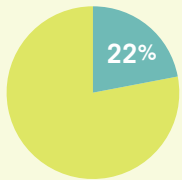
CAs not only advise more than 3.5 million Canadians on financial matters from investments to purchasing to retirement planning, they also hold the most prominent and influential positions in business.

## 125,000 readers

### Go right to the top



62% of the *Globe and Mail's* Report on Business Top 1,000 companies have at least one CA in their top six positions



22% of the top officers at ROB 1,000 companies are CAs

Average annual income of CAs

## \$164,396

### Powerful business leaders – affluent consumers

78,000 paid circulation with readership of more than 125,000 per issue

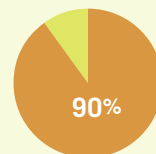


65% Male



35% Female

Average age: 43

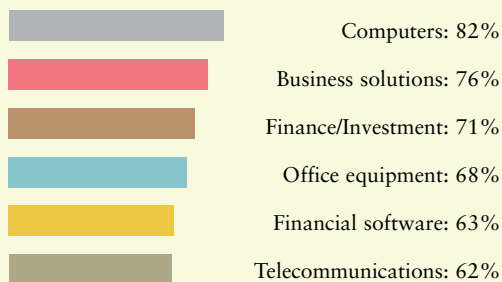


90% between 25 and 54 years old

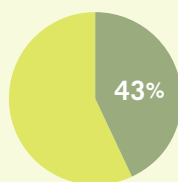
# The power to influence

More than just trusted business and financial advisers, CAs are important business decision-makers. *CAMagazine* gives you exclusive access to this highly influential audience of Canada's premier business professionals.

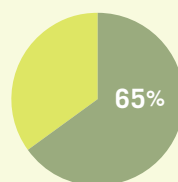
A high percentage of CAs are directly involved in all types of business purchasing or leasing decisions



*CAMagazine* is your route to reach this financial power base of Canada



43% of CAs' business decisions involve purchases of more than \$100,000



65% of CAs manage investment portfolios of more than \$100,000

We are the first choice for Canada's decision-makers

For almost a century, *CAMagazine* has been the premier information source for Canada's business leaders



CAs spend 57 minutes on average reading *CAMagazine*

**79%** of CAs have taken action based on what they read in *CAMagazine*

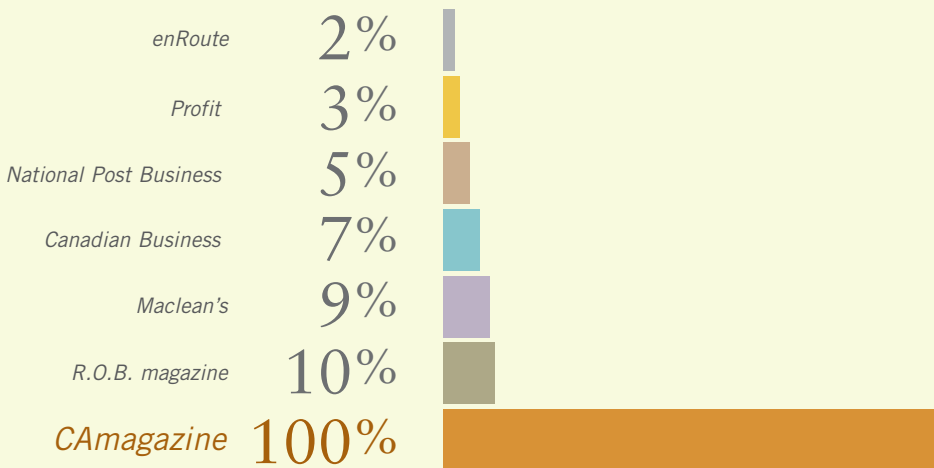
**66%** of CAs keep *CAMagazine* for future reference

# Reach your audience

Canada's top business decision-makers spend far more time reading *CAMagazine* than any other business publication – there's no better way to reach this influential and affluent audience.

100% of Canada's  
chartered accountants receive  
*CAMagazine*

No other business magazine comes close



# Top of the business magazine industry

For six of the past seven years *CAMagazine* has captured the gold medal for Best Issue at the Kenneth R. Wilson Awards, honouring the best in Canadian business and specialty publishing. *CAMagazine* has also won numerous other gold and silver medals in both written and design categories, as well as Best Website.

## *CAMagazine*: exclusive access to Canada's foremost business decision-makers



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