

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Association of International Certified Professional Accountants
220 Leigh Farm Road
Durham, NC 27707-8110
Tel. No.: 800-873-1677
advertisingsales@aicpa.org
www.aicpa.org/advertising

FINANCIAL MANAGEMENT(FM) magazine is an exclusive bi-monthly publication providing management accountants and business leaders with the necessary resources to maintain advanced proficiency in finance, operations, strategy and leadership in all areas of business. FM is published by the Association of International Certified Professional Accountants, the most influential body of professional accountants, combining the strengths of the American Institute of CPAs (AICPA) and the Chartered Institute of Management Accountants (CIMA) to power opportunity, trust and prosperity for people, businesses and economies worldwide. The magazine’s award-winning website, FM-magazine.com features the in-depth reporting in the print magazine – along with breaking news, web-only features, videos, podcasts, and more – while the CGMA Advantage e-newsletter reaches thousands of corporate leaders around the world each day.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

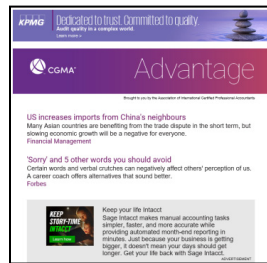
CHANNELS

FM MAGAZINE



3 issues in the period
118,331 average circulation

CGMA ADVANTAGE E-NEWSLETTER



43 issued in the period
154,950 average per occurrence

FM MAGAZINE WEBSITE



72,029 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
FM MAGAZINE (3 issues in the period)	-	118,331	118,331
CGMA ADVANTAGE E-NEWSLETTER (43 issued in the period)	154,950	-	154,950
FM MAGAZINE WEBSITE (Monthly Users with 142,962 average Pageviews)	72,029	-	72,029

FIELD SERVED

FM MAGAZINE serves members of the Association of International Certified Professional Accountants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients included titled and non-titled members of the Association of International Certified Professional Accountants.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	8,100
TOTAL	8,100

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	118,331	100.0	-	-	118,331	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	118,331	100.0	-	-	118,331	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January/February	123,245
March/April	117,614
May/June	114,133

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

This issue is 5.2% or 6,297 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
Members of the Association of International Certified Professional Accountants	114,133	100.0
TOTAL QUALIFIED CIRCULATION	114,133	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Since this is an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified list:

Membership benefit: Individual

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,816	1.6	UNITED STATES	39,640	34.7
Middle Atlantic	6,510	5.7	U.S. Territories	322	0.3
East No. Central	5,954	5.2	Canada	1,174	1.0
West No. Central	2,317	2.0	Mexico	2	-
South Atlantic	9,034	7.9	Other International	72,991	64.0
East So. Central	2,492	2.2	APO/FPO	4	-
West So. Central	4,829	4.2	TOTAL QUALIFIED CIRCULATION	114,133	100.0
Mountain	2,588	2.3			
Pacific	4,100	3.6			

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018*

United Kingdom by Region	Total Qualified	Percent	United Kingdom by Region	Total Qualified	Percent
South West	3,497		Total England Circulation	50,941	44.6
South East	28,188		Northern Ireland	651	
East Anglia	5,233		Wales	912	
Midlands	1,586		Scotland	1,509	
East Midlands	1,721		Total UK Circulation	54,013	47.3
West Midlands	3,393		Europe	4,665	4.1
Yorkshire & Humberside	1,631		International	55,455	48.6
North West	5,380		TOTAL QUALIFIED CIRCULATION	114,133	100.0
Northern	312				

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			AFRICA		
Afghanistan	2		Algeria	1	
Azerbaijan	13		Benin	1	
Bangladesh	11		Botswana	211	
Bhutan	2		Cameroon	3	
Brunei Darussalam	16		Congo	1	
Cambodia	4		Cote D'Ivoire	3	
China	269		Egypt	26	
Hong Kong - SAR	1,149		Ethiopia	6	
India	226		Gabon	1	
Indonesia	19		Gambia	3	
Japan	153		Ghana	102	
Kazakhstan	9		Kenya	46	
Korea, Republic Of	9		Lesotho	3	
Macao	10		Liberia	2	
Malaysia	1,736		Malawi	74	
Maldives	24		Mauritius	59	
Mongolia	1		Mozambique	1	
Myanmar	5		Namibia	23	
Pakistan	105		Nigeria	71	
Philippines	11		Rwanda	3	
Singapore	523		Senegal	1	
Sri Lanka	2,941		Seychelles	5	
Taiwan	20		Sierra Leone	4	
Thailand	16		South Africa	1,439	
Uzbekistan	1		Sudan	3	
Vietnam	7		Swaziland	8	
Subtotal	7,282	6.4	Tanzania	7	
MIDDLE EAST			Uganda	18	
Bahrain	50		Zambia	244	
Iran	5		Zimbabwe	114	
Israel	5		Subtotal	2,483	2.2
Jordan	6		NORTH AMERICA		
Kuwait	21		Canada	1,174	
Lebanon	10		Mexico	2	
Oman	36		United States	39,966	
Qatar	86		Subtotal	41,142	36.0
Saudi Arabia	104		CARIBBEAN		
Syrian Arab Republic	1		Antigua and Barbuda	4	
United Arab Emirates	409		Bahamas	19	
Yemen	1		Barbados	15	
Subtotal	734	0.6	Bermuda	33	
EUROPE			Cayman Islands	26	
Austria	24		Grenada	1	
Belarus	2		Haiti	1	
Belgium	42		Jamaica	7	
Bosnia and Herzegovina	1		Netherlands Antilles	4	
Bulgaria	11		Puerto Rico	13	
Croatia	2		Saint Kitts and Nevis	2	
Cyprus	40		Saint Lucia	6	
Czech Republic	18		Trinidad and Tobago	60	
Denmark	25		Turks and Caicos Islands	2	
Estonia	1		Virgin Islands, British	1	
Finland	10		Virgin Islands, U.S.	3	
France	140		unspecified Caribbean	1	
Germany	193		Subtotal	198	0.2
Gibraltar	15		CENTRAL AMERICA		
Greece	17		Costa Rica	1	
Hungary	14		Subtotal	1	-
Iceland	2		SOUTH AMERICA		
Ireland	3,128		Brazil	4	
Italy	25		Chile	1	
Latvia	1		Colombia	1	
Lithuania	1		Falkland Islands (Malvinas)	2	
Luxembourg	30		Guyana	4	
Malta	21		Subtotal	12	-
Monaco	2		ASIA PACIFIC		
Netherlands	164		Australia	3,127	
Norway	19		Fiji	3	
Poland	171		Guam	8	
Portugal	6		New Zealand	455	
Romania	4		Papua New Guinea	8	
Russian Federation	97		Vanuatu	2	
Serbia	1		Subtotal	3,603	3.2
Slovakia	17		TOTAL QUALIFIED CIRCULATION	114,133	100.0
Slovenia	1				
Spain	75				
Sweden	32				
Switzerland	295				
Turkey	8				
Ukraine	7				
United Kingdom	54,013				
unspecified Europe	3				
Subtotal	58,678	51.4			

*See Additional Data

E-NEWSLETTER CHANNEL

2018	CGMA Advantage*
APRIL	
April 30	141,075
MAY	
May 7	136,862
May 14	146,679
May 21	165,145
May 28	164,212
JUNE	
June 4	159,994
June 11	158,258
June 18	157,613
June 25	158,320
AVERAGE:	154,950

CGMA Advantage (43 issued in the period)

*The January through April 2018 E-Newsletter reports were unavailable.

WEBSITE CHANNEL

WWW.FM-MAGAZINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	98,347	74,204	57,224	0:45
February	114,823	83,296	61,410	0:56
March	147,617	88,298	64,727	1:00
April	187,725	138,103	99,115	0:50
May	183,434	122,409	86,939	0:56
June	125,828	88,347	62,761	0:58
AVERAGE:	142,962	99,109	72,029	0:54

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 118,331 copies were sold to qualified recipients at the following subscription price: \$30. Members yearly subscription price is included in the dues and is non-deductible therefrom.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owner's option.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

June 27, 2019

TYPE: BA

ID Number: F348BIJ8

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.