



MEDIA KIT 2026



OUR PURPOSE

GLOBAL **LEADER**
IN TRANSFORMING
THE ACCOUNTING
AND FINANCE
PROFESSION IN
THE B2B MARKET.



2025 FOLIO Eddie Award Winner — *Journal of Accountancy* for Best Single Article “How to Stop Work From Consuming Your Life.”

A background image showing two men in business casual attire walking through a modern building with large windows. They are both wearing lanyards with AICPA 25th anniversary badges. The man on the right is holding a coffee cup. The image has a purple tint.

FUTURE OF FINANCE

THE AICPA® IS
LEADING THE
TRANSFORMATION
OF ACCOUNTING
AND FINANCE —
SETTING THE PACE
FOR WHAT'S NEXT.

As technology, regulation, and business models evolve, we're driving innovation that empowers professionals to move beyond compliance and into strategic impact.

Accelerating the shift from compliance to advisory — Empowering CPAs and accounting and finance professionals to deliver high value insights, not just reporting

Guiding global standards — Influencing policy, ethics, and best practices in a rapidly changing financial world

Equipping strategic leaders — Delivering content, education, and media that supports smarter decision-making

ELEVATING **BRANDS** THROUGH MULTIPLE TOUCHPOINTS



Digital media — Connect with a highly engaged audience through influential AICPA media properties, including *Journal of Accountancy*, *The Tax Adviser*, and *Financial Management (FM)* magazine.



Podcasts — Thought-provoking conversations, expert insights, and the latest trends shaping accounting and finance



Newsletters — Target an engaged audience of accounting and finance professionals through our informative newsletters: *CPA Letter*, *Tax Insider*, and *AICPA Update*.



Webcasts — Showcase thought-leadership and generate valuable leads while aligning your brand with timely content.

2025 FOLIO Eddie Award Winner for Finance &
Professional Practice Newsletters

PARTNER WITH
THE **AICPA**
TO ENGAGE
A POWERFUL
NETWORK OF
FINANCIAL
DECISION-MAKERS.

Access to over

390_k

influential professionals in finance and accounting roles — Our members are trusted advisers and key decision-makers shaping the future of financial strategy.

Co-develop

content

that resonates across our ecosystem of newsletters, journals, events, and podcasts.

Align your brand with over

130

years of trust, credibility, and thought leadership. Aligning with us lends your brand unmatched credibility and access to a deeply engaged, value-driven audience.

YOUR **BRAND.**
THEIR **TRUST.**
OUR **PLATFORM.**



Let's customize a plan
to reach your target audience.

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