

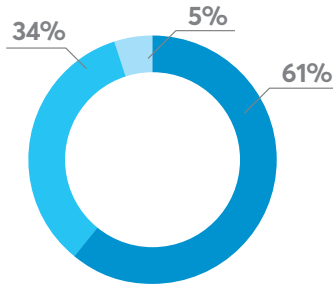


# AUDIENCE AT-A-GLANCE

## Total Engaged Audience: 591,000

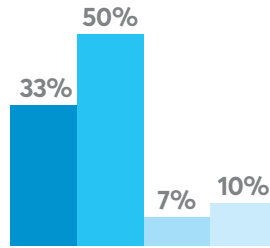
Delivering the largest, most influential audience of decision-makers in the tax and accounting profession

### JOB TITLE/FUNCTION



- Partner/Owner/Principal/Shareholder/Sole Practitioner/President/CEO/VP Finance/CFO/Controller
- VP/Sr. Manager/Director/Supervisor/Manager Staff/Staff II/Junior Staff/Senior Staff
- Other

### EMPLOYEE SIZE



- Sole Proprietor
- 2-49
- 50-249
- 250+



**77%**

Owner/Partner/  
Principal/CEO/  
President/Director/  
Sr. Manager



**81%**

Involved, influence,  
recommend  
or make final purchase  
decisions for their firm

### BUSINESS CLIENTS MOST TRUSTED ADVISOR

Average number of business clients (75 median)	270
Business clients revenue over \$1M (average)	18%
Agree/strongly agree they play an advisory role with their clients	77%

### TOP CLIENT INDUSTRIES

Construction	63%
Real Estate	63%
Retail/Wholesale	62%
Legal/Professional Services	57%
Nonprofit	47%
Manufacturing/Industrial	43%

### TOP PRACTICE AREAS

Tax Preparation	94%
Tax Planning	80%
Tax Consulting	79%
Bookkeeping	74%
Payroll Processing	50%
Audit	39%
Client Accounting Services / Outsourced Back-Office Services	39%
Estate Planning	31%
Financial Planning/Wealth Management	28%
Nonprofit Consulting	25%
Business Valuations	22%



**80%**

Recommend  
technology  
to their  
clients



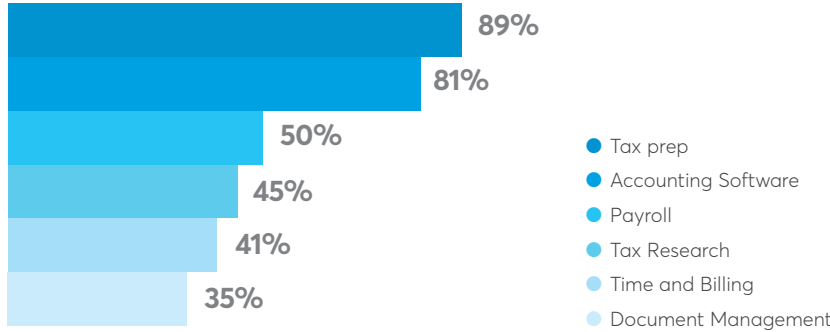
**96%**

Tax as a  
practice  
area



# AUDIENCE AT-A-GLANCE

## TOP SOFTWARE USED



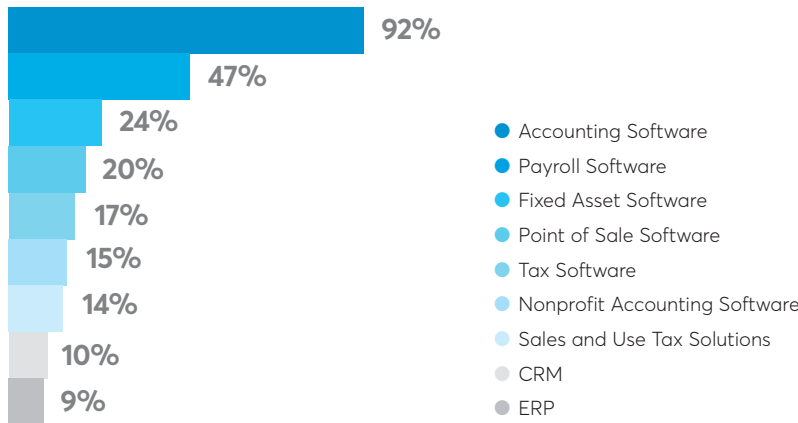
## TOP TECHNOLOGY AFFILIATIONS\*

QuickBooks ProAdvisor Group	64%
Sage Accountants Network	30%
No Affiliation	17%
Xero Certified Advisors	15%
Microsoft Partner Network	13%
NetSuite Accountant Program	11%

\*Firms that resell and/or advise their clients

## SOFTWARE PURCHASE INFLUENCERS

(What types of software do you resell or advise your clients about?)



## What is the biggest challenge for your organization?



63%

Say keeping up to date with regulatory changes is challenging

## In the past 12 months, what types of content have you used to get information about your industry?



Web Seminars, White Papers, and E-Newsletters top the list