

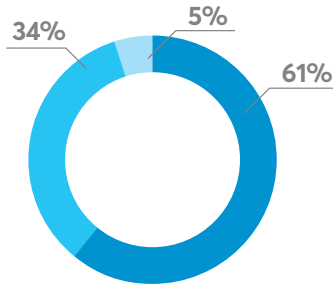


AUDIENCE AT-A-GLANCE

Total Engaged Audience: 591,000

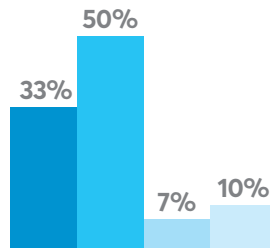
Delivering the largest, most influential audience of decision-makers in the tax and accounting profession

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



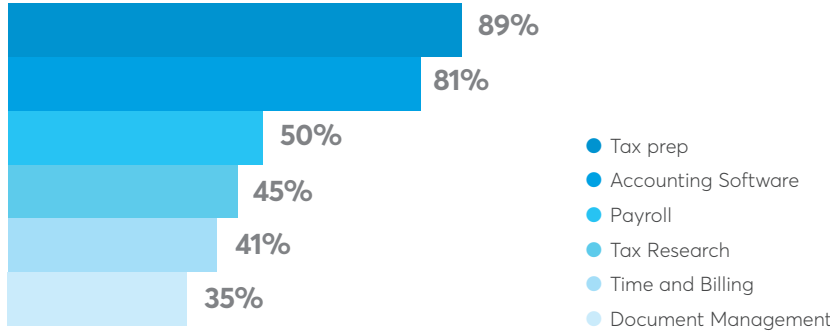
96%

Tax as a
practice
area



AUDIENCE AT-A-GLANCE

TOP SOFTWARE USED



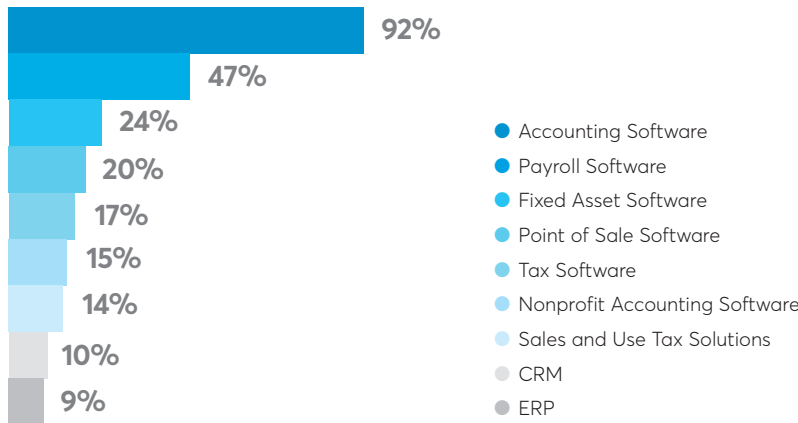
TOP TECHNOLOGY AFFILIATIONS*

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