

# PROFESSIONAL ACCOUNTANT

MAGAZINE

**Amplifying Accountants & SME's Voices in Canada**



**Print distribution: 5,000 copies.**

**Digital circulation 50,000 across Canada**

**WWW.PROFESSIONALACCOUNTANT.ORG**

ABOUT  
**PROFESSIONAL**  
**ACCOUNTANT**  
MAGAZINE



PROFESSIONAL ACCOUNTANT is the official magazine published by RPA Canada. Launched to bring together members, students, practitioners, and small business leaders, the magazine serves as a central hub for knowledge, updates, and opportunities within the accounting & business professions.

This marks the beginning of a new era of professional connection. Through its pages, the magazine highlights the vital role of the Professional Accountants in Canada's business landscape—bridging the gap between technical expertise and practical solutions tailored for the needs of small and medium-sized enterprises (SMEs).

The magazine features:

- **Professional Insights** – Articles on accounting standards, taxation, management, technology, and data analytics to keep practitioners at the forefront of their profession.
- **Education & Student Focus** – Updates in accounting education, exam preparation, academic and success stories from students advancing toward the accounting profession.
- **Business & Entrepreneurship** – Resources, case studies, and profiles of Canadian entrepreneurs who embody innovation, resilience, and growth.
- Accounting Professional Spotlight – Recognizing the achievements of Accountants across Canada and internationally.
- **Policy & Advocacy** – Updates to promote professional recognition, protect public interest, and expand opportunities for accountants.

With red as its signature color, symbolizing strength, determination, and progress, “Professional Accountant” is more than a magazine—it is a platform of connection. It unites the voices of members, students, educators, and business professionals in one place, reinforcing the mission of to empower accountants and support the success of Canadian businesses.

**ANNUAL ISSUE SCHEDULE**

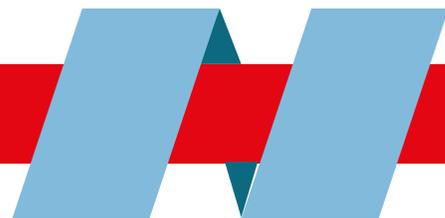
**SMALL BUSINESS WEEK ISSUE – October release**

**WINTER ISSUE - January release**

**SPRING ISSUE - April release**

**HOLIDAY ISSUE – July release**

*Note: Release dates are subject to change.*



# PRICING

## FULL PAGE

### Full Page Advertisement + Bonus Editorial Spot

- Outside Back Cover: \$10,000
- Inside Front Cover: \$ 7,500
- Inside Back Cover: \$ 6,000
- Regular Full Page: \$ 3,000

Plus applicable taxes

8.5" x 11"

## EDITORIALS

Professional Accountant Magazine invites editorial submissions of approximately 300 words to feature with a sponsor ad. Articles should focus on issues, trends, and information relevant to small businesses and business professionals impacting Canada's business community. Please note that editorial space is subject to availability and will be allocated on a first-come, first-served basis.

## HALF PAGE

Horizontal or Vertical Page  
Advertisement

Half Page Ad: \$1,500

3.5" x 9.25"

7" x 4.5"

3.5w" x  
9.25h"

7w" x 4.5h"

### ANNUAL ISSUE SCHEDULE

**SMALL BUSINESS WEEK ISSUE** – October release

**WINTER ISSUE** - January release

**SPRING ISSUE** - April release

**HOLIDAY ISSUE** – July release

Note: Release dates are subject to change.

# WHY CHOOSE A PROFESSIONAL ACCOUNTANT MAGAZINE?



## **BRAND AWARENESS:**

Connect with a national community of accounting professionals, small business owners, students, post-secondary education institutions, and partners across Canada.

## **Flexible Pricing:**

Sponsorship and ad options for every goal and budget - single issue, multi-issue, and bundled digital placements, please ask.

## **Join the Conversation:**

Professional Accountant covers timely topics shaping the profession: SME accounting, tax laws & accounting standards updates, technology and AI, ethics, practice growth, and protection of public interest.

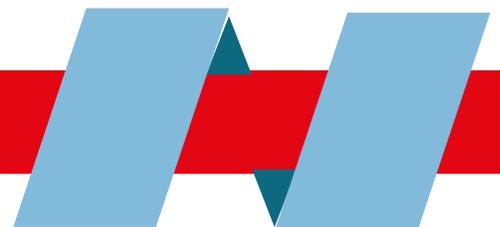
## **Exclusive:**

The only Small Business-focused accounting magazine in Canada - featuring articles, research, and advertisements from industry, accountants, practice firms, and leading voices in the accounting and Small business across Canada.

## **OBJECTIVE**

5,000 printed copies are distributed and 50,000 digital copies are circulated across Canada. In addition, the magazine reaches 5,500 subscribers and more than 20,000 social media followers across Canada and internationally who regularly view and engage with the digital edition.

**Amplifying Accountants & SME's Voices in Canada.**



# ADVERTISEMENT OPTIONS



Dear Advertisers,

Thank you for your consideration to advertise in the **PROFESSIONAL ACCOUNTANT** Magazine. Please select your advertising selection below with the corresponding advertising agreement will be provide soon.

If you have any questions or concerns regarding the contract, please contact the office. Sign and submit the contract to RPA Canada.

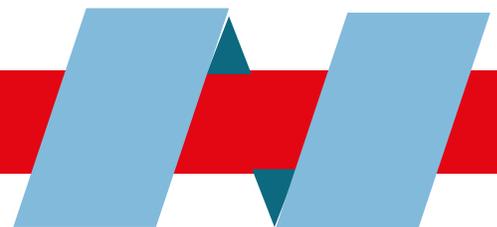
Please select your advertisement options below:

- Outside Back Cover** \$ 10,000 + HST
- Inside Front Cover** \$ 7,500 + HST
- Inside Back Cover** \$ 6,000 + HST
- Regular Full page** \$ 3,000 + HST
- Half Full page** \$ 1,500 + HST

*Please send an e-transfer to [info@rpacanada.org](mailto:info@rpacanada.org) or a mail a cheque to the order of RPA Canada at 100-48 Village Centre Place, Mississauga, Ontario, L4Z 1V9.*

## Empowering the Accountants and Canada's SMEs.

(HST#: 894491695 RT0001)





# ADVERTISEMENT CONTRACT



Please sign this agreement and submit the document in PDF format to the Office at [info@rpacanada.org](mailto:info@rpacanada.org) before deadline.

On behalf of \_\_\_\_\_ I,

\_\_\_\_\_ (name and title),

select the advertisement option \_\_\_\_\_ and confirm that I have read, understood, and agree to all Advertising Policy terms and conditions as outlined by RPA Canada, including the non-refundable advertising policy.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Please send an e-transfer to [info@rpacanada.org](mailto:info@rpacanada.org) or a mail a cheque to the order of RPA Canada at 100-48 Village Centre Place, Mississauga, Ontario, L4Z 1V9.*

***Read Term and Condition Policy***

**CONTACT US**  
[info@rpacanada.org](mailto:info@rpacanada.org)  
416-350-8145

