

PROFESSIONAL ACCOUNTANT

MAGAZINE

Amplifying Accountants & SME's Voices in Canada



Print distribution: 5,000 copies.
Digital circulation 50,000 across Canada

WWW.PROFESSIONALACCOUNTANT.ORG

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

HOLIDAY / AI ISSUE – August 2026 release

SMALL BUSINESS WEEK ISSUE – **October** release

WINTER ISSUE - January 2027 release

SPRING ISSUE - April 2027 release

Note: Release dates are subject to change.

ISSN 2819-716X

PROFESSIONAL ACCOUNTANT MAGAZINE

A Powerful B2B Communication Channel

In business-to-business marketing, access to the right audience matters more than broad consumer reach. Professional Accountant Magazine connects your brand directly with:

- Independent accountants, RPA
- Bookkeeping and advisory professionals
- Controllers and finance managers
- Owners of small and mid-sized businesses
- Financial decision-makers across Canada

Our readers are not passive consumers - they are actively researching and evaluating business solutions that put their business at an advantage over the competition. Your advertising message reaches professionals who influence or approve spending on:

- Accounting software, tax planning tools
- Banking & financial services
- Insurance products
- HR solutions
- Cybersecurity & IT services
- Legal and compliance services
- Business technology platforms
- Lending and capital solutions
- Business operation solutions
- Business supplies

In addition to reaching SMEs, Professional Accountant Magazine is distributed to key government offices, including provincial and federal policymakers involved in finance, taxation, and small business growth, as well as ministers, Members of Parliament, and other public-sector decision-makers.

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PROFESSIONAL ACCOUNTANT

MAGAZINE

Audience Reach

National Circulation & Multi-Channel Exposure

Print Distribution

5,000 copies nationwide

Distributed strategically across Canada through:

- Professional accounting networks
- RPA Canada members
- Conferences and industry events
- SME business communities
- Direct subscriber delivery

Digital Reach

50,000+ national digital circulation

Through:

- Digital publication distribution
- Targeted email campaigns
- Partner channels
- Website readership

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Audience Profile

Independent Accountants & Accounting Professionals

are trusted advisors who influence financial decisions for multiple business clients.

Decision-making influence: **VERY HIGH**

Accounting Professionals recommend or directly select:

- accounting platforms
- fintech tools
- tax solutions
- payroll services
- banking relationships
- insurance providers
- compliance solutions
- business operational supplies
- suppliers

One accountant can influence purchasing across dozens to hundreds of business clients.

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Audience Profile

Small & Mid-Sized Business Owners

This audience includes:

- founders
- presidents
- owner-operators
- managing directors
- finance leads

Decision-making authority: **HIGH to FINAL**

These readers approve budgets and invest in:

- operational systems
- business financing
- software
- risk management
- staffing solutions
- advisory services

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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

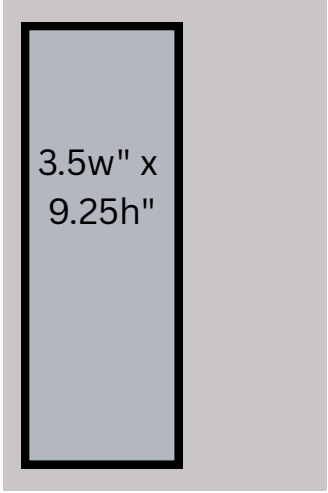
Horizontal or Vertical Page

Advertisement

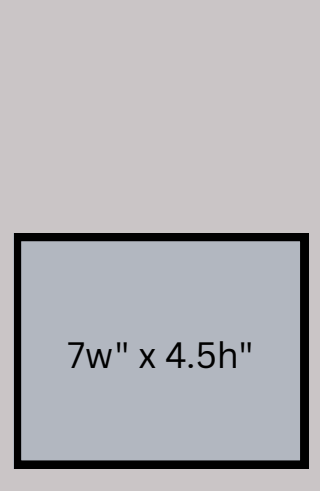
Half Page Ad: \$1,500

3.5" x 9.25"

7" x 4.5"



3.5w" x
9.25h"



7w" x 4.5h"

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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

^D Thank you for your consideration to advertise in the **PROFESSIONAL ACCOUNTANT** Magazine. Please select your advertising selection below.

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

Maximize Your Exposure – Save 15%
with a 4-Issue Commitment

Please send an e-transfer to 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.