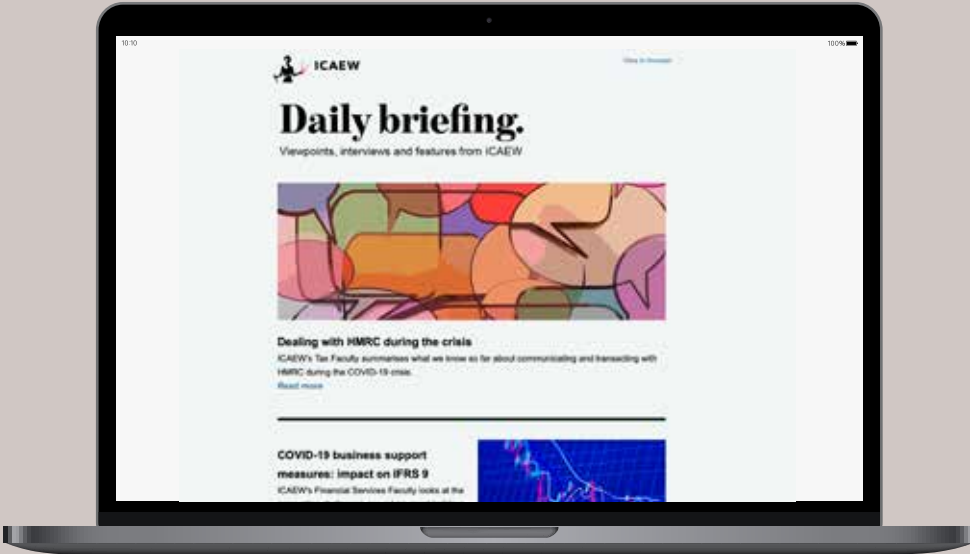


# ICAEW Solutions: Digital



Media information 2020



# 1. Overview of ICAEW

The Institute of Chartered Accountants in England and Wales (ICAEW) is a world-leading professional membership organisation that promotes, develops and supports more than 154,000 chartered accountants in 148 countries.

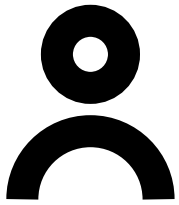
We provide qualifications and professional development, share our knowledge, insight and technical expertise, and protect the quality and integrity of the accountancy and finance profession.

You will find chartered accountants working in every part of the economy. They hold influential positions around the world as business leaders, decision-makers and trusted advisers. From the largest listed companies to the most interesting and influential organisations, you'll find a chartered accountant shaping their success.

## Where our UK members live

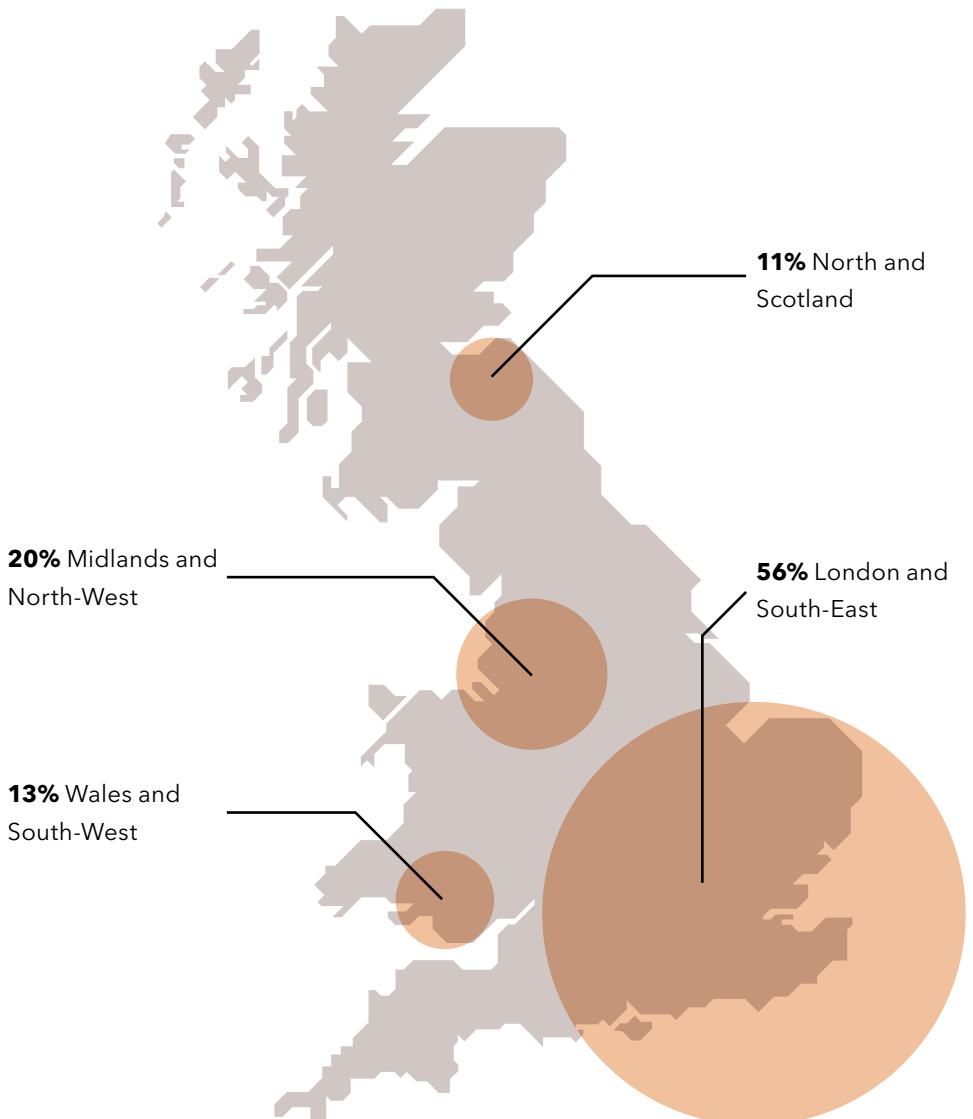
# 154,000

chartered accountants



# 84%

of whom are based in the UK



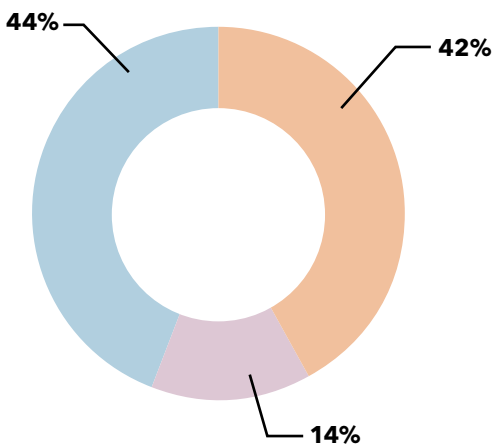
## 2. Who are our members?

ICAEW is proud of its members working in and running businesses all over the world. They are represented in all sectors and sizes of business, and their work makes a real difference to our vision of a world of strong economies. Members in practice use their in-depth knowledge, technical expertise and commercial insight to ensure that businesses make the best decisions from the outset.

In the public sector, members have direct financial decision-making power across a range of institutions within central and local government, audit, the NHS and not-for-profit organisations.

### Members in business by company size breakdown

- More than 1,000 employees
- 251-1,000 employees
- 1-250 employees



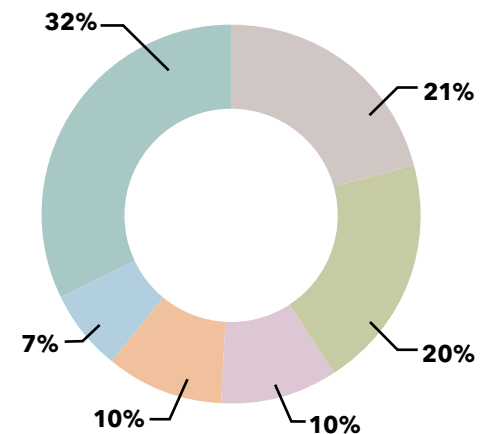
**68,000**

members in business ranging from analyst to CFO/CEO

**83%**

of all FTSE 100 companies have an ICAEW Chartered Accountant on their board

### Members in practice by number of principal partners



- More than 250 principals
- 51-250 principals
- 11-50 principals
- 5-10 principals
- 1-4 principals
- Sole practitioners

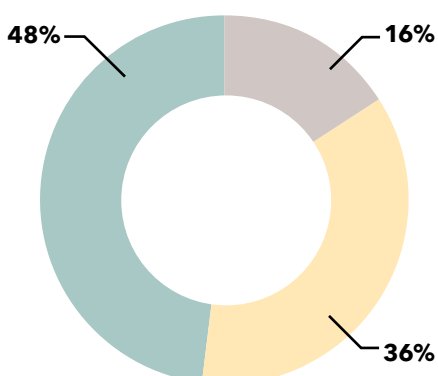
**44,000**

members in practice ranging from sole practitioners to Big Four partners

**3 million**

ICAEW's members in practice advise more than 3 million businesses across the UK

### Members in the public sector by job area



- Public sector
- Charity
- Not-for-profit organisations

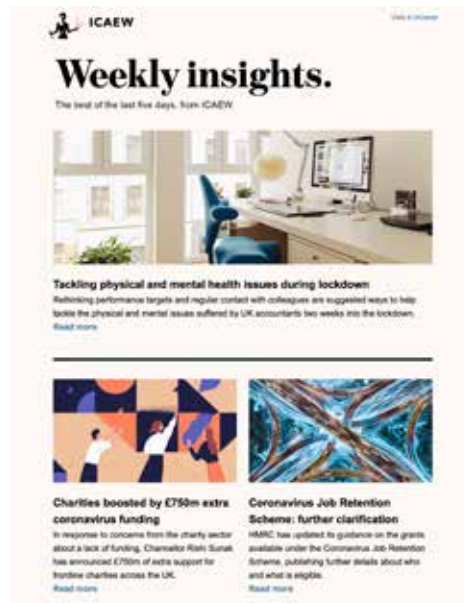
**10,000**

members range from accountants to board members, executive directors and treasurers in these sectors

### 3. ICAEW Emails

ICAEW's digital newsletters are designed to promote, develop and support the accountancy profession with a good balance of practical and newsworthy content. The digital portfolio includes Daily, Weekly and Monthly emails integrating member content with wider ICAEW messaging based on member preference. Each

newsletter engages the audience with a variety of stories ranging from viewpoints, interviews and features. The tiered approach ensures that members who prefer less frequent email communication remain informed of the latest developments in the world of accountancy.



#### Daily

**38,243**

Recipients

**31%**

Unique opens

**7%**

Unique clicks

**22%**

Click to open rate %

#### Weekly

**14,754**

Recipients

**32%**

Unique opens

**8%**

Unique clicks

**24%**

Click to open rate %

#### Monthly

**51,357**

Recipients

**27%**

Average unique opens

**4%**

Unique clicks

**13%**

Click to open rate %

## 4. ICAEW Daily Email

The Daily briefing provides up-to-date content for readers five days a week. Along with news, interviews, analysis and features from the world of accountancy and business, this email also provides a digest of the daily news and links to other useful resources.



# 38,300

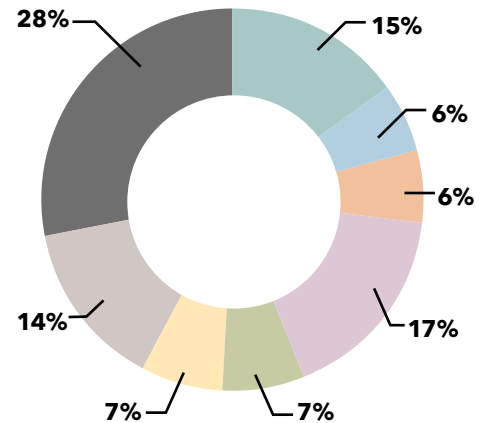
**subscribers** split into:  
39% members in business,  
27% members in practice,  
21% members with alternative  
circumstances such as  
retirement or a career break,  
and 13% non-members

### Members in Business

#### Top 3 job roles

1. CFO / FD (24%)
2. Financial Controller (12%)
3. Financial Manager (9%)

#### Number of employees

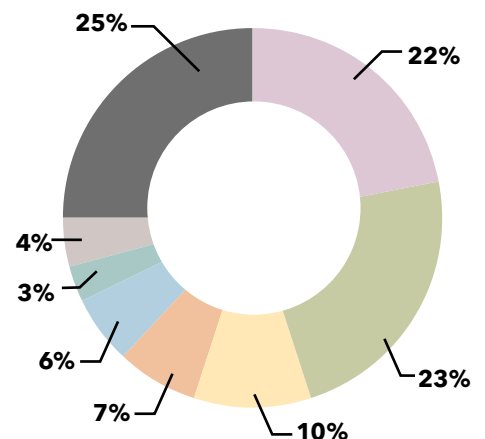


### Members in Practice

#### Top 3 job roles

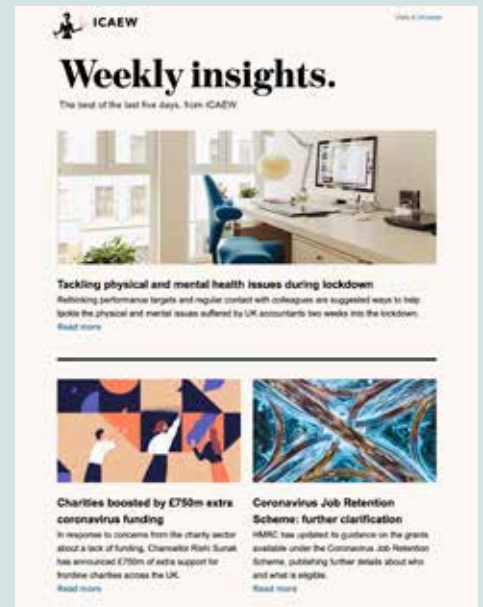
1. Principal in practice (34%)
2. Sole practitioner (16%)
3. Auditor (15%)

#### Partners in Practice



## 5. ICAEW Weekly Email

Through Weekly insights, ICAEW provides a summary of the week's top stories and other newsworthy content. The email also directs readers to key events and other information hubs.



# 14,800

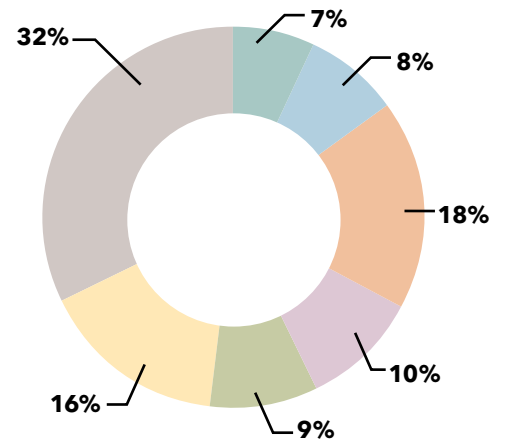
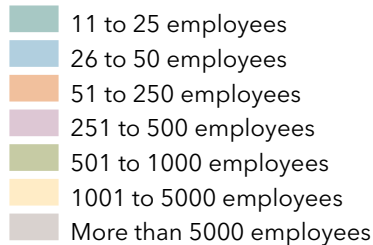
**subscribers** split into 37% members in business, 23% members in practice, 29% members with alternative circumstances such as retirement or a career break, and 11% non-members

### Members in Business

#### Top 3 job roles

1. CFO / Financial Director (20%)
2. Financial Controller (13%)
3. Financial Manager (12%)

#### Number of employees

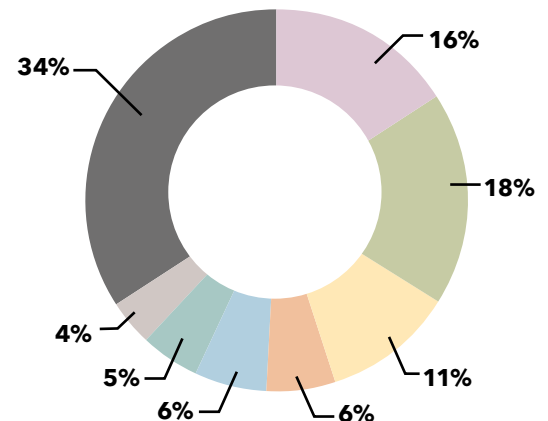


### Members in Practice

#### Top 3 job roles

1. Principal practice (22%)
2. Auditor (21%)
3. Senior Manager (12%)

#### Partners in Practice



## 6. ICAEW Monthly Email

The Monthly newsletter is a more considered, magazine-style publication for readers who prefer less frequent email communication. The content consists of monthly themes supported by a variety of long-form and rich media content, key business and international news items, and a summary of the month's top stories.



# 51,600

**subscribers** split into: 45% members in business, 29% members in practice and 26% members with alternative circumstances such as retirement or a career break

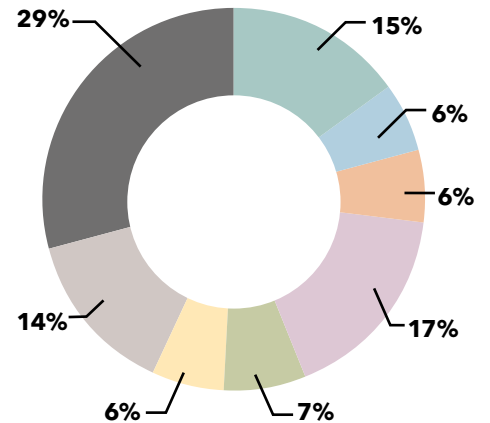
### Members in Business

#### Top 3 job roles

1. CFO / Financial Director (22%)
2. Financial Controller (11%)
3. CEO / COO / MD (10%)

#### Number of employees

- 1 to 10 employees
- 11 to 25 employees
- 26 to 50 employees
- 51 to 250 employees
- 251 to 500 employees
- 501 to 1000 employees
- 1001 to 5000 employees
- More than 5000 employees



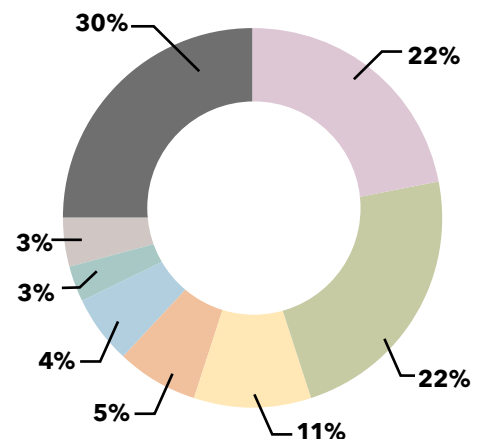
### Members in Practice

#### Top 3 job roles

1. Principal in practice (33%)
2. Sole practitioner (16%)
3. Auditor (14%)

#### Partners in Practice

- Sole practitioner
- 1 to 4
- 5 to 10
- 11 to 20
- 21 to 50
- 51 to 100
- 101 to 250
- More than 250





## 7. ICAEW.com

As the world's leading professional membership organisation ICAEW promotes, develops and supports more than 184,500 chartered accountants and students worldwide. Through our website, we provide access to qualifications and professional

development. ICAEW.com reaches close to 1 million users each month, to share our knowledge, insight and technical expertise, and protect the quality and integrity of the accountancy and finance profession.

### Advertising available on ICAEW.com

- Sponsored content on Insight Hub
- Advertising on ICAEW.com Homepage and top 25 pages as run of site (desktop and mobile site)

The screenshot shows the ICAEW.com homepage with a teal background. At the top is a navigation menu with links for CORONAVIRUS, MEMBERSHIP, LEARN, CAREERS, ACA STUDENTS, RESOURCES, COMMUNITIES, INSIGHTS, and REGULATION. The main header reads 'Institute of Chartered Accountants in England and Wales'. Below this is a 'Coronavirus - updates' section with a paragraph of text and a red button for 'Latest ICAEW guidance and resources'. To the right is a webinar announcement for 'Counting the cost of coronavirus' on 2 June. At the bottom, a purple box highlights '154,000 members across 148 countries' and a white box states 'Protecting the public interest as a regulator'.

### Monthly engagement

**1,001,719**

Sessions

**604,356**

Users

**2,515,229**

Page views

**1m42s**

Average time on page



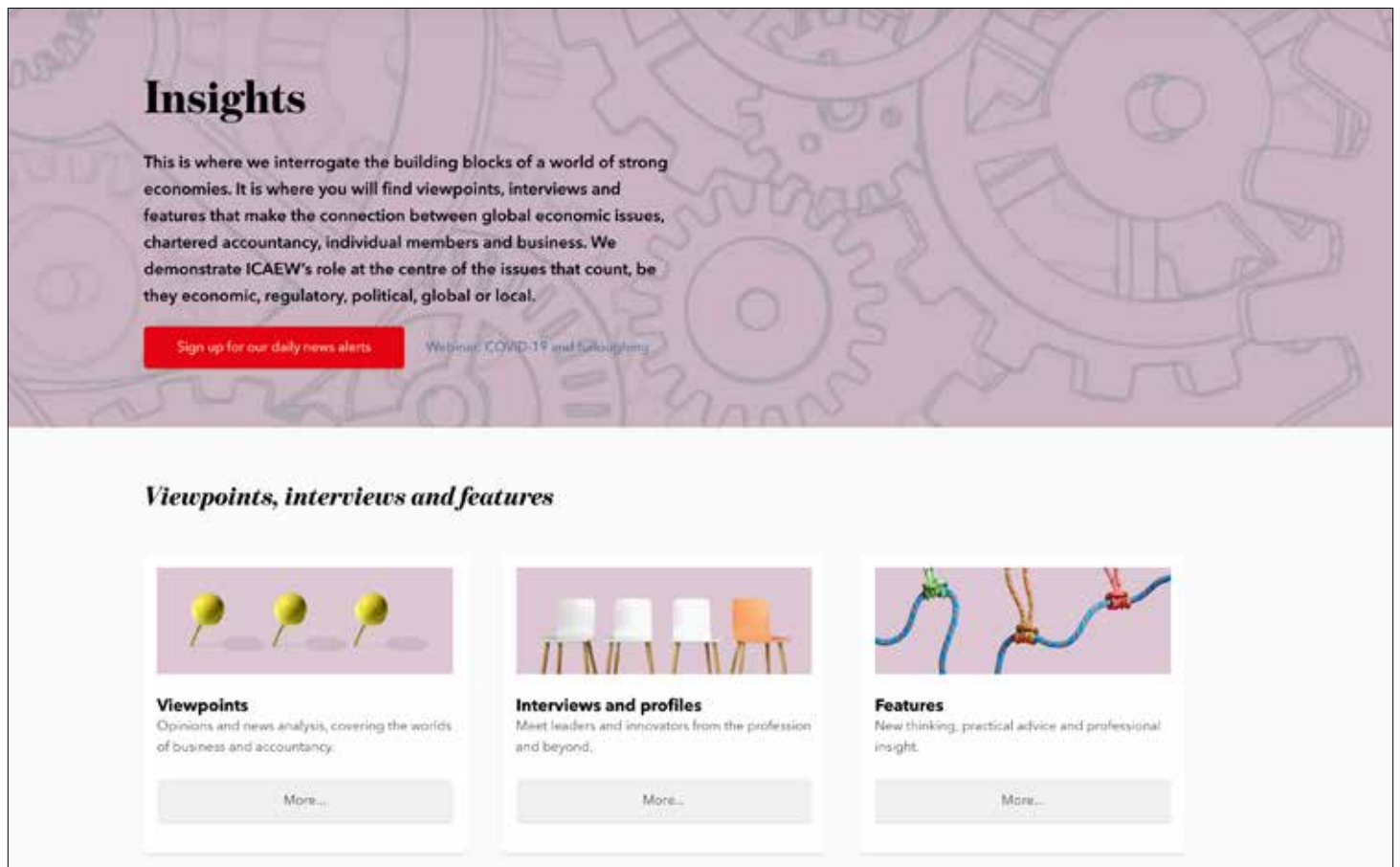
## 8. ICAEW Insights

ICAEW Insights (part of ICAEW.com) engages with ICAEW members on the subjects that matter to them, weaving in ICAEW insight and responding to topical news, events and developments.

This hub is where readers find viewpoints, interviews and features that make the connection between global economic issues, chartered accountancy, individual members and business.

### Advertising available on ICAEW.com

- Sponsored content on Insight Hub
- Advertising on ICAEW.com Homepage and top 25 pages as run of site (desktop and mobile site)



### Monthly engagement

**264,390**

Sessions

**172,956**

Users

**350,482**

Page views

**4m35s**

Average time on page

## 9. Media opportunities

Advertising positions are available across all email channels to align your brand, products or services to ICAEW membership.

In addition, we use this channel to drive traffic to your bespoke content page hosted on the Insight Hub, as part of any integrated content advertising campaign.

<b>Daily Email</b>	<b>Desktop</b>	<b>Mobile</b>
2 x Banner positions	600 x 100	300 x 169
Tenancy across the full week (on a single banner position basis)	600 x 100	300 x 169

<b>Weekly Email</b>	<b>Desktop</b>	<b>Mobile</b>
1 x Top Banner advert position	600 x 100	300 x 169
1 x Mid Banner advert position	600 x 100	300 x 169

<b>Monthly Email</b>	<b>Desktop</b>	<b>Mobile</b>
5 x Banner advert positions	600 x 100	300 x 169

<b>ICAEW.com</b>	<b>Desktop</b>	<b>Mobile</b>
Sponsored content hosted on Insights Hub	400 - 500 words	
Advertising on ICAEW.com Homepage	728 x 90	
Top 25 pages as run of site (desktop and mobile site)	728 x 90	320 x 50

For more information on media opportunities and costs, please speak to your designated ICAEW contact or alternatively contact:

**Jamie Clarke**

Commercial Partnerships Executive

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E [Jamie.Clarke@icaew.com](mailto:Jamie.Clarke@icaew.com)

There are over 1.8m chartered accountants and students around the world – talented, ethical and committed professionals who use their expertise to ensure we have a successful and sustainable future.

Over 181,500 of these are ICAEW Chartered Accountants and students. We train, develop and support each one of them so that they have the knowledge and values to help build local and global economies that are sustainable, accountable and fair.

We've been at the heart of the accountancy profession since we were founded in 1880 to ensure trust in business. We share our knowledge and insight with governments, regulators and business leaders worldwide as we believe accountancy is a force for positive economic change across the world.

[www.charteredaccountantsworldwide.com](http://www.charteredaccountantsworldwide.com)

[www.globalaccountingalliance.com](http://www.globalaccountingalliance.com)

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