

CPABC INFOCUS

OFFICIAL PUBLICATION OF BC'S
CHARTERED PROFESSIONAL ACCOUNTANTS

CIRCULATION:
APPROXIMATELY 30,000

DELIVERED TO KEY DECISION-MAKERS

Reach BC's Chartered Professional Accountants



Media Planner #5



CPA

CHARTERED
PROFESSIONAL
ACCOUNTANTS
BRITISH COLUMBIA

ADVERTISE YOUR MESSAGE IN *CPABC IN FOCUS*

The Official Magazine of BC's Chartered Professional Accountants

ABOUT *CPABC in Focus*

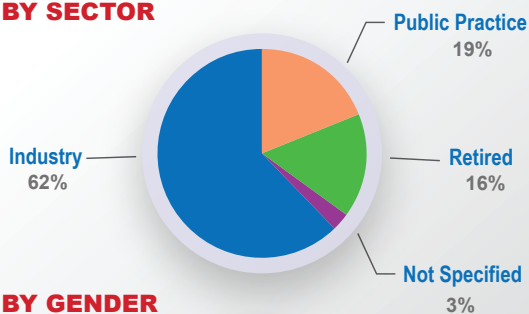
CPABC in Focus is a four-colour magazine published by the Chartered Professional Accountants of British Columbia for its members, candidates, and students. The magazine is published six times per year and has a circulation of approximately 30,000.

CPABC in Focus DELIVERS QUALITY READERSHIP

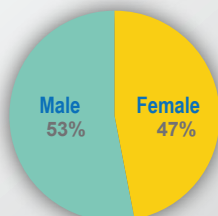
CPABC in Focus supports BC's Chartered Professional Accountants by providing salient articles on topics ranging from technical tips to soft skills development and by sharing news specifically for and about members.

Membership stats*

BY SECTOR



BY GENDER



*As at March 31, 2024

ADVERTISERS WHO WANT TO REACH DECISION-MAKERS DELIVER THEIR MESSAGE IN *CPABC IN FOCUS*



ABOUT OUR READERS

The Chartered Professional Accountants of British Columbia (CPABC) is one of the largest professional organizations in Western Canada. CPABC is the only professional accounting body recognized in BC through provincial legislation, and it is the training, governing, and regulatory body for over 39,000 CPA members and 6,000 CPA candidates and students.

CPABC carries out its primary mission to protect the public by enforcing the highest professional and ethical standards and contributing to the advancement of public policy. CPAs are recognized internationally for bringing superior financial expertise, strategic thinking, business insight, and leadership to organizations.

CPABC IN FOCUS

ISSUES & CLOSING DATES 2025-2026

No. of insertions	1x	3x	6x
Full Colour			
Outside Back Cover	4870	4674	4442
Inside Front Cover	4132	3918	3689
Inside Back Cover	3800	3585	3356
Full Page	2955	2776	2539
2/3 Pg Vertical	2446	2243	2137
1/2 Pg Island	2265	2198	2130
1/2 Pg Horizontal	2068	2025	1961
1/3 Pg	1763	1696	1634
1/6 Pg	1453	1410	1351

ISSUE	SPACE	MATERIAL	MAILING
Jan/Feb 2025	Nov 29	Dec 6	Jan 9
Mar/Apr 2025	Jan 31	Feb 7	Mar 6
May/June 2025	Apr 4	Apr 11	May 8
Jul/Aug 2025	May 30	Jun 6	Jul 7
Sep/Oct 2025	Aug 1	Aug 8	Sep 8
Nov/Dec 2025	Oct 3	Oct 10	Nov 6
Jan/Feb 2026	Nov 28	Dec 5	Jan 13

Employment Opportunities (4 Colour)

Full Page	1621
1/2 Pg Hor/Ver	965
1/4 Pg	809

Executive Appointments

Any display size at 6x rate

At Your Service (4 Colour)	521*	1320*	2294*
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*At Your Service advertisers receive one invoice for each frequency.

Classified Ads

Single	178
Double	280
Triple	418
Confidential Box Number	35

*Classified rates are based on a three-column layout of the magazine. Output of classified is subject to change from sample provided.

Rates: All rates are Net per insertion and in Canadian dollars, subject to GST/HST in Canada.

INCENTIVES

- Official publication of BC's Chartered Professional Accountants.
- Distributed to ~30,000 CPABC members, candidates, and students.
- CPABC *in Focus* magazine is delivered to key decision-makers.



Attract CPAs by advertising in *CPABC in Focus*

OUR MEMBERS ARE BUSINESS LEADERS

CPAs are on the front lines of business in BC, and they see firsthand the issues that are affecting investment and the economy. Our members advise multinational corporations, small businesses, not-for-profits, government agencies, and countless individuals. They are highly regarded for their leadership in the field of public accounting, their strategic insight in the boardrooms of top corporations, and their guidance in government and public sector accounting.

DELIVER YOUR MESSAGE WITH *CPABC in Focus*

– the official magazine of BC's CPAs

CONTACT YOUR ACCOUNT EXECUTIVE TO BOOK YOUR SPACE

Tel: 604-681-1811
info@advertisinginprint.com



DIMENSIONS (width by height)

Non-Bleed Ad

Please add a border around your advertisement.

Full Page	7.5" x 9.75"
2/3 Pg Vertical	4.88" x 9.75"
1/2 Pg Island	4.88" x 7.25"
1/2 Pg Horizontal	7.5" x 4.75"
1/2 Pg Vertical*	3.63" x 9.75"
1/3 Pg Square	4.88" x 4.75"
1/3 Pg Vertical	2.31" x 9.75"
1/3 Pg Horizontal	7.5" x 3.13"
1/4 Pg*	3.63" x 4.75"
1/6 Pg Vertical	2.31" x 4.75"
1/6 Pg Horizontal	4.88" x 2.25"
At Your Service	3.63" x 2.25"

*Available to Employment Ads only

Bleed Ad Trim

Bleed Dimensions include 0.25" trim allowance all around. Trim allowance will be trimmed off and allows images/background to run to the edge of the magazine.

Full Page	9" x 11.5"
2/3 Pg Vertical	5.88" x 11.5"
1/2 Pg Horizontal	9" x 5.88"
1/3 Pg Vertical	3.38" x 11.5"
1/3 Pg Horizontal	9" x 4.25"

Magazine Trim Size 8.5" x 11"

Technical Specifications: Available upon request

CPABC in Focus Magazine

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Vancouver, BC V6B 4N6

Tel: 604.872.7222

bccpa.ca/news-events/publications

AdvertisingInPrint

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Vancouver, BC V6Z 1N9

T: 604.681.1811

F: 604.681.0456

info@AdvertisingInPrint.com

GENERAL REGULATIONS, TERMS, & CONDITIONS

- 1) Copy content and design: All advertising content and design must be acceptable to CPABC in Focus, which reserves the right to postpone or refuse, without penalty, publication of any advertisement. Only individuals who are members of CPABC are able to use the CPA designation in advertising. In addition, CPA firms may only advertise for services they are licensed to provide.
- 2) Production charges: A surcharge will be levied if production is required. Production costs will be provided upon request.
- 3) Cancellations: A written notice of cancellation must be received six weeks prior to space closing date. Early cancellations of ad campaigns are subject to short-rating. A cancellation fee of 50% of the order will be charged to any cancellation after space closing date. Covers cannot be cancelled.
- 4) Liability for error: Maximum liability for error is restricted to the space rate for the advertisement.