

AUDIENCE INSIGHTS REPORT

Accountancy Age | Q1 2025



61,971

LINKEDIN SUBSCRIBERS

5.175

TOP INDUSTRIES



TOP ENGAGED COMPANIES

BDO 😂 sei **Deloitte.**

CRI CARR

KKR

alterDomus*



KPMG

Grant Thornton

THE BONADIO GROUP

CPAs, Consultants & More

TOP GEOGRAPHIES APAC UK US EU 29.13% 4.17% 5.68% **61.02**%

TOP SUBSCRIBER DESIGNATIONS



Senior Level (C -Suite: Partners, Board Members)



Mid Level (Accounting Managers, Vice Presidents of Finance, Heads of Finance, Finance Managers)



Other



In comparison to Q4 2024, Q1 2025 saw a

CONTENT CONSUMPTION

40% increase

In comparison to Q4 2024, Q1 2025 saw a 40% increase in overall

engagement (clicks +opens) from readers across topics like top 50

accounting firms, tax efficiency with data driven automation and top AI based accounting tools **CLICK THROUGH RATE** NEWSLETTER OPEN RATE

24.35%

(> industry average of 15%)

(94% increase from the previous quarter)

9.7%

In Q1 2025, campaigns with making tax digital, income tax webinars and accounting sector outlook drove more than

SPONSORED CONTENT CONSUMPTION

30% engagement 🤸

PEAK OPEN TIME

IMPRESSIONS

lpm

Mondays at

Increased engagement of readers on desktop from

DEVICE ENGAGEMENT

57k Q4 2024 to 60k Q1 2025

AVERAGE READING TIME

(SECONDS)

Increase in content consumption from Q3 2024 indicates growing audience interest and loyalty

regular workflow

KEY TAKEAWAYS:

- Successful campaigns had common themes of future-focused, practical content Reader engagement suggests strong appetite for exclusive insights, industry power dynamics and firm rankings
- Strong open rates and clicks indicate strong performance and subscriber quality

Peak desktop engagement during business hours indicates that readers are open to product discovery during

TOP CONTENT PIECES

WEBSITE CONTENT ENGAGEMENT TRENDS

TOP CONTENT FORMATS AND ENGAGEMENT TIMES		
<u>Top 50+50 Accountancy Firms 2024</u>	52k	90
KPMG to consolidate global partnerships in major restructuring effort - Accountancy Age	72k	36
EY axes 30 partners in biggest executive purge in decades - Accountancy Age	75k	43
<u>How AI is revolutionising Accounting - Accountancy Age</u>	IIIk	41
<u>IFRS 16 (Leases) – The impact on business valuations - Accountancy</u> <u>Age</u>	119k	48

NATIVE ARTICLES

∭ 110k **ॐ** 60k **120k**



NEWS ANALYSIS

Q&A/ PROFILES

70k





Future readiness and transformation, helping leaders adapt to disruptive

Open Rate

29%

27%

tech.

guide to work and client advice

Technical and regulatory

deep dives as a practical

ahead of the curve

Career sources for

learning and

development to stay



readers want to stay ahead of market changes.

Daily Digest

FROM THE MARKET

Original Content Production



Newsletter Lead

Sponsorship

Sponsorship

Mailshots

25%

Press Release

Newsletter Category

24%

23%

Content Calendar AA will report live from Accountex 2025, spotlighting innovation in practice management, compliance, automation, and tech. Want your story in front of 60,000+ engaged professionals? Let's talk.

AA's readership is highly engaged and is actively seeking industry intelligence, regulatory updates and emerging technology. The readers

Why work with AA?

are decision makers who are actively evaluating tools and trends. They are seeking products for tax technology, practice management, finance automation, regulatory services and training webinars. Work with AA's consistent high open rates and strong content alignment to drive brand awareness through thought leadership content. To learn more, talk to us: partnerships@clickzmedia.com

