



TOTAL SUBSCRIBERS

61,971



LINKEDIN SUBSCRIBERS

5,175

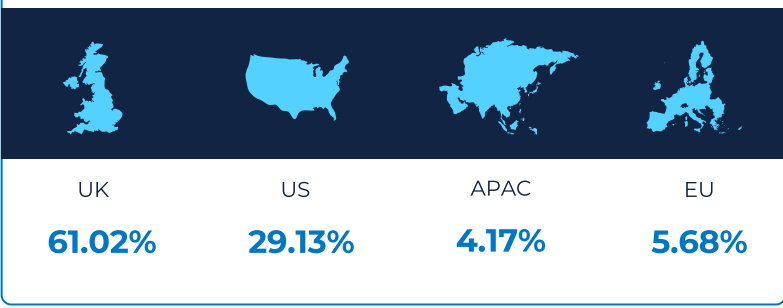
TOP INDUSTRIES



TOP ENGAGED COMPANIES



TOP GEOGRAPHIES



TOP SUBSCRIBER DESIGNATIONS



KEY TAKEAWAYS:



CONTENT CONSUMPTION

In comparison to Q4 2024, Q1 2025 saw a

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](#)

SPONSORED CONTENT CONSUMPTION

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

30% engagement

NEWSLETTER OPEN RATE

24.35%

(> industry average of 15%)

CLICK THROUGH RATE

9.7%

(94% increase from the previous quarter)

PEAK OPEN TIME

Mondays at 1pm

DEVICE ENGAGEMENT

Increased engagement of readers on desktop from 57k Q4 2024 to 60k Q1 2025



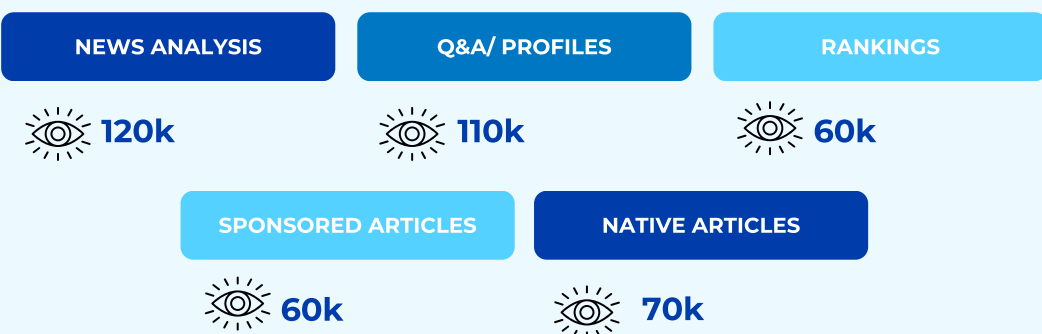
KEY TAKEAWAYS:

- Increase in **content consumption** from Q3 2024 indicates growing audience interest and loyalty
- 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 regular workflow

WEBSITE CONTENT ENGAGEMENT TRENDS

TOP CONTENT PIECES	IMPRESSIONS	AVERAGE READING TIME (SECONDS)
IFRS 16 (Leases) – The impact on business valuations - Accountancy Age	119k	48
How AI is revolutionising Accounting - Accountancy Age	111k	41
EY axes 30 partners in biggest executive purge in decades - Accountancy Age	75k	43
KPMG to consolidate global partnerships in major restructuring effort - Accountancy Age	72k	36
Top 50+50 Accountancy Firms 2024	52k	90

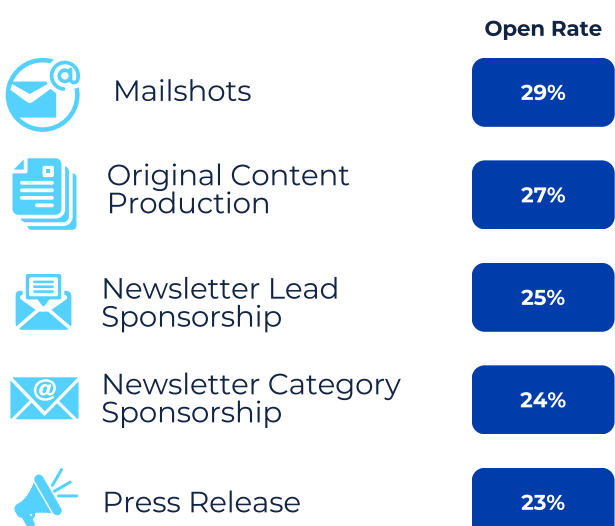
TOP CONTENT FORMATS AND ENGAGEMENT TIMES



KEY THEMES THAT HELD OUR AUDIENCE'S INTEREST



PRODUCT PERFORMANCES



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.

Why work with AA?

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