



TOTAL SUBSCRIBERS

48,371



LINKEDIN SUBSCRIBERS

5,045

TOP ENGAGED INDUSTRIES

Accounting

11%

IT Services

10%

Financial Services

6%

Banking

4%

TOP ENGAGED COMPANIES



sanofi

ING

Deloitte.

pwc

Marriott INTERNATIONAL

SIEMENS

CREDIT SUISSE

FIS

AstraZeneca

TOP GEOGRAPHIES



UK

49%



US

10%



EU

27%

TOP SUBSCRIBER DESIGNATIONS

73%

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

22%

Mid level  
(Senior Managers, Managers,  
Heads and Vice Presidents)

5%

Others  
(Consultants,  
Specialists)

KEY TAKEAWAYS:

Increased readership



across themes like digital transformation and automation.

More than



of engaged readers are from FTSE 250 companies.

The CFO



covers topics like financial reporting and risk management.

CONTENT CONSUMPTION

In comparison to Q4 2024, Q1 2025 saw a

48% increase

In comparison to Q4 2024, Q1 2025 saw a 48% increase in overall engagement (clicks + opens) from readers across topics like digital transformation, risk & economy, automation and corporate finance

SPONSORED CONTENT CONSUMPTION

In Q1 2025, campaigns with CFO conferences, payment solutions and cross border accounting drove more than

25% engagement

NEWSLETTER OPEN RATE

22.05%

(> industry average of 15%)

CLICK THROUGH RATE

15.86%

(22% increase from the previous quarter)

PEAK OPEN TIME

Mondays at  
1pm

DEVICE ENGAGEMENT

Increased engagement of readers on desktop in  
Q1 2025

KEY TAKEAWAYS:

- Increased readership indicates rising interest in themes like **digital transformation** and **automation** core to the CFO mandate in 2025
- Campaigns around **conferences** and **payment solutions** signal interest in **thought leadership** and tactical tools for **finance transformation**
- High device engagement shows that CFOs engage with the **content during working hours**, integrating the content into their weekly decision-making routines.
- The **desk optimised content** and **early week delivery** captures CFO attention.

WEBSITE CONTENT ENGAGEMENT TRENDS

TOP CONTENT PIECES

IMPRESSIONS

Santander weighs UK exit after two decades - The CFO

125k

Lifting lessons from Gymshark's influencer fallout - The CFO

50k

US corporate bankruptcies hit 14-year high as interest rates bite - The CFO

28k

Why gold shines brighter as markets get nervous - The CFO

20k

Liberated Brands' bankruptcy shows the red flags companies cannot ignore - The CFO

18k

TOP CONTENT FORMATS AND AVERAGE IMPRESSIONS

NEWS ANALYSIS



125k

Q&A/ PROFILES



110k

NEWS



100k

REPORTS



95k

NATIVE ARTICLES



55k



KEY THEMES THAT HELD OUR AUDIENCE'S INTEREST



Crisis and risk focussed narratives that highlight threats or vulnerabilities that CFO need to anticipate and respond to.



Financial strategy and resilience by prompting risk mitigation and capital planning after assessing market signals.



Real world case studies of high profile and relatable companies that offer tangible lessons from the forefront of finance that helps in strategic benchmarking.



Themes of influencer fallout that connect events to broader market trends to help with forecasting and scenario planning.

PRODUCT PERFORMANCES



Mailshots

Open Rate

23%

Click Rate

19%



Original Content Production

22%

13%



Newsletter Lead Sponsorship

22%

20%



Newsletter Category Sponsorship

25%

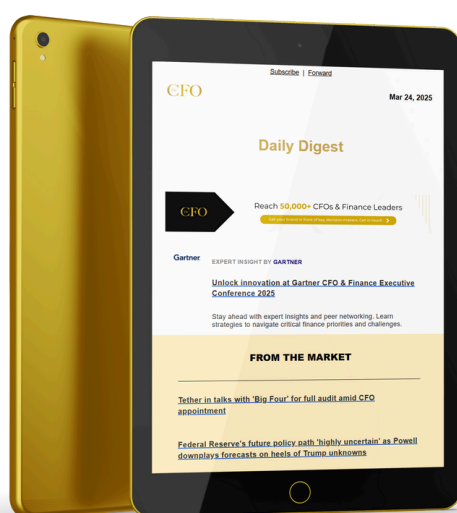
12%



Newsletter Featured Placement

21%

17%



Content Calendar

Why work with The CFO?

The CFO's readership is a highly engaged and insight-driven audience that enabling an environment for financial solutions, risk platforms, SaaS tools and or consultancy services. Brand placements next to the CFO's content pieces show alignment with critical, future facing financial thinking that helps build trust with CFOs looking for serious, strategic partners. Urgent, relevant and actionable articles are ideal for native content that can educate and covert audiences. To learn more, talk to us : [partnerships@clickzmedia.com](mailto:partnerships@clickzmedia.com)