

STRATEGIC FINANCE Advertising Media Kit



Strategic Finance provides the latest information about practices and trends in accounting and finance that will impact members and their jobs.

Our thought-provoking articles offer advice that will help financial professionals perform their jobs more effectively, advance their careers, grow personally and professionally, and make their organizations more profitable.

Opportunities include:

- ◆ Premier ad placement
- ◆ Special insert positioning
- ◆ Digital advertising
- ◆ Bonus distribution

With a total qualified paid circulation of 46,423*, you can reach CFOs, vice presidents of finance, controllers, and others in the accounting and finance industry around the world. *Source: June 2021 BPA Circulation Statement

For more information on these opportunities, contact:

Mike Walker
Director, IMA National Advertising
 515 South Flower Street, 36th Floor, Los Angeles, CA 90071
mike@rwwcompany.com · (925) 648-3101 · Fax: (213) 896-9209

Alice Schulman, Advertising/Circulation Coordinator
aschulman@imanet.org · (201) 474-1547 · Fax: (201) 474-1603

STRATEGIC FINANCE,

IMA's award-winning monthly magazine, is consistently rated by IMA members as one of the most accessed and valued benefits of membership.

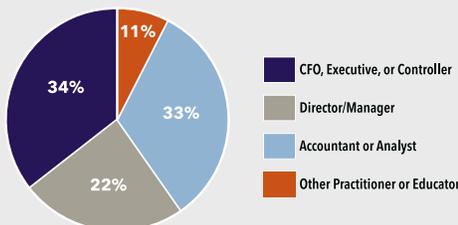
SFmagazine.com

About IMA® (Institute of Management Accountants)

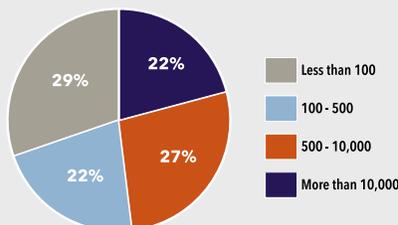
IMA, named the 2017 and 2018 Professional Body of the Year by *The Accountant/International Accounting Bulletin*, is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) and CSCA® (Certified in Strategy and Competitive Analysis) programs, continuing education, networking, and advocacy of the highest ethical business practices. IMA has a global network of more than 140,000 members in 150 countries and 300 professional and student chapters. Headquartered in Montvale, N.J., USA, IMA provides localized services through its four global regions: The Americas, Asia/Pacific, Europe, and Middle East/India. For more information about IMA, please visit www.imanet.org.

IMA MEMBERSHIP SNAPSHOT

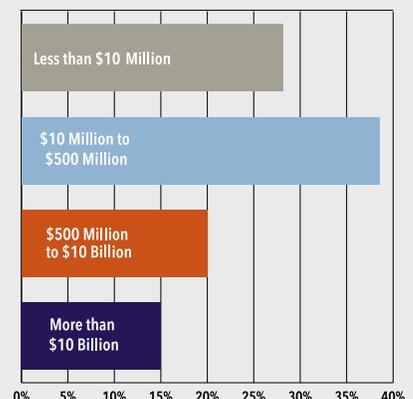
DECISION MAKERS



COMPANY SIZE BY EMPLOYEE



COMPANY REVENUE



Based on IMA membership data of practicing members.

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SF STRATEGIC FINANCE EDITORIAL CONTENT



Strategic Finance articles are written with the practitioner in mind. Our goal is to cover all the important topics and trends that impact accountants and financial professionals.

Feature articles explore:

- ◆ Risk Management
- ◆ Innovation
- ◆ Sustainability
- ◆ Strategic FP&A
- ◆ Financial Management
- ◆ Data Analytics
- and more

Columns regularly cover topics such as:

- ◆ Accounting and Technology
- ◆ Ethics
- ◆ Leadership
- ◆ CFO issues
- ◆ Careers and more

Special Expanded Issues:

- ◆ **APRIL: Sustainability**
- ◆ **AUGUST: Accounting Education**

SFmagazine.com Blogs:

- ◆ **SF Technotes:** Twice-monthly look at the latest technology
- ◆ **IMA Moments:** Advice from IMA's leadership

For more information about advertising in *Strategic Finance* or on SFmagazine.com, contact:

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SFmagazine.com

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SF MAGAZINE PRINT & DIGITAL OPPORTUNITIES

Print circulation: **46,423**

SF Alert digital distribution: **110,000**

Monthly website users: **90,000+**

THE DECEMBER ISSUE OF STRATEGIC FINANCE IS NOW ONLINE!

IN THIS ISSUE:

- The CFO as Asset Manager
- Customer Loyalty Program Fraud
- The Looming Bookkeeper Shortage
- Lower the Costs of Your External Audit

PLUS: THREE WEEKLY BLOG POSTS BRING YOU WEB-EXCLUSIVE CONTENT MONTHLY

BANNER AD POSITION ON EMAIL BLAST:
540px X 69px

BANNER AD POSITION ON SFMAGAZINE.COM:

250px X 250px

Positioned next to editorial

YOUR AD

2022 ADVERTISING PACKAGES

| | IF PRICED INDIVIDUALLY | PACKAGE PRICE | DISCOUNT PRICE |
|---|------------------------|---------------|--------------------|
| ALL-PRINT PACKAGE | | | |
| <ul style="list-style-type: none"> ● Four full-page print ads (one ad in four separate monthly issues) of <i>Strategic Finance</i> with bonus preferred position of 2nd, 3rd, or 4th cover for two ads. | \$41,800 | \$28,550 | 32% SAVINGS |
| ALL-DIGITAL FULL-MONTH PACKAGE | | | |
| <p><i>Strategic Finance</i> sends four (4) SF Alert eblasts every month to our global audience. You can have a complete, exclusive sponsorship of one month's key digital communications to IMA members plus subscribers.</p> <p>Concentrate your lead generation for an entire month with this all-digital package with over 800,000 impressions.</p> | | | |
| <ul style="list-style-type: none"> ● Four (4) SF Alert eblasts with exclusive banner ad for SF New Monthly Issue Alert (1), SF Technotes Alert (2), and IMA Moments Alert (1) plus a banner ad on all webpages of www.sfmagazine.com. | \$27,600 | \$21,900 | 21% SAVINGS |
| <ul style="list-style-type: none"> ● Add a second month for \$19,000 increasing your total discount savings to 26%* <p>*Second month must be contracted at same time as first month to receive discount.</p> | | | |
| PRINT & DIGITAL PACKAGE #1: | | | |
| <ul style="list-style-type: none"> ● One full-page print ad for one monthly issue of <i>Strategic Finance</i> with bonus preferred position on 2nd, 3rd, or 4th cover. ● One SF New Monthly Issue Alert eblast with exclusive banner ad, plus a banner ad on all webpages of www.sfmagazine.com (minus 3 blog pages) for the full month. | \$18,400 | \$11,900 | 35% SAVINGS |
| <ul style="list-style-type: none"> ● Double-up (2 pages, 2 Alerts for two separate monthly issues)* <p>*Second month must be contracted at same time as first month to receive discount.</p> | \$36,800 | \$21,900 | 40% SAVINGS |
| PRINT & DIGITAL PACKAGE #2: | | | |
| <ul style="list-style-type: none"> ● Two full-page print ads for two monthly issues of <i>Strategic Finance</i> with bonus preferred position of 2nd, 3rd, or 4th cover. ● Two SF New Monthly Issue Alert eblasts with exclusive banner ad, plus a banner ad on all webpages of www.sfmagazine.com (minus 3 blog pages) for each month. ● One display spread (ad or advertorial) in <i>Strategic Finance</i> with your dedicated content. | \$51,300 | \$35,900 | 30% SAVINGS |
| SINGLE DIGITAL PACKAGE | | | |
| <ul style="list-style-type: none"> ● One SF Alert eblast with exclusive banner ad for SF New Monthly Issue Alert OR SF Technotes Alert OR IMA Moments Alert plus a banner ad on related webpage(s) of www.sfmagazine.com. | FULL GLOBAL | IMA MEMBERS | |
| | \$6,900 | \$4,500 | |

To discuss Strategic Finance advertising packages, contact Mike Walker, Director, IMA National Advertising, at (925) 648-3101 or mike@rwwcompany.com

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2022 SF ALERT EBLAST & BLOG CALENDAR

TWO SF ALERT EBLASTS

| MONTH | SF NEW MONTHLY ISSUE | SF TECHNOTES #1 | SF TECHNOTES #2 | IMA MOMENTS |
|------------------|----------------------|-----------------|-----------------|-------------|
| JANUARY | | | | |
| Materials due | 12/27 | 1/7 | 1/14 | 1/21 |
| Pub date | 1/7 | 1/14 | 1/21 | 1/28 |
| FEBRUARY | | | | |
| Materials due | 1/28 | 2/4 | 2/11 | 2/18 |
| Pub date | 2/4 | 2/11 | 2/18 | 2/25 |
| MARCH | | | | |
| Materials due | 2/26 | 3/4 | 3/11 | 3/18 |
| Pub date | 3/4 | 3/11 | 3/18 | 3/25 |
| APRIL | | | | |
| Materials due | 3/28 | 4/8 | 4/15 | 4/22 |
| Pub date | 4/8 | 4/15 | 4/22 | 4/29 |
| MAY | | | | |
| Materials due | 4/28 | 5/6 | 5/13 | 5/20 |
| Pub date | 5/6 | 5/20 | 5/20 | 5/27 |
| JUNE | | | | |
| Materials due | 5/27 | 6/3 | 6/10 | 6/17 |
| Pub date | 6/3 | 6/10 | 6/17 | 6/24 |
| JULY | | | | |
| Materials due | 6/28 | 7/8 | 7/15 | 7/22 |
| Pub date | 7/8 | 7/15 | 7/22 | 7/29 |
| AUGUST | | | | |
| Materials due | 7/27 | 8/5 | 8/12 | 8/19 |
| Pub date | 8/5 | 8/12 | 8/19 | 8/20 |
| SEPTEMBER | | | | |
| Materials due | 8/24 | 9/9 | 9/16 | 9/23 |
| Pub date | 9/9 | 9/16 | 9/23 | 9/30 |
| OCTOBER | | | | |
| Materials due | 9/28 | 10/7 | 10/14 | 10/21 |
| Pub date | 10/7 | 10/14 | 10/21 | 10/28 |
| NOVEMBER | | | | |
| Materials due | 10/27 | 11/4 | 11/11 | 11/15 |
| Pub date | 11/4 | 11/11 | 11/18 | 11/25 |
| DECEMBER | | | | |
| Materials due | 11/22 | 12/9 | 12/16 | 12/22 |
| Pub date | 12/9 | 12/16 | 12/23 | 12/30 |

SPECIAL SUSTAINABILITY ISSUE

SPECIAL ACCOUNTING EDUCATION ISSUE

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PRINT RATES & SPECS

GENERAL CONDITIONS

- A. Publisher will accept advertisements that are consistent with the tone of the publication and considered to be in the area of general interest to the intended audience.
 - B. Advertisements are accepted upon the representation that advertisers have the right to publish the contents thereof. Advertisements must be factual, not misleading, and must not misrepresent any competing product or service or make unfair or incomplete comparisons. Publisher, at its own discretion, can reject any advertisement it considers not germane or containing claims that are conjectural or contentious, without specifying cause, regardless of whether such advertisement was previously accepted.
 - C. Publisher accepts advertisements at its standard rates, and proposal or requests for advertisement based on reciprocal dealings will not be accepted. Publisher's suppliers, resellers, or sale agents are cautioned that solicitation by publisher's agents on any other basis is unauthorized.
 - D. Conditions, other than rates, are subject to change without notice.
 - E. The positioning of ads is at the discretion of the publisher except where a specific requested preferred position is acknowledged by publisher in writing.
 - F. Publisher shall have no liability for errors in key numbers.
 - G. Advertisements not received by the published closing dates will not be entitled to revision by the advertiser or its agency.
 - H. Cancellations or changes cannot be made after the closing date. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rate be made, space reserved may be cancelled by the advertiser or its agency at the time the changes become effective without incurring short-term charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate.
 - I. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
 - J. Publisher's sole liability for printing an advertisement with errors or omissions caused by publisher is to run corrected advertisements at the earliest opportunity, with or without acknowledgement, or to credit an equitable portion of the charge for the error or incomplete advertisement at the sole discretion of the publisher. Advertiser agrees to promptly review each advertisement immediately after publication and advise publisher of any errors or omissions. Publisher's sole liability for omission of an ad is to refund any charges paid.
 - K. Except for the above, publisher assumes no liability for errors, omissions, or omission of an advertisement for any reason whatsoever. Advertiser shall indemnify publisher against all claims by third parties based upon any actual or alleged error, omission, misrepresentation, or infringement of any intellectual property rights by the advertisement.
 - L. Publisher shall have the right to hold advertiser and/or its advertising agency liable for money due and payable to publisher for advertising that advertiser or its agency ordered and that was published.
 - M. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed on or appearing on order blanks or comply with instructions that conflict with provisions on rate card.
 - N. Publisher is not liable for delays in delivery and/or nondelivery in the event of an act of God, action by government entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production/delivery in any manner.
 - O. Advertisers agree that publisher has no obligation to maintain the confidentiality of submitted material until publication date and that while publisher may, at advertiser request, adopt procedures to restrict dissemination of submitted materials to lessen the risk of disclosure, publisher has no liability for its failure to do so.
 - P. Publisher reserves the unrestricted right to conspicuously add the word "advertisement" to any submitted material if the publisher feels it advisable to do so.
- As used in this section titled "General Conditions," the term "publisher" shall refer to IMA.

2022 ADVERTISING SALES CLOSING DATES

| Issue | Insertion order | Ad material due | Issue | Insertion order | Ad material due |
|----------|-----------------|-----------------|-----------|-----------------|-----------------|
| January | 11/24/21 | 12/2/21 | July | 6/2/22 | 6/9/22 |
| February | 1/6/22 | 1/13/22 | August | 7/1/22 | 7/8/22 |
| March | 2/6/22 | 2/10/22 | September | 8/4/22 | 8/11/22 |
| April | 3/3/22 | 3/10/22 | October | 9/1/22 | 9/8/22 |
| May | 3/31/22 | 4/7/22 | November | 10/3/22 | 10/10/22 |
| June | 5/5/22 | 5/12/22 | December | 10/30/22 | 11/3/22 |

DISPLAY ADVERTISING RATES

| 4-Color Process | 1x | 6x | 12x |
|-----------------|---------|---------|---------|
| 1 Page | \$9,400 | \$8,200 | \$7,000 |

| 4-Color Process Preferred Positions | 1x |
|-------------------------------------|----------|
| 2nd, 3rd, or 4th Cover | \$11,500 |
| 4-Color Process Spread | \$14,500 |

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MECHANICAL REQUIREMENTS

Full-Page, Bleed Sizes

| | |
|---------------------------------|-------------------|
| Full-Page Bleed | 8 3/8" x 11" |
| Full-Page Trim | 8 1/8" x 10 3/4" |
| Live Area | 7 5/8" x 10 1/4" |
| Two-Page Spread Bleed | 16 1/2" x 11" |
| Two-Page Spread Trim | 16 1/4" x 10 3/4" |

Trim is 1/8" from bleed on all sides. Keep live matter at least 1/4" from trim.

DIGITAL AD SPECS

Adobe Acrobat PDF/X-1a:2001 files from the Macintosh platform are preferred.

Fonts used must be PostScript Type 1. True-Type fonts will not be accepted. Use actual fonts, do not menu-style. Include all fonts (printer/screen). Any EPS graphic containing type must have fonts converted to outlines. **Images** included should be at least 266 dpi resolution. TIFF images and EPS graphics must be in CMYK format. QuarkXpress native files (including all fonts and images) and Illustrator EPS files are also acceptable formats for full-page ads.

SHIPPING INSTRUCTIONS

All media and materials should be sent to:

Alice Schulman, Advertising/Circulation Coordinator, Strategic Finance

10 Paragon Drive, Suite 1, Montvale, NJ 07645-1760

(201) 474-1547 • aschulman@imanet.org

SFmagazine.com