

TOTAL SUBSCRIBERS

60,000

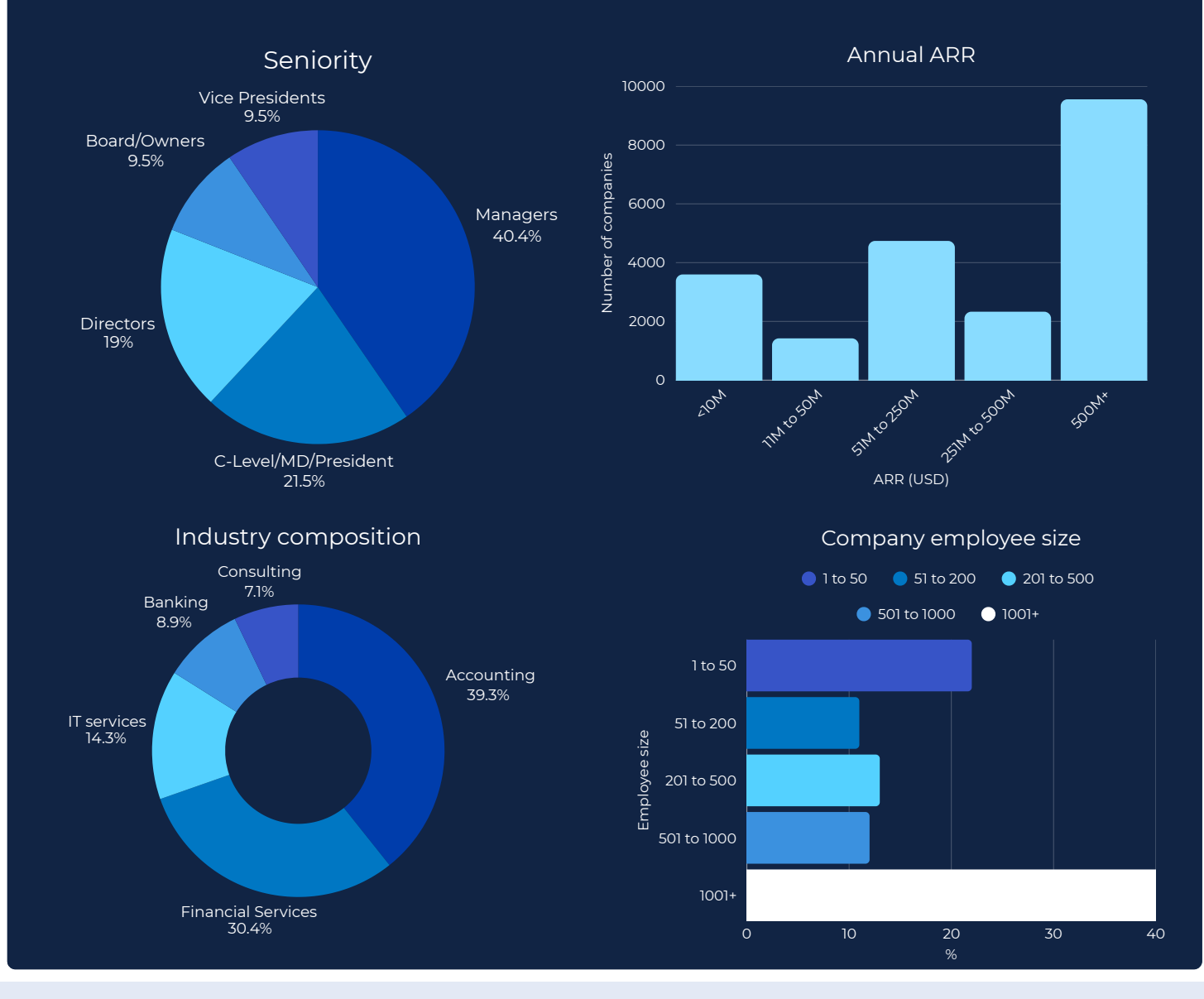
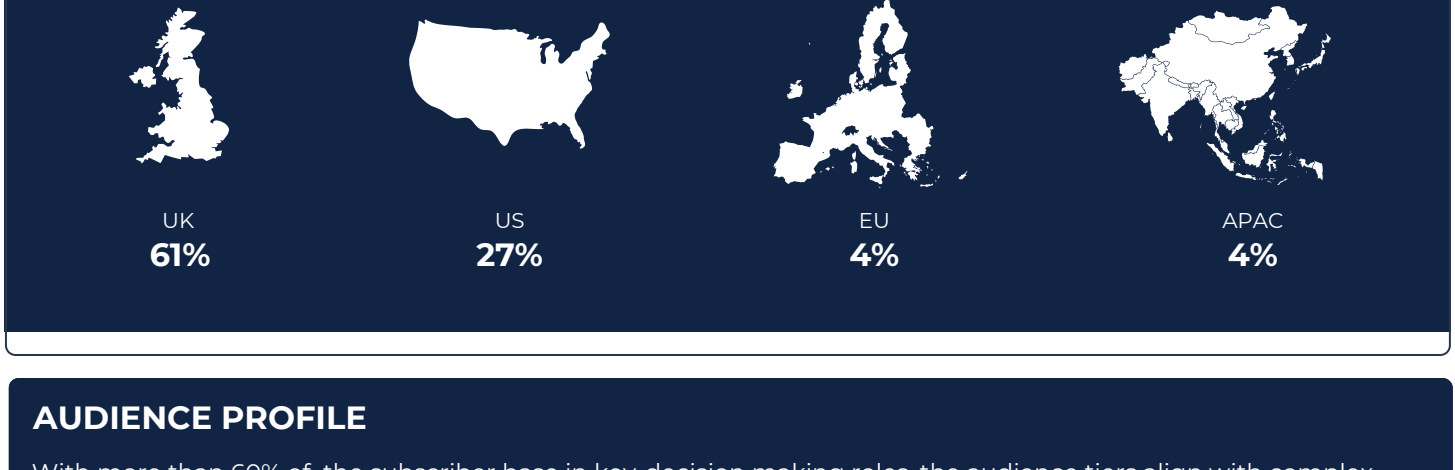
LINKEDIN SUBSCRIBERS

5,500

ABOUT ACCOUNTANCY AGE

Accountancy age is the go-to destination for senior finance professionals across the UK and beyond - delivering news, analysis and insights on accounting, finance leadership, compliance and fintech transformation.

LIVE ACROSS



AUDIENCE REACH AND DIGITAL FOOTPRINT

NEWSLETTER OPENS

30%

NEWSLETTER CLICK

2.79%

ANNUAL PAGE VIEWS

937K

ANNUAL WEBSITE VISITS

483K

AVERAGE TIME ON WEBSITE

56 seconds

KEY THEMES

Accountancy Age's readers span across the Big 4 and fast growing accounting firms that are focussed on driving business excellence in regulation, compliance, strategic finance and digital transformation.

REGULATORY & COMPLIANCE

- Making tax digital
- IFRS and audit compliance
- AML/KYC automation
- Tax authority integrations
- Client onboarding at scale

DIGITAL TRANSFORMATION AND PRACTICE EFFICIENCY

- Practice management platforms
- Workflow and task automation
- AI-enabled client tools
- Integrations
- Document management and analytics

STRATEGIC FINANCE, M&A AND ADVISORY

- IFRS 16 and valuation content
- Leadership change analysis
- Firm rankings and market intelligence
- Forecasting and scenario planning
- Client advisory and enablement tools

READERS PAIN POINTS AND CHALLENGES

Navigating Tax and Regulatory Complexity

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

Tool Fragmentation

Disconnected software stacks that reduce efficiency, solved by integrations that have centralised workflows and compatible with existing tech stacks

Automation Anxiety

Concerns about ROI of AI can be addressed by showcasing case studies of time/savings gains with added increase in accuracy

Talent Retention and Upskilling

Massive skills gap and burnout in accounting which can be mitigated by AI-driven work allocation, training modules and automation

Scaling Compliance

Increasing need to grow AML and KYC services without new headcount addition can be assisted by tools that are adept in onboarding and monitoring

Strategic Advisory Pressure

Growing demand for advisory accounting services that are currently not supported by tech can be complemented by insightful dashboards and benchmarking tools

ENGAGEMENT SIGNALS

Compliance drives the majority of engagement (60%), while innovation-focused readers (25%) are the fastest-growing segment. Smaller senior and upskilling segments offer targeted, high-value opportunities

"I need to stay compliant and avoid penalties"

COMPLIANCE

- Tax services, audit standards, ESG reporting
- High engagement during regulatory deadlines
- Largest reader segment

"I want competitive advantage through tech"

INNOVATION

- AI implementation, digital transformation case studies
- Cross-topic sharing, early adopter behaviour
- Fastest growing reader segment

"I need to upskill for career development"

EDUCATION

- Technical guides, professional development, industry analysis
- Long engagement session
- Steadily growing reader segment

"I need to understand trends for strategic decisions"

MARKET INTELLIGENCE

- ESG market trends, industry forecasts, competitive analysis
- Senior level, brief but regular engagement
- Emerging reader segment

CONTENT THEMES

AI TECHNOLOGY

4.2 CLICKS/USER

[PwC to become OpenAI's largest enterprise customer](#)
[The end of month-end: How AI is changing accounting](#)

AUDIT AND ASSURANCE

3.8 CLICKS/USER

[RC sets out plans for UK sustainability assurance standard](#)
[Q&A: Deloitte's deputy CEO and managing partner audit and assurance](#)

TAX SERVICES

3.1 CLICKS/USER

[Making Tax Digital hits 800,000 in the first wave of reform](#)
[Intuit QuickBooks unveils MTD solution for multi-income tax payers](#)

ESG AND SUSTAINABILITY

2.9 CLICKS/USER

[73% of G20 companies now seek sustainability assurance](#)
[Forvis Mazars brings net zero target forward in ESG overhaul](#)

DIGITAL TRANSFORMATION

4.2 CLICKS/USER

[Thomson Reuters launches agentic AI for tax and accounting professionals](#)
[Digital Digital Transformation priorities for UK accounting firms: Strategic roadmap for 2025](#)

READER JOURNEY

DISCOVER
→ Daily newsletter
60k subscribers

EXPLORE
→ Website Content
50 to 90 seconds reading time

ENGAGE
→ Webinar, native content, reports
50% engagement

SOCIAL ENGAGEMENT
→ LinkedIn newsletters, featured posts, polls
91k organic impressions

CONVERT
Event sign ups, product demos, reports, downloads

PERFORMANCE HIGHLIGHTS

Multi-send out campaign for a top accounting SaaS provider to promote their market intelligence report over 5 working days saw a 60% higher than average open rate and 3x times higher click rate.

CONTENT CALENDAR

Campaign recommendations: [\(see here\)](#)

- Risk content for earnings and compliance in Q4 2025
- AI implementation surge in Q1 and Q2 2026
- Career advancement content for post AI job market in Q3 and Q4 2026
- Market intelligence reports (ongoing)

Why work with Accountancy Age?

- Audience Alignment: Direct access to senior-level decision-makers actively engaging with topics like finance transformation, compliance, SaaS procurement, and enterprise tech.
- Engagement Quality: Content performance shows genuine user interest, not passive browsing.
- Global Reach: Ideal for campaigns seeking US, UK, and Europe penetration.
- Conversion-Centered Design: Content formats optimised for full-funnel performance.

Talk to us about your requirements.

Reach out here: partnerships@clickzmedia.com