



TOTAL SUBSCRIBERS

50,000



LINKEDIN SUBSCRIBERS

5,300

## ABOUT THE CFO

The CFO reaches senior finance leaders with 73 percent at C suite level focused on digital transformation and strategic planning. The CFO offers high quality visibility with proven weekday engagement.

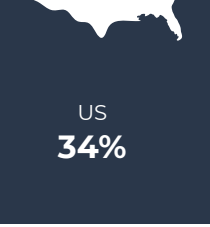
## LIVE ACROSS



## TOP GEOGRAPHIES



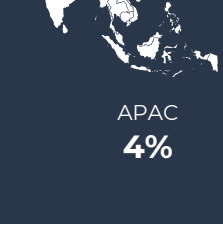
UK  
43%



US  
34%



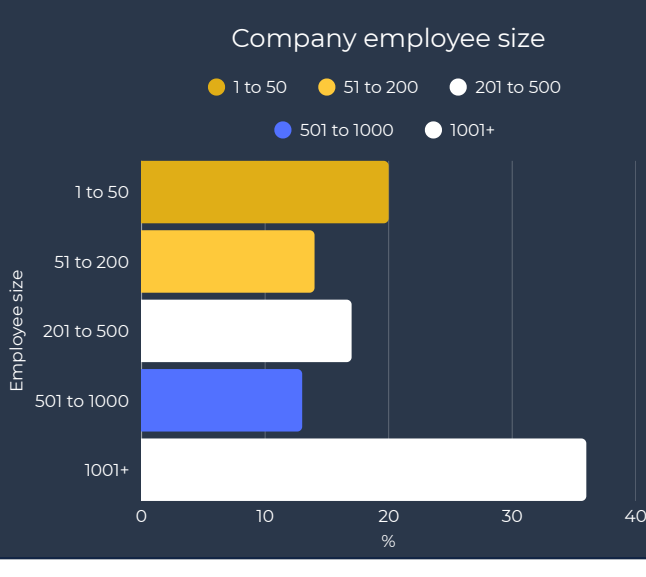
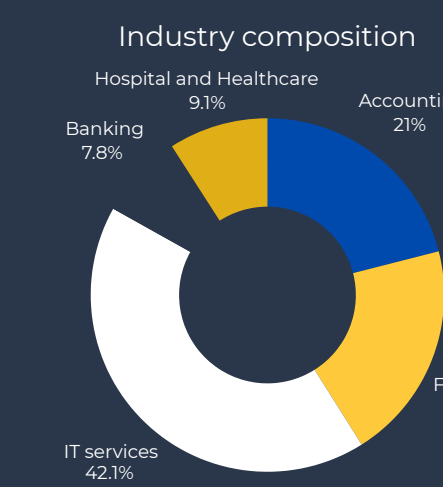
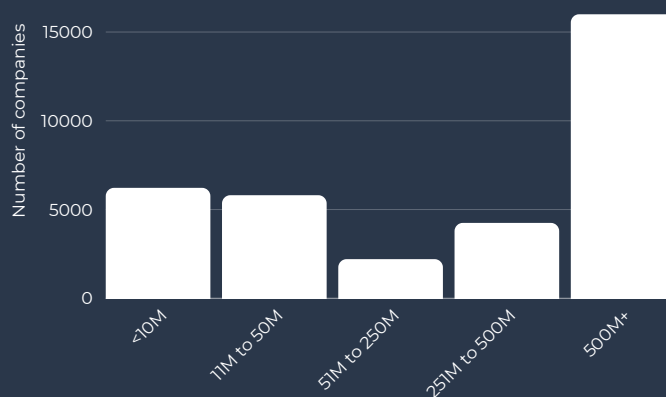
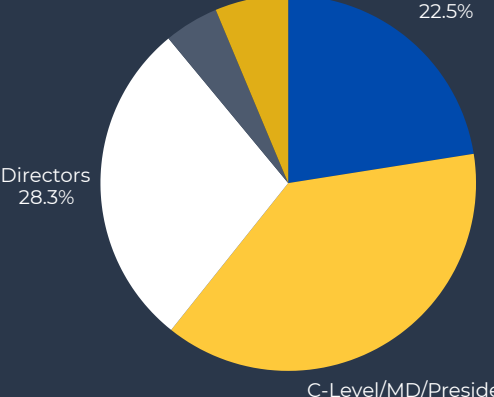
EU  
19%



APAC  
4%

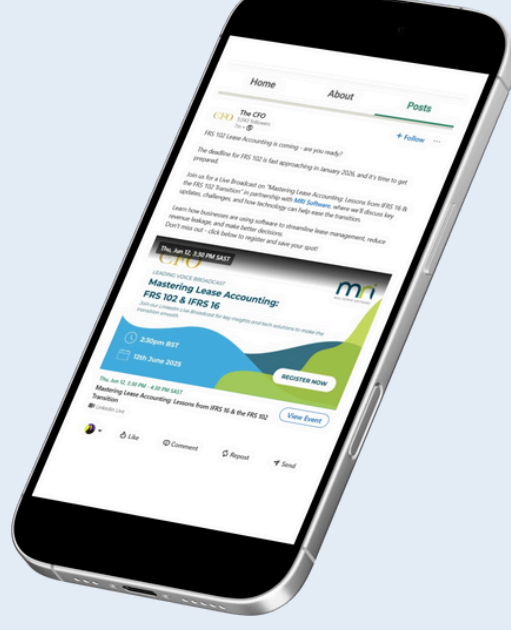
## AUDIENCE PROFILE

With more than 60% of the subscriber base in key-decision making roles, the audience tiers align with complex, enterprise level B2B buying cycles and mid-market decision makers exploring digital transformation tools.



## AUDIENCE REACH AND DIGITAL FOOTPRINT

	NEWSLETTER OPENS	30.81%
	NEWSLETTER CLICK	5.58%
	ANNUAL PAGE VIEWS	481K
	ANNUAL WEBSITE VISITS	291K
	AVERAGE TIME ON WEBSITE	33 seconds



## KEY THEMES

The CFO's readers are strategic finance leaders focused on driving transformation, navigating regulatory complexity, and enabling enterprise-wide value

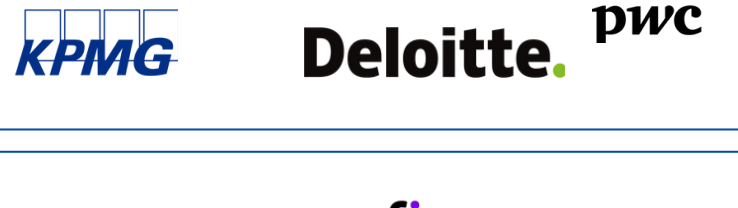
### STRATEGIC FINANCE & INNOVATION

- AI/ML in financial planning and forecasting
- Finance tech stack transformation
- Cloud-based ERP and FP&A platforms
- Innovation benchmarking



### RISK COMPLIANCE AND REGULATORY OVERSIGHT

- Risk modeling and stress testing
- ESG reporting frameworks
- Real-time compliance tracking
- Regulatory change alerts (e.g., Basel III, IFRS updates)



### ENTERPRISE STRATEGY AND BUSINESS PARTNERING

- Finance as a business enabler
- Capital allocation and growth planning
- Integrated business planning (IBP)
- Cost transformation and margin improvement



## READERS PAIN POINTS AND CHALLENGES



### Pressure to Deliver Real-Time, Forward-Looking Insights

Growing pressure to shift from backward looking reporting to predictive, real-time insights can be assuaged by cloud native platforms



### Fragmented finance tech stack

Legacy systems and siloed data across departments make it hard to achieve a unified financial view which can be simplified by middleware that has APIs to unify disparate financial tools.



### Heightened risk and compliance demands

Tightening ESG rules, cyber risks and financial regulations like SOX, IFRS and CSRD take attention away from strategic work can be helped by automated compliance tracking and audit trails.



### Talent shortage and skills gap in finance teams

CFOs struggle to recruit and retain finance talent, this can be solved by automating repetitive tasks and embedded training modules to upskill teams



### CFOs expected to be strategic partners and not just number-crunchers

Boards expect CFOs to play a leading role in growth and operational agility which can be supported by customisable dashboards to surface strategic KPIs



### Budget scrutiny and tech spend justification

CFOs are expected to demonstrate clear ROI and fast payback on new investments, this can be visualised using clear business cases with time

## ENGAGEMENT SIGNALS

CFO readers engage most with risk mitigation content (45% of engagement), showing high re-engagement and work-hour sharing. Career development (15%) and market intelligence (10%) drive niche but loyal engagement

"I need to protect my organization from threats and failures"



### RISK MITIGATION

- Finance transformation, compliance, turbulence
- Immediate business hour consumption
- Largest reader segment

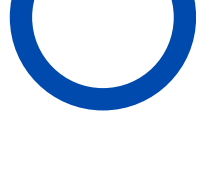
"I need to stay ahead and leverage new opportunities"



### COMPETITIVE ADVANTAGE

- AI implementation, CFO and AI, Strategic transformation
- Cross-topic sharing, afternoon engagement, multi article sessions
- Exponential growth

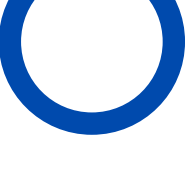
"I need to advance my career and increase my market value"



### CAREER POSITIONING

- CFO salaries climbing, linkedin events
- Long engagement session, evening/weekend engagement
- Consistent growing reader segment

"I need strategic insights for decision-making"



### MARKET INTELLIGENCE

- Industry gains, currency fluctuations
- Senior level, brief but regular engagement
- High value reader segment

## CONTENT THEMES



### AI & DIGITAL TRANSFORMATION

4.2 CLICKS/USER

Can CFOs handle the pressure to adopt AI? How AI and automation can unlock visibility



### FINANCE & STRATEGY

3.8 CLICKS/USER

Can Nike's brand strength carry its turnaround FFAP vs. FMVA: Which certification builds the finance team you need



### M&A

3.1 CLICKS/USER

The M&A map of 2025 and the shifting deal geography Global M&A recalibrates as trade tensions and AI shape 2025 deals



### RISK MANAGEMENT

2.9 CLICKS/USER

The growing dangers of multi-channel attacks and third-party risks US firms shift to long-term FX hedges as tariff risk grows



### LEADERSHIP & DEVELOPMENT

2.7 CLICKS/USER

Q&A: IBM's Monica Proothi on the AI era of finance leadership on Cisco announces leadership changes, names Patterson as new CFO

## READER JOURNEY

### DISCOVER

→ Daily newsletter

60k subscribers

### ENGAGE

→ Webinar, native content, reports

50% engagement

### CONVERT

Event sign ups, product demos, reports, downloads

### EXPLORE

→ Website Content

30 to 45 seconds reading time

### SOCIAL ENGAGEMENT

→ LinkedIn newsletters, featured posts, polls

26k organic impressions



## PERFORMANCE HIGHLIGHTS

Weekday send outs for a document management automation solution saw 50% in open rates and click rates for both original content and newsletter placements



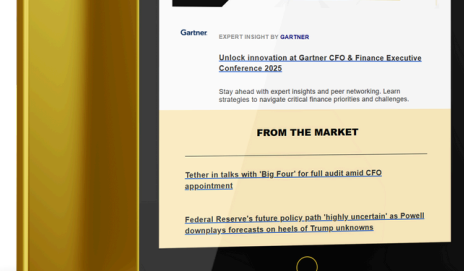
## CONTENT CALENDAR

Campaign recommendations: (see here)

- Q1 2025: Risk content for earnings/compliance season
- Q1 Q2 2026: AI implementation surge content
- Q3 Q4 2026 : Career advancement content for post-AI job market
- Ongoing: Market intelligence for premium tier

## Why work with The CFO?

- Access to C-Suite Decision-Makers: Direct reach to senior finance leaders responsible for strategic purchasing decisions.
- High Engagement, High Intent: With above-industry average open rates (23–25%) and strong desktop, business-hours engagement, content is consumed in work mode
- Premium Brand Alignment: The CFO offers brand-safe association for thought leadership and solution positioning.
- Intent-Driven Segments: Audience behavior clusters into strategic intent zones (e.g. risk mitigation, competitive advantage), enabling highly targeted campaigns tailored to real business needs.



Talk to us about your requirements.

Reach out here: [partnerships@clickzmedia.com](mailto:partnerships@clickzmedia.com)

