



TOTAL SUBSCRIBERS

51,665



LINKEDIN SUBSCRIBERS

6,272

▲ 14% FROM Q2 2025

ABOUT ACCOUNTANCY AGE

Accountancy Age is the trusted source for senior finance professionals and practice leaders across the UK and internationally. Covering accounting, compliance, leadership, and fintech, it continues to attract consistent engagement from an influential professional audience.

The Q3 report highlights trending topics, preferred devices and formats, and shifts in how readers access and share industry insights.

TOP GEOGRAPHIES



UK

67%



US

25%



EU

4%

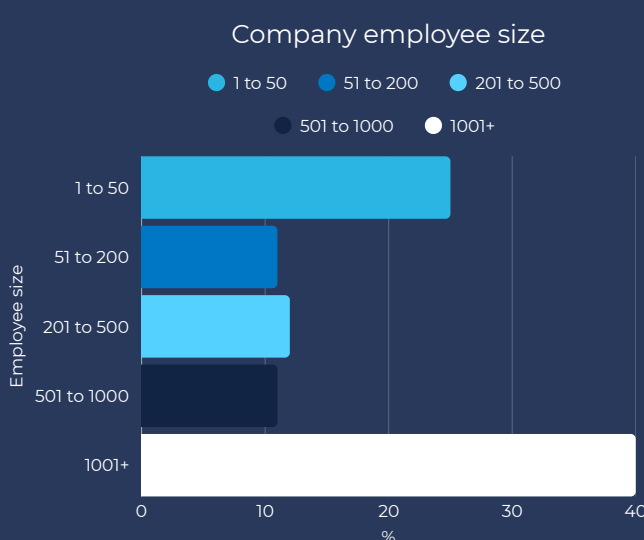
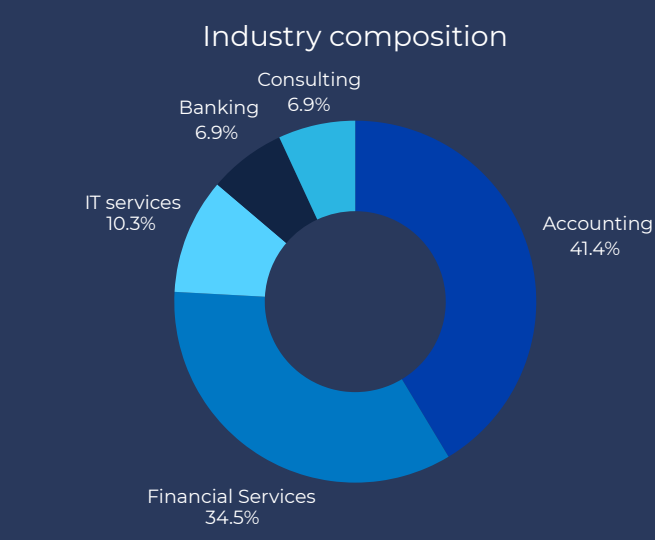
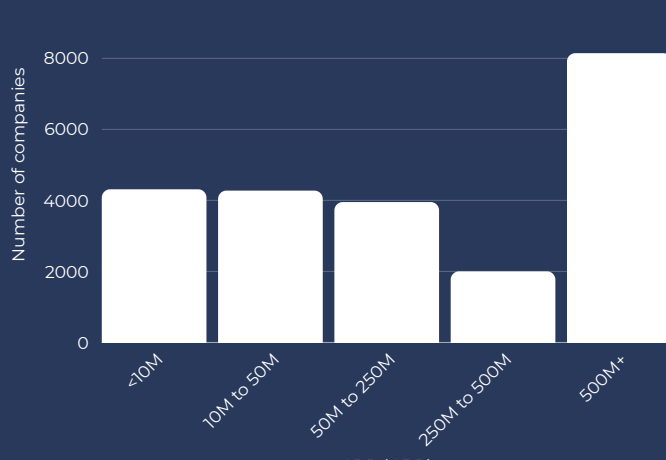
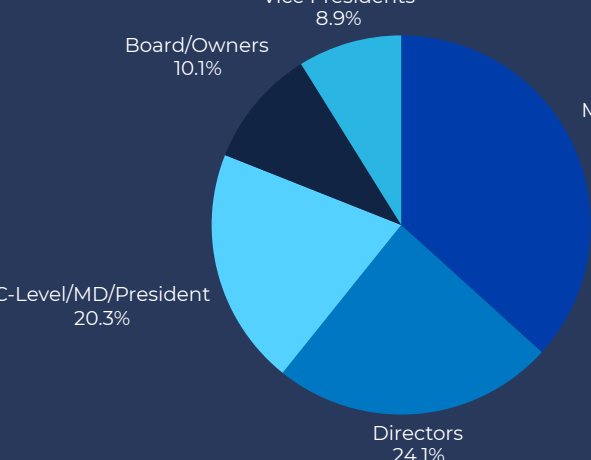


APAC

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

23%



NEWSLETTER CLICK

2.14%



ANNUAL PAGE VIEWS

886K



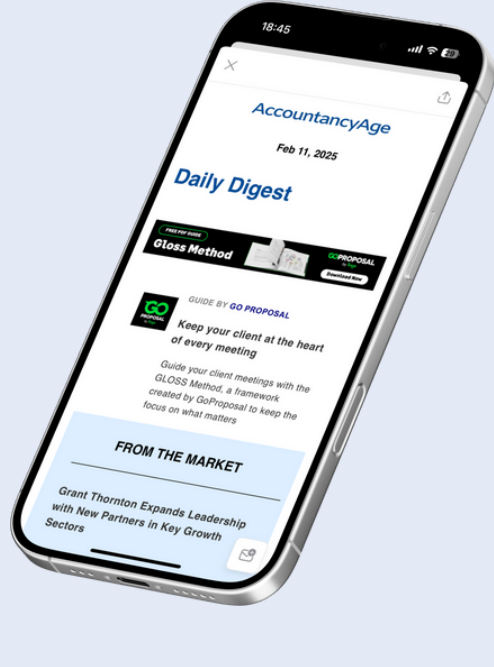
ANNUAL WEBSITE VISITS

729K



AVERAGE TIME ON WEBSITE

55 seconds



AUDIENCE SEGMENTS: WHERE ENGAGEMENT LIVES

An audience spanning compliance-driven buyers to innovation-led decision-makers. Engagement peaks during regulatory cycles but extends across year-round influence touchpoints. This means campaigns can be sequenced by mindset and timing — using compliance moments to capture attention, tech narratives to nurture interest, and training content to drive long-term adoption.



DEADLINE DRIVEN CFO

- Tax services, audit, ESG
- High engagement during compliance cycles
- Opportunity for AML/KYC tools, compliance automation, sustainability assurance



TREND WATCHING VP

- ESG trends, forecasts, competitor analysis
- Brief but regular senior level engagement
- Opportunity for benchmarking tools, executive thought leadership



TECH CURIOUS DIRECTOR

- AI implementation, digital transformation
- Early adopters, cross topic sharing
- Opportunity for SaaS, AI platforms, workflow automation



UPSKILLING MANAGER

- Technical guides, CPD, industry analysis
- Long engagement sessions
- Opportunity for training platforms, AI enabled learning tools

READER PAIN POINTS AND OPPORTUNITIES

Accountancy Age readers are evolving from compliance executors to strategic integrators. They face growing pressure to unify fragmented systems, demonstrate the ROI of automation, and enhance capability through data and AI. The key opportunity lies in helping firms transform regulatory workload into integrated, insight-led advisory models.



Tool Fragmentation

- Unified compliance dashboards
- APIs and middleware
- Workflow orchestration tools
- Single sign-on and data lake solutions



Automation Anxiety

- Use-case libraries
- "Human-in-the-loop" AI solutions
- Accuracy and auditability reporting
- Benchmark studies comparing manual vs. automated outcome



Talent Retention and Upskilling

- Adaptive training platforms
- AI-based task allocation tools
- Microlearning and simulation modules
- Career pathway dashboards



Scaling Compliance

- Automated client onboarding
- Continuous compliance monitoring
- Pre-emptive risk alerts
- Modular compliance stacks



Strategic Advisory Pressure

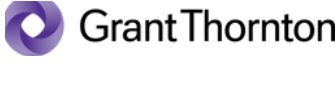
- Client benchmarking tools
- Advisory dashboards integrating live client data and KPI trends
- Scenario planning and forecasting models
- White-label client portals

KEY THEMES

Accountancy Age's readers span across fast growing accounting firms that are focussed on driving business excellence in accountancy, tech innovation and enterprise finance.

ADVISORY AND ACCOUNTANCY

- Audit and assurance
- Tax and compliance
- Business strategy and performance improvement
- Risk and Governance



TECH INNOVATION AND DIGITAL SOLUTIONS

- Accounting tech for MTD, automation and digital workflows
- Cloud infrastructure
- Machine learning and operational efficiency
- API development



ENTERPRISE FINANCE

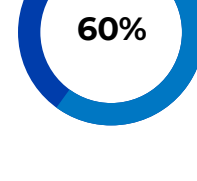
- Fiscal management and reporting
- M&A, treasury, risk and strategic planning
- Business compliance, reporting standards
- Cost optimisation, capital planning and performance tracking



ENGAGEMENT SIGNALS

Accountancy Age's audience demonstrates strong engagement across diverse professional needs, from regulatory compliance to market intelligence, revealing distinct behavioral patterns that drive content consumption.

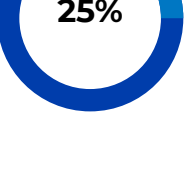
"I must stay compliant and avoid regulatory penalties"



REGULATORY FOCUSED

- UK Company Law changes and legislative updates
- Making Tax Digital implementation guides
- HMRC enforcement actions and tax avoidance warnings

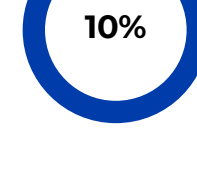
"I need to modernise my practice with new technology"



TECHNOLOGY ADOPTION

- AI implementation in accounting and bookkeeping
- Tech vendor evaluations and product reviews
- Innovation adoption strategies and change management

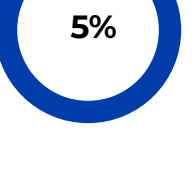
"I want to grow my practice and improve client relationships"



BUSINESS GROWTH

- Firm growth strategies and expansion opportunities
- Client experience optimisation and retention tactics
- Wealth management and advisory service development

"I need to stay ahead of market changes and industry developments"



INDUSTRY INTELLIGENCE

- Market analysis and economic indicators
- Big 4 firm developments and consulting market trends
- Professional body partnerships and workforce development

TOP PERFORMING CONTENT TYPES



BREAKING NEWS

Lawsuits, fines, regulatory action



HOW TO GUIDES

MTD preparation, technology adoption



INDUSTRY ANALYSIS

Market trends, firm performance



TECHNOLOGY INSIGHTS

AI implementation and software reviews



Compliance reforms, AI adoption and ESG assurance are strongly resonating with Accountancy Age's readers and themes like agentic AI launches, digital advisory tools, upskilling for AI-driven roles are emerging themes.

READER JOURNEY

DISCOVER

→ Daily newsletter

51k subscribers

ENGAGE

→ Webinar, native content, reports

52% engagement

CONVERT

Event sign ups, product demos, report downloads

EXPLORE

→ Website Content

40 to 70 seconds reading time

SOCIAL ENGAGEMENT

→ LinkedIn newsletters, featured posts, polls

198k organic impressions

CONTENT CALENDAR



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

- Compliance and risk content Q4 2025
- AI adoption at scale Q1/Q2 2026
- Career advancement content for post AI job market in Q3 and Q4 2026
- ESG and Market intelligence reports (ongoing)

Why work with Accountancy Age?

- Audience Alignment: Senior decision-makers across finance, tech, compliance.
- Engagement Quality: Active consumption across multiple content formats.
- Global Reach: UK, US, EU penetration.
- Conversion-Driven: Campaigns optimised for measurable ROI.

Talk to us about your requirements.

✉ **Reach out here:** partnerships@clickzmedia.com

