



TOTAL SUBSCRIBERS

42,380



LINKEDIN SUBSCRIBERS

6,734

▲ 27% FROM Q2 2025

ABOUT THE CFO

The CFO serves senior finance leaders, 78% of whom are at C-suite or director level. Its readership is focused on digital finance, strategic planning, and leadership transformation.

In Q3, engagement centered on themes such as AI adoption, data-driven decision-making, and sustainable growth. The report uncovers when and where CFO readers are most active and what content resonates most across digital channels.

TOP GEOGRAPHIES



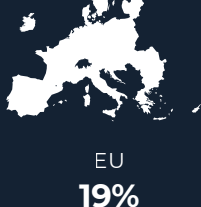
UK

42%



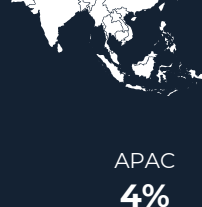
US

35%



EU

19%

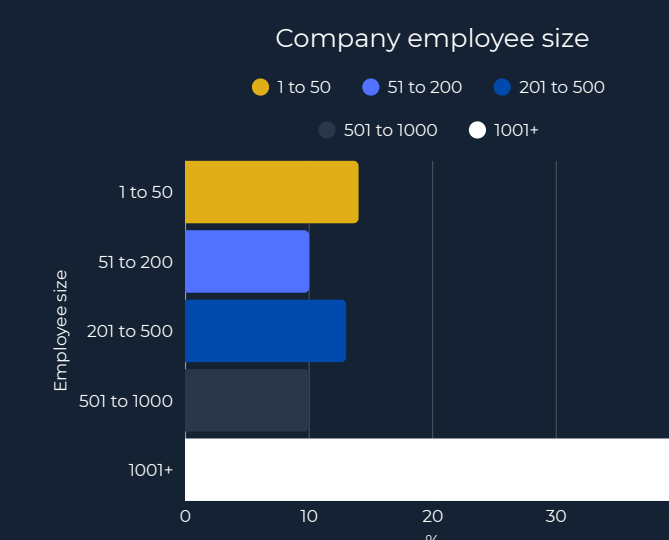
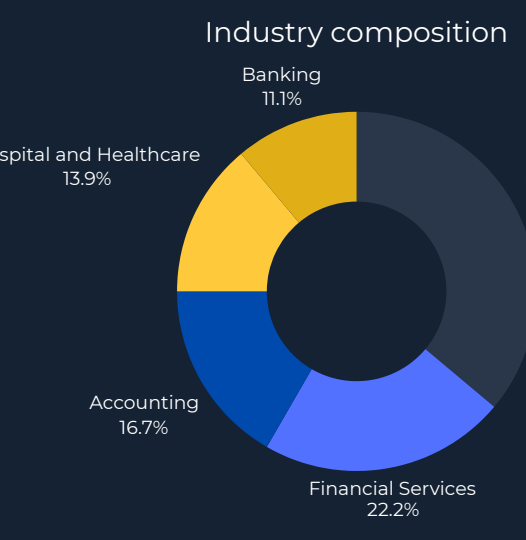
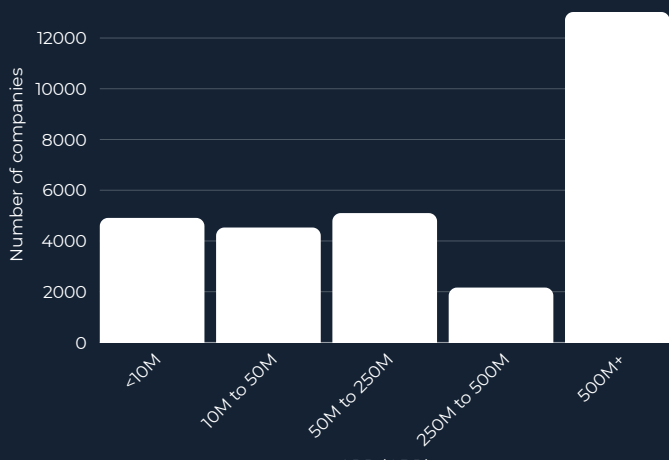
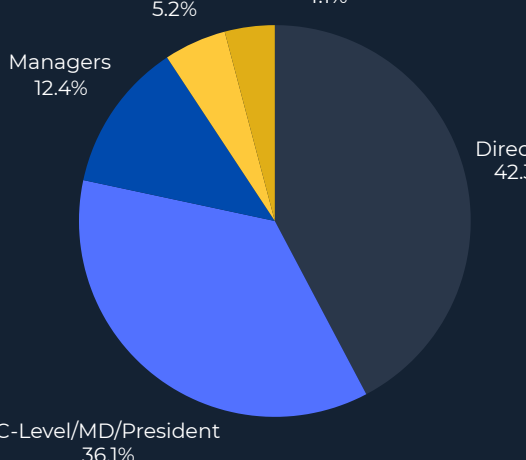


APAC

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

17%



NEWSLETTER CLICK

3.1%



ANNUAL PAGE VIEWS

503K



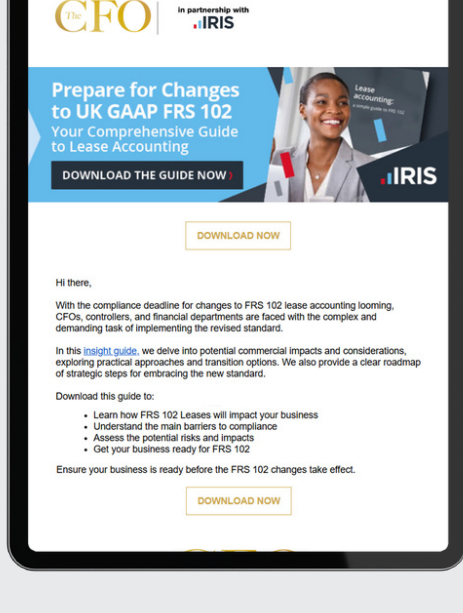
ANNUAL WEBSITE VISITS

378K



AVERAGE TIME ON WEBSITE

31 seconds



AUDIENCE SEGMENTS: WHERE ENGAGEMENT LIVES

CFO reaches budget-holding decision-makers driving finance's evolution from gatekeeper to growth enabler.



THE RISK CONTROLLER

- Governance, compliance, ESG, resilience
- Consumes content during business hours
- Opportunity for partners in risk, ESG, compliance, and assurance automation



THE STRATEGIC TRANSFORMER

- AI integration, finance tech stack modernisation, enterprise agility
- Multi article sessions, strong afternoon engagement
- Opportunity for ERP vendors, AI analytics



THE INSIGHT SEEKER

- Market and M&A intelligence, currency movements
- Senior level, brief but consistent readership
- Opportunity for sponsored research, thought-leadership reports



THE CAREER INVESTOR

- Leadership development, CFO salaries and career growth
- Evenings and weekend engagement
- Opportunity for training platforms, certification bodies

READER PAIN POINTS AND OPPORTUNITIES

CFO priorities reveal a shift from managing numbers to connected, insight-driven growth: unifying fragmented systems, automating compliance, and turning data into strategic foresight. They're commercially savvy, ROI-focused decision-makers who invest where integration, automation, and intelligence meet measurable impact.



Fragmented finance tech stacks and data silos

Integration-first ERP solutions
API middleware platforms
Data fabric architectures
Workflow orchestration tools
Real-world case studies on integration ROI



Heightened risk and compliance pressure

Automated ESG reporting
Cyber resilience tools
AI-driven audit trails
Third-party assurance monitoring
Sponsored ESG insights



Talent shortage and skills gap in finance teams

AI-driven task automation
Embedded learning platforms
Digital workforce management
Career development partnerships
Sponsored content on "augmented finance teams"



CFOs expected as strategic growth partners

Scenario planning dashboards
Predictive analytics and forecasting tools.
Finance-business collaboration platforms
Executive roundtables and content series
Thought-leadership campaigns



Budget scrutiny and ROI accountability

Finance ROI analytics platforms
Cost-optimisation tools
Performance dashboard
Case studies on accelerated payback cycles
Sponsored benchmarking content .

KEY THEMES

These themes illustrate a market shifting from regulatory resilience to digital maturity, underpinned by an emphasis on human capital and advisory value creation.

GOVERNANCE, RISK AND COMPLIANCE

- Audit and assurance
- Risk management
- Tax & policy, HMRC reforms, corporate tax planning, digital tax systems



DIGITAL TRANSFORMATION AND TECHNOLOGY

- AI & Automation, predictive analytics, workflow efficiency
- Cloud & infrastructure, security, scalability, system migration
- Platform Integration, APIs, interoperability, real-time data sharing



ENTERPRISE FINANCE

- Business & financial strategy, forecasting, M&A
- Consulting & advisory, organisational transformation, digital strategy
- Talent & learning, upskilling, certifications, leadership pathways
- Corporate governance & culture, ethics, sustainability, accountability



ENGAGEMENT SIGNALS

The CFO's audience shows sophisticated engagement patterns focused on strategic transformation, operational excellence, and executive leadership development, reflecting the evolving role of modern finance leaders.

"I need to modernize our finance function with cutting-edge technology"



TECHNOLOGY TRANSFORMATION

- AI implementation strategies and data readiness assessments
- ERP migration planning
- Automation tools for financial processes and operations

"I'm focused on executive development and market awareness"



EXECUTIVE DEVELOPMENT

- CFO appointment announcements and career progression insights
- Executive networking and professional development resources
- Market intelligence and economic trend analysis

"I want to drive strategic value beyond traditional finance roles"



STRATEGIC LEADERSHIP

- Growth strategies and efficient scaling methodologies
- Cost optimisation without compromising business growth
- Cross-functional leadership and organisational influence

"I need to optimise our financial operations and processes"



FINANCIAL OPTIMISATION

- Financial consolidation strategies and best practices
- Accounts payable optimisation and process improvement
- Financial close acceleration and reporting efficiency

TOP PERFORMING CONTENT TYPES



PRACTICAL OVER THEORETICAL

How-to guides and implementation advice



REAL WORLD EXAMPLES

Case studies and CEO/CFO interviews drive engagement



CURRENT EVENTS

Timely content about market developments and regulatory changes



TECHNOLOGY ADOPTION

AI and automation content shows growing interest



The CFO's audience is particularly interested in **leadership development**, **security**, and **emerging financial technologies**, with growing engagement around **AI adoption** and **real-time financial operations**.

READER JOURNEY

DISCOVER

→ Daily newsletter

42k subscribers

ENGAGE

→ Webinar, native content, reports

53% engagement

CONVERT

Event sign ups, product demos, report downloads

EXPLORE

→ Website Content

20 to 40 seconds reading time

SOCIAL ENGAGEMENT

→ LinkedIn newsletters, featured posts, polls

833k organic impressions

CONTENT CALENDAR



Campaign recommendations: (see here)

- Finance resilience and cost discipline Q3 2025
- ESG and Regulatory Readiness Q4 2025
- Scaling AI in finance operations Q1 2026
- Leadership and capacity building Q2 2026

Why Partner with The CFO

The CFO offers an environment where high-intent finance leaders engage with content that drives decision-making.

Partners gain access to:

- C-suite audience with direct purchasing influence
- Premium weekday readership with proven campaign conversion
- Brand-safe alignment for strategic, AI, and finance transformation narratives

✉ Partner with us: partnerships@clickzmedia.com

