

ACCOUNTANCY AGE
FOUNDED 1969

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

The Q4 report highlights trending topics, preferred devices and formats, and shifts in how readers access and share industry insights.



TOTAL SUBSCRIBERS

51,572



LINKEDIN SUBSCRIBERS

6,681

TOP GEOGRAPHIES



UK

64%



US

33%



EU

4%

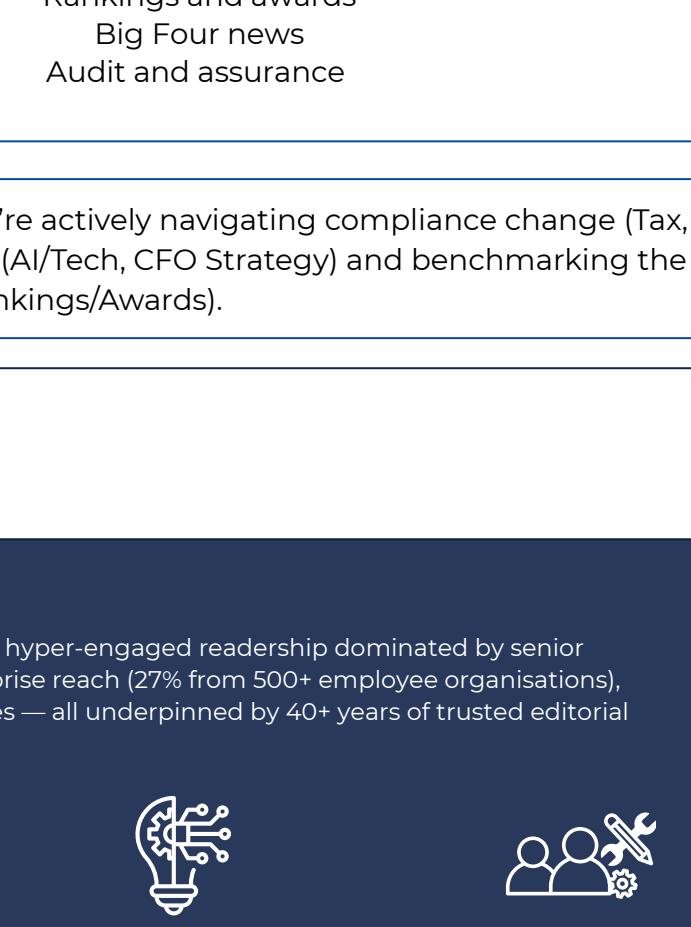
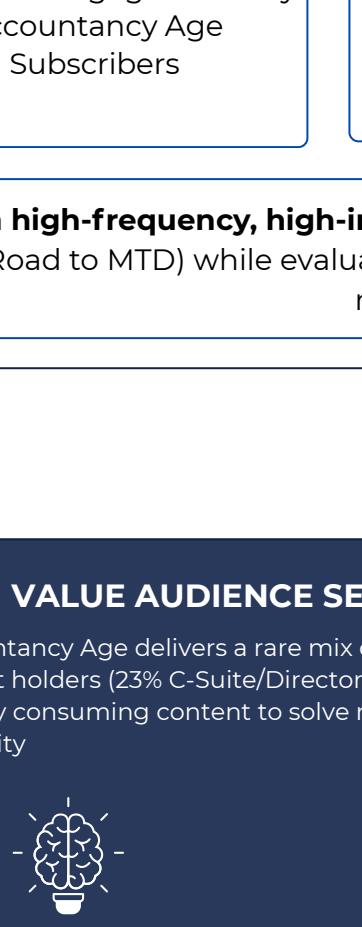
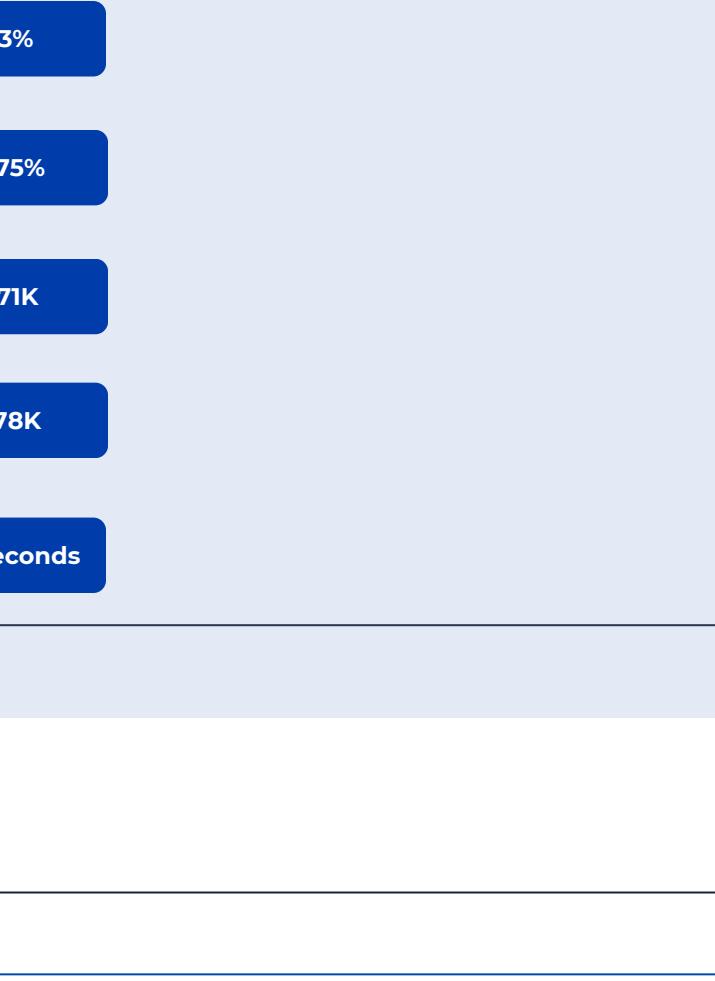


APAC

3%

One placement can help unlock two **high-value markets with meaningful scale**, ideal for multi-region product launches or thought leadership

AUDIENCE PROFILE



- Decision-heavy readership (built for B2B buying): With strong representation from Directors and C-suite, plus a meaningful layer of Owners/Board, a **solid mix of evaluators and sign-off stakeholders for consideration-led sponsorships**.
- Highly concentrated in the categories sponsors care about:** The audience is dominated by Accounting (41.4%) and Financial Services, with additional weight in IT Services, Banking and Consulting, ideal for fintech, accounting/practice software, compliance, and advisory brands.
- Strong fit for premium, transformation-led campaigns: The company-size/ARR spread and positioning point to **mid-market and enterprise buying cycles, with readers actively exploring digital transformation** tools supporting higher-value sponsorship packages and “presented by” placements

AUDIENCE REACH AND DIGITAL FOOTPRINT



NEWSLETTER OPENS

23%



NEWSLETTER CLICK

2.75%



ANNUAL PAGE VIEWS

971K



ANNUAL WEBSITE VISITS

578K



AVERAGE TIME ON WEBSITE

40 seconds

KEY THEMES

60 Articles Per Quarter

That's the average amount of content engaged with by Accountancy Age Subscribers

Top themes

Tax and compliance
AI and technology
Rankings and awards
Big Four news
Audit and assurance

This is a **high-frequency, high-intent audience** they're actively navigating compliance change (Tax, Audit, Road to MTD) while evaluating modernisation (AI/Tech, CFO Strategy) and benchmarking the market (Big Four, Rankings/Awards).

HIGH VALUE AUDIENCE SEGMENTS

Accountancy Age delivers a rare mix of attention + influence, a hyper-engaged readership dominated by senior budget holders (23% C-Suite/Director), with meaningful enterprise reach (27% from 500+ employee organisations), authority



STRATEGIC CFO

"I need to stay ahead of regulatory changes and protect my organisation from risk."

- Enterprise finance
- Audit & assurance
- Services
- Risk management
- Advisory & consulting services



PRACTICE PARTNER

"I want to know how my firm compares and where the industry is heading."

- Practice management
- Cloud accounting platforms
- Staff recruitment services



TECH FORWARD

"I need to modernise my function and demonstrate ROI on technology investments."

- Accounting & software
- AI/automation tools
- Cloud solutions
- Implementation & integration services



AMBITION FINANCE

"I want to advance my career and stay current on technical developments."

- Professional qualifications & training
- Career services & training
- Technical resources
- Professional memberships

IN AA'S READERSHIP

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



READER PAIN POINTS AND OPPORTUNITIES

Accountancy Age readers aren't just consuming content they're actively seeking solutions to their biggest professional challenges. Sponsors who align with these pain points aren't advertising; they're providing answers.



Technology Transformation Anxiety

"How do I modernise without disrupting my business or wasting budget on the wrong tools?"

Accounting software, system integrators, ERP, AI solutions



Regulatory Compliance Burden

"How do I keep up with constant regulatory changes without drowning my team?"

Tax software, compliance platforms, MTD providers, RegTech vendors, advisory firms



Economic and Business Uncertainty

"How do I plan for 2026 when I can't predict what's coming next?"

Data-driven forecast, scenario planning, strategies for navigating uncertainty, interactive tools for visualising tax changes



Talent and Workforce Crisis

"How do I attract and retain talent when the profession is losing its appeal?"

Recruitment firms, premier talent recognition, compensation consultants, employee benefit providers



Fear of Failure and Reputational Risk

"What if something goes wrong on my watch? How do I protect myself and my organisation?"

Audit softwares, indemnity insurers, compliance platforms, quality assurance vendors

ENGAGEMENT SIGNALS

Accountancy Age readers are primarily focused on staying compliant (35%) and strategically informed (34%), with growing interest in technology adoption (20%) and career development (11%).

"Helping me stay compliant and avoid risk"

"Helping me understand the market and plan ahead"



REGULATORY FOCUSED

- MTD
- FRS 102 changes, GAAP updates
- FCA scrutiny
- Audit quality



BUSINESS STRATEGY & INDUSTRY LANDSCAPE

- Budget impacts
- Rankings (50+50)
- M&A activity
- 2026 forecasts

"Helping me modernise and work smarter"

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



TECHNOLOGY AND DIGITAL TRANSFORMATION

- Agentic AI
- Automation trends
- Cloud platforms
- Digital transformation



CAREER AND TALENT

- 35 under 35
- Talent crisis
- ACCA, ICAEW news

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

TOP PERFORMING CAMPAIGNS AND 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.



ACCOUNTANCY AGE 35 UNDER 35

The Accountancy Age 35 Under 35 Results Report 2025 is built from nominations submitted April–July 2025, from which 35 finalists were selected based on impact, leadership behaviour and measurable contribution.

Key quantitative highlights:

- **Where they work:** Audit & Assurance, Advisory & Consulting, Tax, Corporate/In-house Finance, Technology & Systems
- **Certifications mix:** ICAEW/ACA 46%, ACCA 33%, CIMA 11%, CTA/ATT 6%, Other 6%
- **Early responsibility + measurable impact:** 71% led a process/project before manager level, 64% reported measurable financial results, 58% trained peers, 78% used an automation/analytics tool weekly.
- **A profession modernising technology adoption:** Discipline and controlling technology adoption

Young accountants are taking on leadership earlier, using analytics/automation as routine tools, and grounding rather than "big transformation" narratives.



ACCOUNTANCY AGE 50+50

Accountancy Age's Top 50+50 Rankings is a data-led view of the 100 largest UK accountancy firms by UK fee income, based on a verified survey of firms

Key highlights:

- **Core spend + advisory upside:** Primary focus split is Assurance 38.1%, Consulting/Advisory 27.1%, Tax 25.1%, Deals/Restructuring 7.8%.
- **UK growth & investment intent:** 65% expect positive increase in UK partner numbers by mid-2026.
- **Consolidation and platform decisions are live:** 44% have done M&A (buying/selling part of a firm) in the last year; 70% operate within an international network.
- **Technology budgets are tiered:** 17% report £1m+ tech investment, 34% report £100k–£999k, 35% report £1–£99k (and 17% report £0/ non-disposed).
- **Firms provide software selection/implementation:** 47/100 firms.
- **Governance/equality policy signals:** 95% report a formal diversity/equality policy.

The report highlights a cohort of leading UK accountancy firms that are in active growth mode, and increasingly shaped by consolidation, international networks, and sustained technology investment.



CONTENT CALENDAR

Campaign recommendations: [see here](#)

- MTD/FRS 102 countdown Q1 2026
- AI transformation series Q1–Q2 2026
- Mid transformation Q3 2026
- ESG and Market intelligence reports (ongoing)

Young accountants are taking on leadership earlier, using analytics/automation as routine tools, and grounding rather than "big transformation" narratives.

Reach out to us about your requirements.

Reach out here: partnerships@clickzmedia.com

Accountancy Age