

THE CFO

FOUNDED 1984

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 Q4, 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.



TOTAL SUBSCRIBERS

42,770



LINKEDIN SUBSCRIBERS

7,252

## TOP GEOGRAPHIES



UK

42%



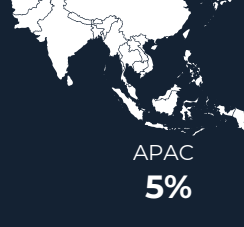
US

30%



EU

18%

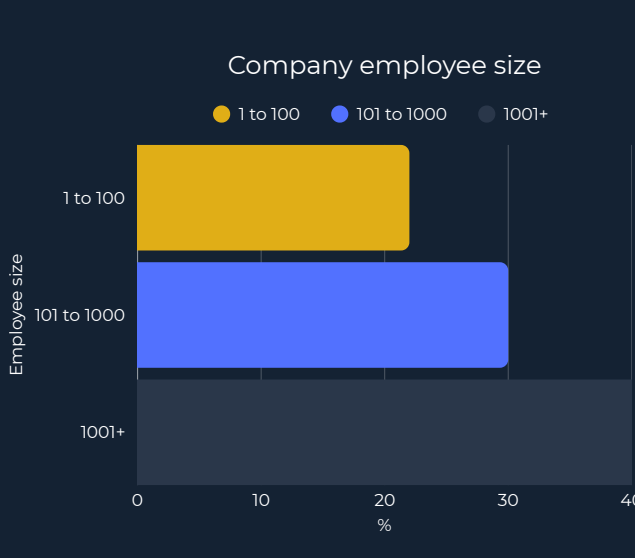
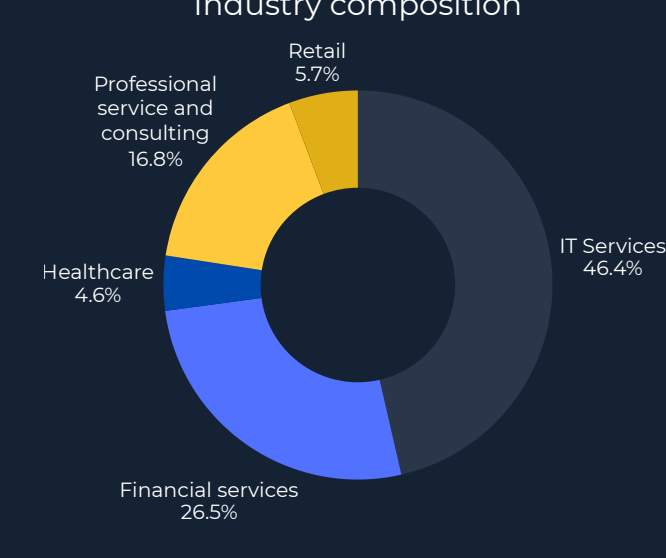
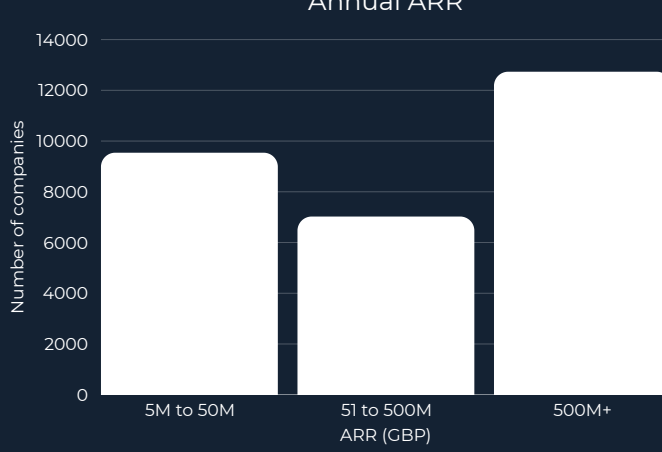
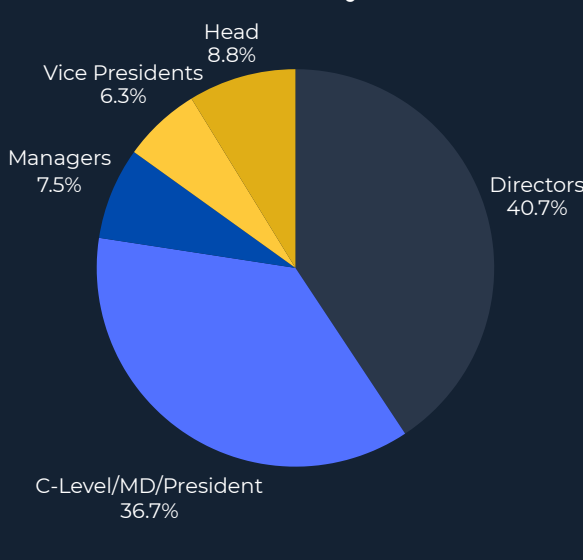


APAC

5%

Single campaign can **credibly deliver scale** in both the UK and US at once, ideal for CFO/finance tools that sell across English-speaking markets (payments, spend management, ERP/FP&A, audit/risk)

## AUDIENCE PROFILE



- The CFO is read by a genuinely **senior, decision-influencing audience**.
- The **core readership skews heavily toward Directors and C-suite/MD-level leaders**, with an added layer of board-level/owners the newsletter is reaching the people who set priorities, sign off budgets, and are accountable for performance.
- The audience is in IT Services, Financial Services, and Healthcare sectors where **finance teams are constantly dealing with transformation pressure**: modernising systems, tightening controls, proving ROI, managing risk, and supporting growth decisions with better data.
- These readers **tend to be operating in complex environments** where finance is expected to be a strategic partner, not just a reporting function.

## AUDIENCE REACH AND DIGITAL FOOTPRINT



NEWSLETTER OPENS

16%



NEWSLETTER CLICK

3.41%



ANNUAL PAGE VIEWS

512K



ANNUAL WEBSITE VISITS

325K

## KEY THEMES

### 31 Articles Per Quarter

That's the average amount of content engaged with by Subscribed CFOs

### Top themes

AI and automation  
Digital transformation & technology  
Pricing strategy  
Cost & financial planning  
General business

The CFO attracts highly engaged, **insight-hungry finance leaders** who consume content repeatedly, so themes like AI/automation, digital transformation, pricing strategy and cost planning are landing with an audience actively looking for practical strategies they can apply.

## HIGH VALUE AUDIENCE SEGMENTS

For the readers of The CFO, **transformation intent is high**, but trust/ROI proof is the gate, they want AI + automation, as long as it comes with business cases, benchmarks, risk frameworks, and practical templates they can deploy fast (often with lean teams, sometimes across regions).



### STRATEGIC TRANSFORMERS

"I'm committed to transforming my finance function with AI and modern tools"

- Business cases
- Risk frameworks
- Benchmark reports
- Webinars with industry experts
- AI and transformation guides



### DIGITAL MODERNISATION SEEKERS

"My team is stuck in spreadsheet hell, and I know we need to modernize."

- Excel to automation guides
- Finance tech stacks
- Low risk proof of concept templates
- Tactical guides



### ENTERPRISE FINANCE EXECUTIVES

"I need strategies that work at scale without disrupting operations across regions."

- Transformation stories
- Multi jurisdiction tax navigation
- Stakeholder alignment
- Peer comparisons on tech adoptions



### GROWTH STAGE FINANCE LEADERS

"I need practical, affordable solutions I can implement myself or with minimal resources."

- Tactical content from lean financial teams
- Tools with clear ROI
- Financial planning templates for scaling companies
- SMB knowledge sharing

## IN CFO'S READERSHIP

The CFO's audience spans fast-growing accounting firms and finance leaders focused on driving business excellence across accountancy, technology innovation, and enterprise finance. Coverage centres on balance sheet regulation, digital solutions, and the influencers shaping finance transformation.



READER PAIN POINTS AND OPPORTUNITIES

The CFO audience engagement data reveals a finance leadership community at a critical inflection point. They're actively seeking solutions but only from providers who understand their reality: deliver results fast, minimize risk, and make them look good to the board.



AI Implementation Uncertainty

"I need to see what successful CFOs at leading companies are actually doing not just hype."

Diagnostic tools, low risk quick win AI use cases, CFO networks



Manual Processes & Spreadsheet Dependency

"We spend more time gathering data than analyzing it. I know we need to modernize, but I'm worried about disrupting month-end close and critical reporting cycles."

AP/AR automation, reconciliation software, phased transition tools, training and adoption services



Compliance & Regulatory Pressure

"My team is already stretched thin, and I'm worried we'll miss deadlines or make costly errors. I need solutions that simplify compliance, not add complexity."

Automated reporting for FRS 102, continuous compliance tracking with alert systems, gap analysis tools



Trade & Economic Uncertainty

"I need tools and insights to scenario-plan and protect margins in this volatile environment."

Dynamic modelling, currency risk management, working capital solutions, real time alerts on policy changes



Cost Pressure & ROI Justification

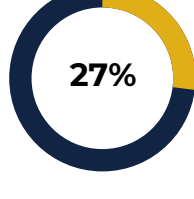
"Every initiative needs a bulletproof ROI case. I need practical strategies to optimize working capital and demonstrate clear returns not theoretical frameworks."

Cash flow forecasting, business case builders, spend analytics, solutions tried to financial improvements

ENGAGEMENT SIGNALS

The CFO readers are engaging with topics on AI and Transformation (27%), business strategy (26%), regulation and compliance (25%) and career development (23%).

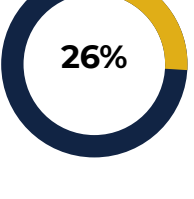
"How do I evolve from number-cruncher to strategic CFO?"



AI & FINANCE TRANSFORMATION

- AI-powered accounts
- Cost crisis
- AI upgrade for the CFO

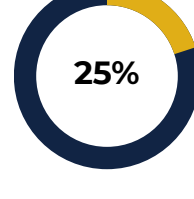
"I'm under constant pressure to prove ROI on every initiative."



BUSINESS STRATEGY & FINANCIAL PERFORMANCE

- Tech deals
- Cash management
- ROI on tech

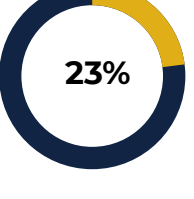
"My team is falling behind on evolving regulatory requirements."



REGULATORY AND COMPLIANCE

- FRS 102
- Taxes
- Cloud wars and carbon costs
- Compliance for finance teams

"How do I navigate the first year as a new CFO successfully?"



CFO LEADERSHIP AND TALENT

- Jobs and AI
- CFO salaries
- Big Tech layoffs

READER JOURNEY



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**.

CONTENT CALENDAR

- Campaign recommendations: (see here).
- [AI & CFO Playbook Q1 - Q2 2026](#)
  - [Technology Modernisation ; Spreadsheets & Excel Q1 2026](#)
  - [Transfer Pricing & Front-Office Q2 - Q3 2026](#)
  - [CFO Strategy & Market Intelligence \(on going\)](#)

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

Talk to us about your requirements.

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

