



The CFO | Q4 2025

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and what content resonates most across digital channels.

IBERS

in LINKEDIN SUBSCRIBERS

A map of the United Kingdom and the United States. The UK map is on the left, showing 12% of the 16-24 population is NEET. The US map is on the right, showing 17% of the 16-24 population is NEET.

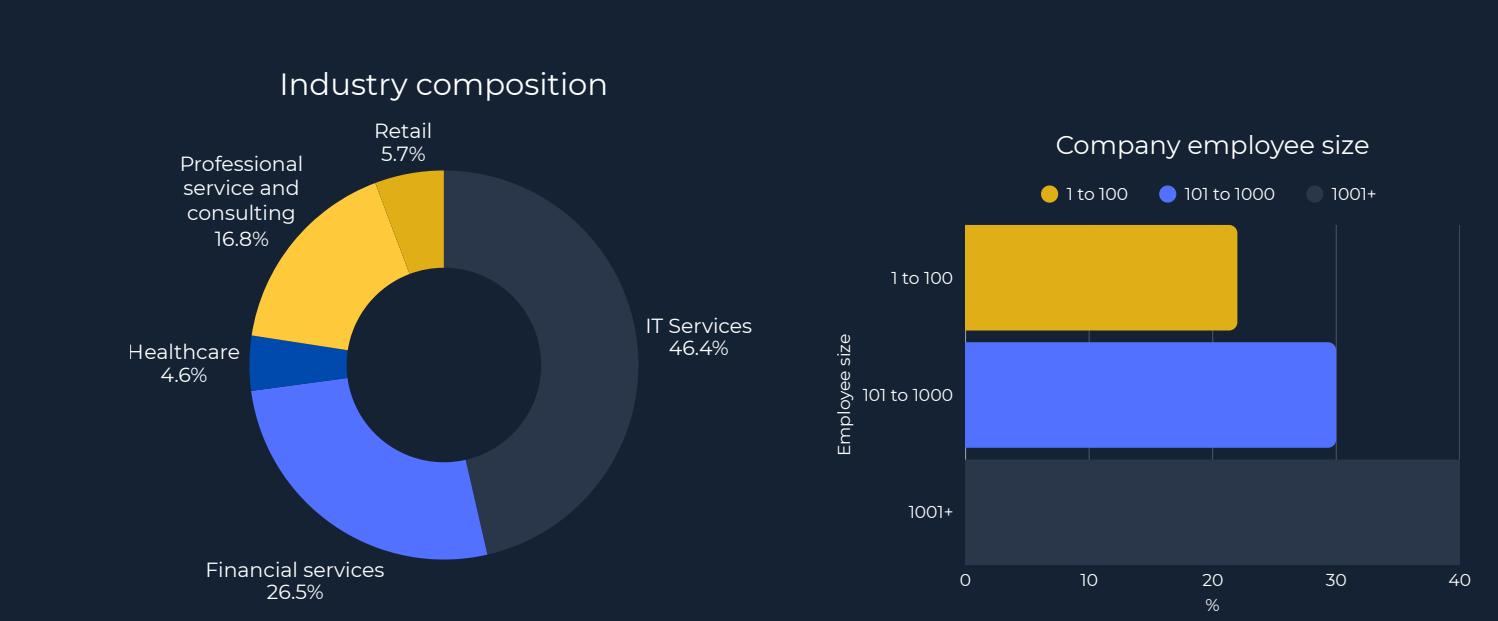
Country	Percentage NEET (16-24)
UK	12%
US	17%

ICE PROFILE

The figure consists of two maps. On the left is a map of Europe with a white callout box labeled 'EU'. On the right is a map of Asia and Australia with a white callout box labeled 'APAC'. The background is dark blue.

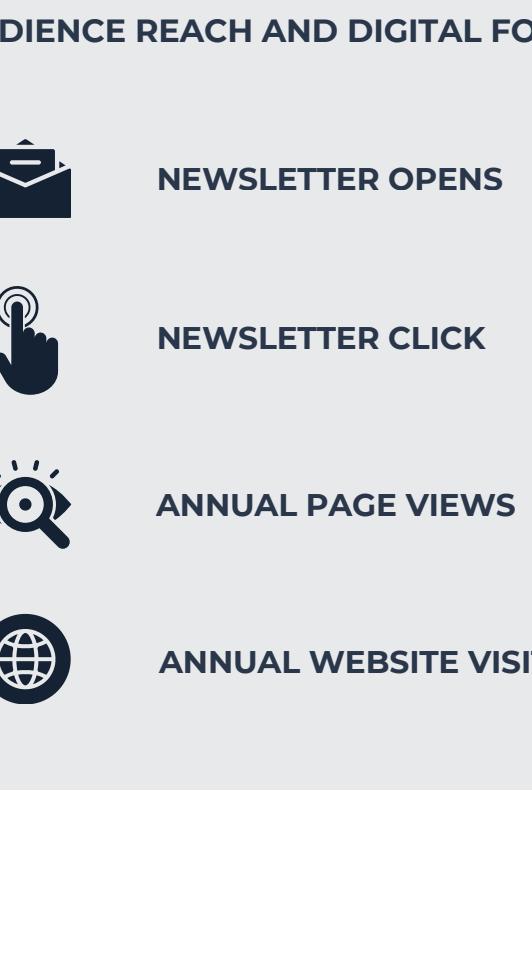
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C-Level/MD/President
36.7%



- 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.

100% of the energy consumed in the United States is derived from fossil fuels.



 STRATEGIC TRANSFORMERS	 DIGITAL MODERNISATION SEEKERS	 ENTERPRISE FINANCE EXECUTIVES	 GROWTH STAGE FINANCE LEADERS
<p><i>"I'm committed to transforming my finance function with AI and modern tools"</i></p> <ul style="list-style-type: none">• Business cases• Risk frameworks• Benchmark reports• Webinars with industry experts• AI and transformation guides	<p><i>"My team is stuck in spreadsheet hell, and I know we need to modernize."</i></p> <ul style="list-style-type: none">• Excel to automation guides• Finance tech stacks• Low risk proof of concept templates• Tactical guides	<p><i>"I need strategies that work at scale without disrupting operations across regions."</i></p> <ul style="list-style-type: none">• Transformation stories• Multi jurisdiction tax navigation• Stakeholder alignment• Peer comparisons on tech adoptions	<p><i>"I need practical, affordable solutions I can implement myself or with minimal resources."</i></p> <ul style="list-style-type: none">• Tactical content from lean financial teams• Tools with clear ROI• Financial planning templates for scaling companies• SMB knowledge sharing



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."

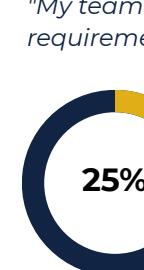
AP/AR automation, reconciliation software, phased transition tools, training and adoption services



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



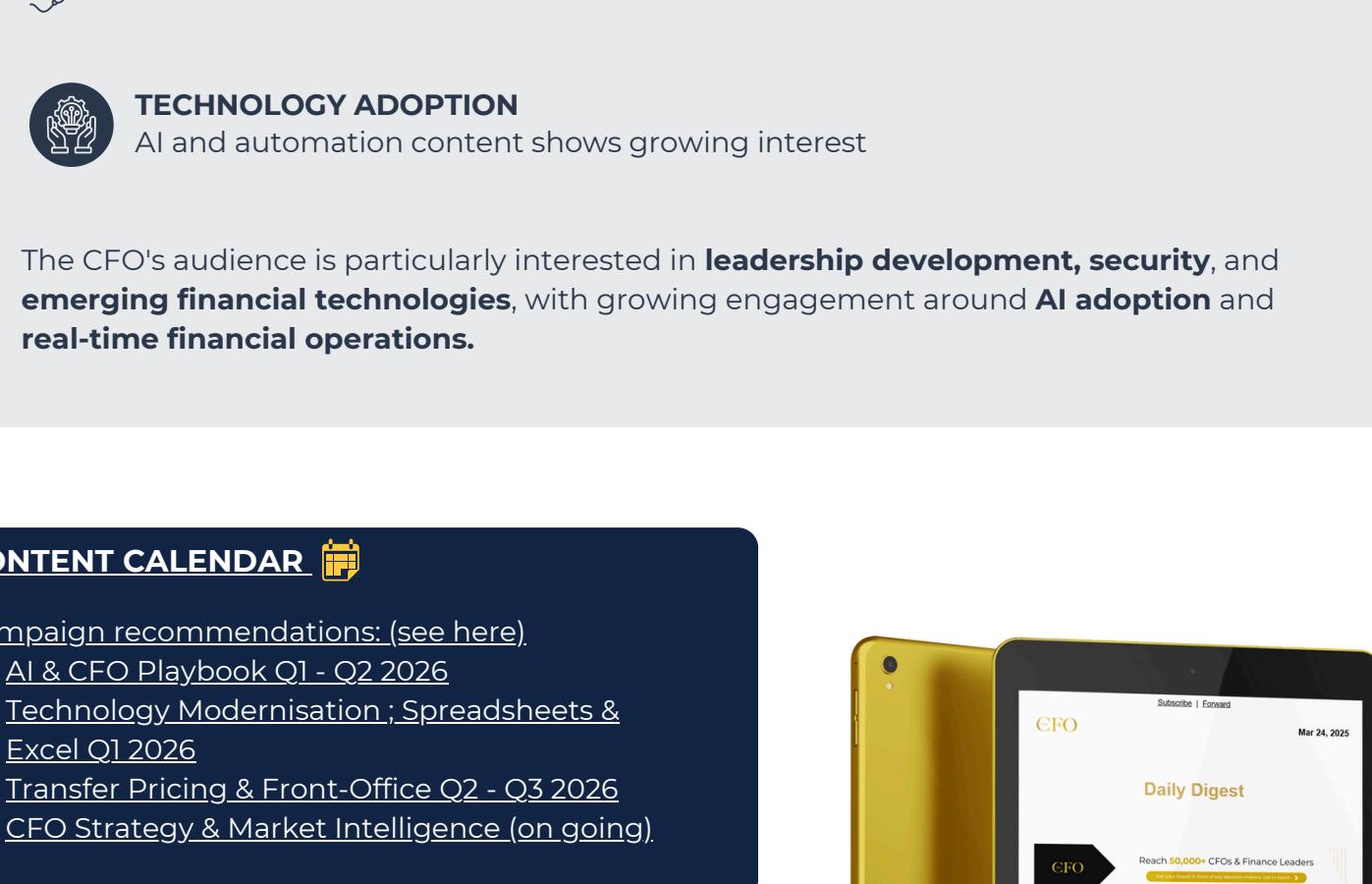
Cost Pressure & ROI Justification

"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%).



READER JOURNEY

DISCOVER

→ Daily newsletter

42.7k 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 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

