THE WARREN GROUP
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Real Estate & Financial Information

NEW JERSEY CPA

2009 ADVERTISING INFORMATION

NJCPA
New Jersey Society of
Certified Public Accountants

Target Marketing that Makes Sense

The New Jersey Society of Certified Public Accountants (NJSCPA) is a nonprofit, professional organization comprised of more than **15,000 CERTIFIED PUBLIC ACCOUNTANTS** *and student members. Founded in 1898, the NJSCPA is one of the largest and oldest state CPA societies in the nation.*

Today, our increasingly diverse membership consists of CPAs who work in business and industry, government, education and at accounting firms ranging in size from sole practitioners to large international organizations.

A Proven Resource…
The professional organization for CPAs in the state, the NJSCPA is a proven resource for reaching high-end purchasers and business advisors:

- *New Yersey CPA reaches* **17,000 PROFESSIONALS ACROSS NEW JERSEY**.
- **83%** *of our members in public practice recommend products and services to their clients.*
- **76%** *of our members are involved in the purchasing decisions for their firms/companies.*
- **73%** *of our members have annual household incomes over $100,000, while* ***21%*** *have an annual income of more than $200,000.*
- **54%** *of our members are senior-level executives.*

Reach New Jersey decision-makers and their clients

83% of the members in public practice recommend products and services to their clients.

Average number of business clients: *66*

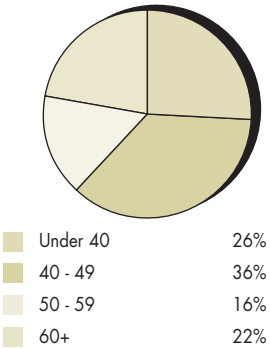
Average number of individual clients: *132*

"Commerce Bank is very pleased with our relationship with New Jersey CPA Magazine. Through our silver-level advertising partnership, we not only reach more than 15,000 readers six times per year, but we're also able to interact with and develop business relationships with CPAs at the annual expo and other meetings."

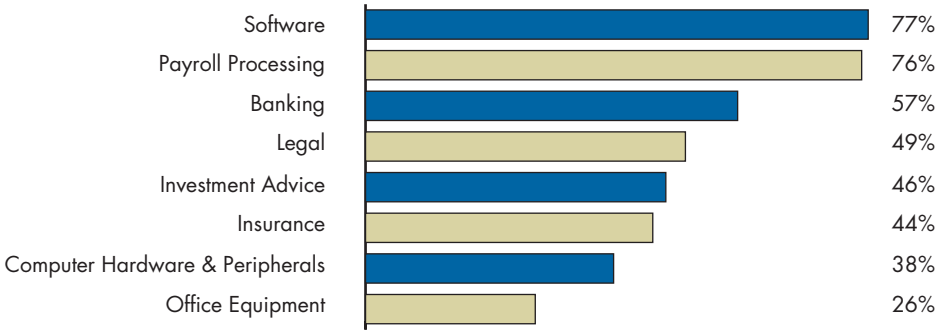
Eric Radell, Vice President,
Commerce Bank

More than 50% of the members are Senior-Level Executives

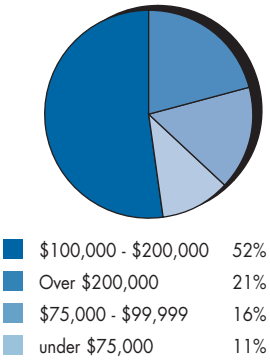
Age Breakdown



Types of products & services the members will recommend to their clients



Annual Household Income



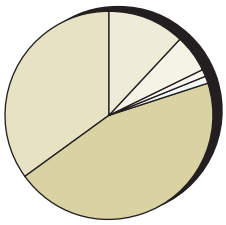
NEW JERSEY CPA. *The NJSCPA membership magazine is mailed to more than **15,000** CPAs and student members six times a year and offers both display and classified advertising. New Jersey CPA updates CPAs on important developments impacting the profession, while providing tools and resources for enhancing their business.*

NEW JERSEY CPA: REACHING YOUR MARKET. *New Jersey CPA, the award-winning membership magazine of the New Jersey Society of CPAs, is the only way to reach each of our **15,000** members.*

RELEVANT CONTENT. *More than **80%** of our readers rate both the content and usefulness of New Jersey CPA as good to excellent.*

PROVEN RESPONSE. ***55%** of our readers take action after seeing an advertisement in New Jersey CPA, by either purchasing the product, contacting the advertiser, visiting a website or recommending the product or service to a client.*

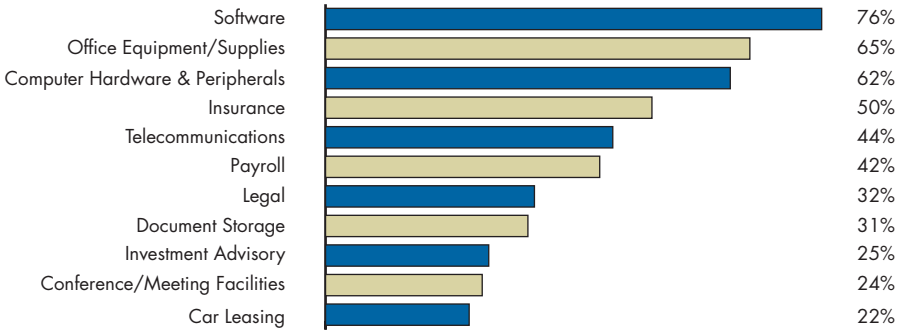
Areas of Employment

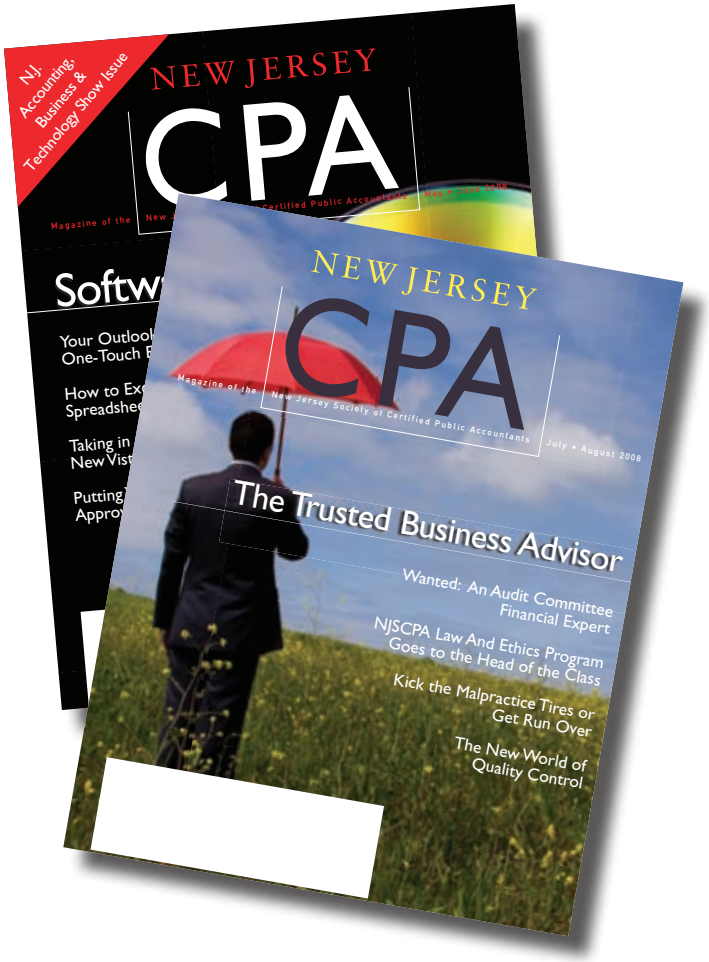


Public Practice	45%
Business & Industry	35%
Other	12%
Students	6%
Education	1%
Government	1%

76% of members have decision-making authority for purchasing within their organizations.

Types of products & services the members are involved in purchasing





"I truly enjoy reading New Jersey CPA magazine. The featured articles and departmental columns are on the cutting edge of providing all CPAs with information and news that we can use in our daily business lives. As an educator, it is an effective resource for preparing tomorrows CPAs — with each issue covering government, education, tax and accounting issues. Thank you for an excellent publication!"

Margaret Van Brunt, Assistant Dean,
Rohrer College of Business
Rowan University

"There is no more direct and comprehensive advertising route to your target audience than a niche trade magazine. Custom publications have risen above other mediums in terms of value and effectiveness. The statistics show that prospects trust and respond to trade magazine advertising more than their marketing counterparts."

The Magazine Handbook
By: The Magazine Publishers Association

TOTAL CIRCULATION: *17,000*

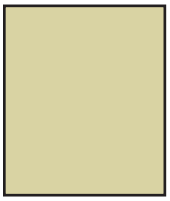
TOTAL READERSHIP: *24,000*
(based on a pass-along readership of 1.50)

FOUR COLOR ADVERTISING RATES

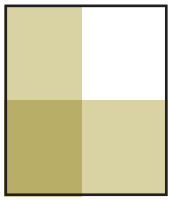
Ad Size	6 Times	3 Times	1 Time
Full Page	$2,110	$2,460	$2,695
(7.375″ X 9.875″)			
2/3 Page	$1,670	$1,935	$2,110
(Vertical: 4.875″ X 9.875″) (Horizontal: 7.375″ X 6.375″)			
1/2 Page	$1,400	$1,615	$1,755
(Vertical: 3.625″ X 9.875″) (Horizontal: 7.375″ X 4.875″)			
1/3 Page	$1,120	$1,275	$1,380
(Square: 4.875″ X 4.875″) (Vertical: 2.375″ X 9.875″) (Horizontal: 7.375″ X 3.125″)			
Mini Square	$785	$875	$935
(3.5″ X 3.5″)			
Back Cover	$2,545	$3,045	N/A
(Bleed: 8.625″ X 11.125″) (7.375″ X 9.875″)			
Inside Cover	$2,345	$2,805	N/A
(Bleed: 8.625″ X 11.125″) (7.375″ X 9.875″)			

Black & White prices available upon request

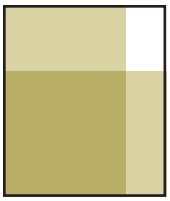
SILHOUETTES



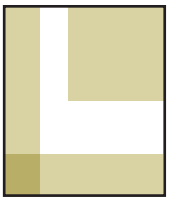
Full Page



1/2 Vertical
1/2 Horizontal



2/3 Vertical
2/3 Horizontal



1/3 Vertical
1/3 Square
1/3 Horizontal

FOR MORE INFORMATION

CONTACT ADVERTISING AT 617.896.5344 OR EMAIL CUSTOMPUBS@THEWARRENGROUP.COM

2009 NEW JERSEY CPA EDITORIAL CALENDAR

Issue	Editorial Spotlight	Issue Date
January/February	**The State of the Industry CPA** • Finding Good People • N.J.'s Pharmaceutical Sector • Standards & Ethics/Subordination of Judgment • The Construction Industry in N.J.	January 11
March/April Bonus Networking Event Distribution	**Going Green** • Making Your Office Greener • Tax Credits • What You Really Need to Know to Go Paperless (storage vs. doc mgt) • Does It Pay for Your Client to Go Green?	March 7
May/June Bonus Trade Show Distribution	**Technology** • Developing a Power User Group • Freeware – Is It Really Free? • Social Networking • Client Portals	April 25
July/August	**Giving Back/Philanthropy** • Being a Good Corporate Citizen • Developing a Nonprofit Niche • It Pays for You to Get Involved • Creating a Private Foundation	July 4
September/October	**The CPA in the Global Economy** • Unifying Global Reporting Standards • Handling Clients Intl. Expansion • Global Networks • Expat/Inpat Accounting	September 5
November/December Bonus Convention Distribution	**Tax Matters** • Federal & State Update • Nexus • Malpractice Tax Issues • Federal Sun-Setting Tax Cuts	November 7

Each Issue of New Jersey CPA will have regular articles covering the following areas:

A&A Buzz

Best Practices

Financial Planning

Forensic File

Industry Focus

Tax Talk

Tech Center

E-NEWS

A bi-weekly electronic newsletter sent to more than 12,000 CPAs providing technical updates and links to business and financial information.

WEBSITE

The NJSCPA's award-winning website, www.njscpa.org, is visited by more than 35,000 people a month and provides an interactive medium of banner ads and classified advertising.