

2009 Reader Profile Study Insight

Subscriber Demographics:

- ✓ The *JofA* has approximately 387,111 subscribers (*BPA Audit Statement, 06/08*).
- ✓ The typical *JofA* subscriber is a 53 year old male.
- ✓ Approximately 115,746 of *JofA* subscribers are female.
- ✓ All (100%) of *JofA* subscribers have a 4-year degree; nearly half (42.4%) have an advanced degree.
- ✓ The current HHI of the average *JofA* subscribers is \$196,500 with an average net worth of more than \$1 million.
- ✓ More than a third of subscribers are business owners/partners or sole practitioners; 34.7% are top management (C-level executives); 16.6% are finance/accounting managers, directors or consultants.
- ✓ 38.2% of *JofA* subscribers work in accounting firms; 34.6% in business and industry; 27.1% in government or academia.

JofA Reading Habits:

- ✓ The typical *JofA* subscriber regularly reads 4 out of 4 issues in print and spends close to an hour reading each issue.
- ✓ More than half (60%) of subscribers find the *JofA* the most helpful publication in the accounting industry; and subscribers value the content of *JofA*, as more than a third have discussed or shared articles and ads with others.



Access to Potential Buyers:

- ✓ On average, subscribers estimated their organizations have 708.2 clients.
- ✓ On average, subscribers estimated their organizations' approximate gross annual sales or revenues in the entire organization at \$721.3 million.
- ✓ More than half of subscribers (50.8%) have recommended one or more financial products or services to clients in the last 12 months; 37.8% more plan to in the next 12 months

Top 5 Products /Services *JofA*'s readers recommend to clients:

Product/Service	Currently Recommend
1. IRAs	31.9%
2. 401k Plans	28.3%
3. Insurance	24.7%
4. Payroll Services	23.5%
5. HSAs	20.4%

Response to Advertising:

Action Taken	# of Buyers
Discussed article and/or ad with others	151,360
Saved article and/or ad for reference	145,554
Purchased/recommended/requested info on a product/service	49,550
Visited advertiser's website	48,776
Called a toll-free number from an ad	18,968
Visited an advertiser at a trade show/met with a sales person	10,064