

ACCOUNTANCY CYPRUS

MEDIA KIT >

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imh

CONFERENCES | MEDIA | EXHIBITIONS

THE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS OF CYPRUS (ICPAC) AND IMH COLLABORATE ON THE PUBLICATION AND DISTRIBUTION OF THE QUARTERLY MAGAZINE ACCOUNTANCY CYPRUS.

Accountancy Cyprus is arguably the oldest magazine in Cyprus, having been published by ICPAC since 1982 with the objective of keeping its members up to date with the latest developments in the accounting profession. It deals with issues pertaining to economics & finance, business, accounting, taxation, audit, compliance, news of the Institute and much more.

The aim of the collaboration between ICPAC and IMH is to upgrade the magazine and ensure that it remains a point of reference as the most reliable source of information for news of the sector. At the same time, with its new design and structure, enhanced with additional content, **Accountancy Cyprus** will provide a modern and dynamic information platform for members of ICPAC, the business world, the political leadership and government officials. In the context of this collaboration, ICPAC remains the publisher of the magazine while IMH becomes responsible for its editorial content, design, printing, distribution and commercial management.



MAGAZINE PROFILE

Technical Characteristics

- Size: 20.8 x 28 cm
- Print run: 10.000 - 12.000 copies per issue
- Editions: Quarterly
- Pages: 84 - 124 pages
- Binding: Perfect
- Printing: Web Offset
- Paper: Art gloss 80gr
- Cover: Art gloss 180gr

READERSHIP & CIRCULATION

Accountancy Cyprus is published 4 times a year and mailed free of charge to more than 9,000 subscribers in Cyprus and abroad: qualified chartered and certified accountants, trainee accountants, business people, CEOs and senior managers of the biggest companies in Cyprus, government departments and services, politicians and other decision makers, professional associations and foreign embassies. Together, they make up the large white collar readership with the greatest purchasing power in the country.



CONTENTS

Accountancy Cyprus focuses on issues of concern and interest to its core readership. In addition to its main features and in-depth reports, it also includes interviews, presentations, articles and opinion pieces specific to the following sectors:

- Auditing & Accounting
- Taxation
- Economy
- Tech
- Business
- Legal
- Mergers and Acquisitions
- Public Sector
- Regulation / Regulators
- Education / Training

ADVERTISING CATEGORIES

Accountancy Cyprus has a high income, powerful and influential readership of exceptional value to corporate, business-to-business and financial advertisers.

Specifically, the main advertising categories are:

- Accounting, Audit and Tax Firms
- ICT Firms
- Fiduciary Firms
- Investment Firms
- Banks and other Financial Institutions
- Legal Firms
- Insurance Companies
- Property and Real Estate
- Education
- Logistics
- Luxury brands
- Automotive
- Hotel & Travel

RATE CARD

INSERTIONS

Full Page	€800
Double Page Spread	€1200
Half Page	€500
Third Page	€1100
Inside Front Page	€1000
Inside Back Page	€900
Back Cover	€1500

The above prices do not include VAT

SPECIAL SECTIONS

Special Advertising Sections/Advertorials

The **Accountancy Cyprus** publishing team has created targeted special advertising sections and other printed communications that provide advertisers with an effective and unique means to convey their messages to corporate decision-makers. Specifically, we can produce exclusive single-advertiser special sections, comprising 100% sponsored text or advertising/text combinations, and multi-advertiser sections built around themes relevant to **Accountancy Cyprus** readers.

Accountancy Cyprus will secure the services of experienced writers to prepare the text and will design and publish the section in partnership with the participating advertiser(s). For added impact, the sections can be packaged with collateral materials, special events, etc. They can also be expanded into comprehensive custom publishing projects.

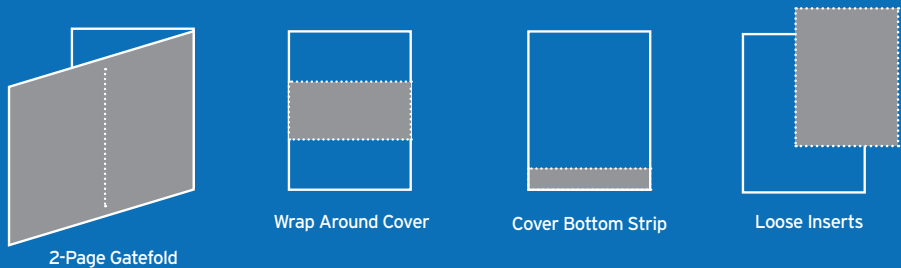
DESIGNS

CREATIVE UNITS

2 - Page Gatefold (Floppy) Cover	€3000
2 - Page Gatefold Inside (Floppy)	€2500
Wrap - Around Cover	€2000
Wrap - Around on A Special Page	€2500
Cover Bottom Strip	€1000
Loose Inserts placed within the magazine at a random page	*€2500

*subject to size & weight of each insertion

The above prices do not include VAT





As a leader in business journalism, IMH has brought sweeping changes to the publishing sector in Cyprus.

The Company is a key player in the world of business media, focusing on the local business community.

Its publications cover the needs of the large Greek and English-speaking readership of entrepreneurs, company executives and managers.

IMH Publishes

IN Business: business magazine

InBusinessNews.com: business portal

IN Business Daily Newsletter: electronic, daily economic and business newsletter

Gold: business magazine

Goldnews.com.cy: business portal

Gold Daily Newsletter: electronic, daily economic and business newsletter

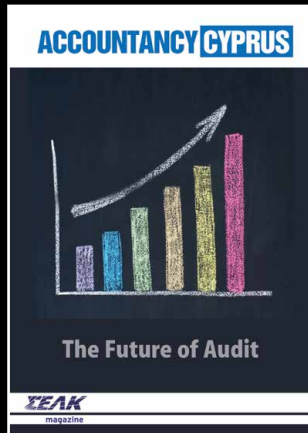
Reporter

IN Business **GOLD** **РЕПОРТЕР**

THE BUSINESS MAGAZINE OF CYPRUS

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