

PQ magazine

incorporating NQ magazine
May 2021 www.inqmagazine.com/www.pqgates.co.uk

You are invited to the awards night. So, who made the #PQAWARDS 2021 shortlists?

Latest ACCA pass rates inside

MAJOR OVERHAUL FOR AUDIT REGIME

Plans to reduce the dominance of the Big 4 accountancy firms and increase regulatory standards after the high-profile corporate failures such as BHS and Thomas Cook.

On top of big changes in audit, company directors will face new governance obligations for it to accounts and be bound to be meaningful.

Accounting and Governance Regulatory Board (AGRB) chairman said: "Audit failure isn't an abstract, academic concept. The consequences, though, are real. The loss of jobs has been keenly felt in the wake of collapses like Carillion, and many more lives have been lost with wider confidence in finance has been questioned."

He went on: "Auditors and regulator bodies will have to step in and ensure that the market will be held accountable, so, in a way of our

plans, we will be ensuring the new regulator is fully equipped to take action where others cannot have occurred."

If approved, large companies would be required to issue a weekly

challenge firm to conduct a meaningful portion of their annual audits, widening down the sequencing of big market authors.

The Big 4 also could face a cap on their market share of 17.5-20%

which is a conviction in the wider audit and regulatory landscape.

Accounting and Governance Regulatory Board (AGRB), which oversees the largest unified companies as well as those on the stock market, will also have the power to issue new regulations to split between the audit and non-audit functions of accountancy.

Dr. Ian Thompson, CEO of the FRC, said: "I welcome today's announcement, heralding setting on a new, robust and independent regulator, which will have the necessary powers to address its objectives."

He said the regulators will be in the front line of managing audit.

The UK government also wants to encourage audit and financial reporting to work towards a new audit profession, rather than remain a subset of the accountancy profession.

When it comes to the audit field, new reporting obligations

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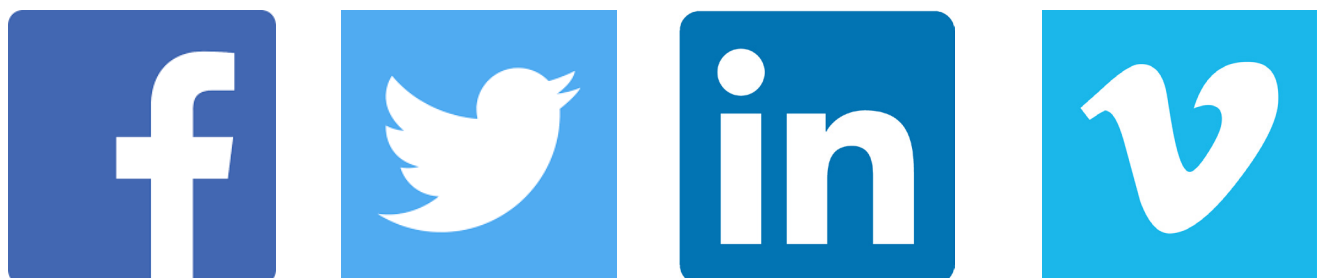
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January 2021

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**An award-winning accountancy magazine.
Yes, there is one!**

PQ Magazine - the complete solution

PQ magazine provides you with a unique way to talk to part qualified accountants. We are a multi-award winning magazine and website, which is a unique news source and home for the whole accountancy family – AAT, ACCA, CIMA, CIPFA, ICAEW, and ICB.

But, we are much more than just a magazine. As formats and platforms continue to evolve, the quality of what we produce is constant, providing a trusted source of straight-talking, traditional, independent journalism. Which is becoming a rare commodity.

PQ magazine will help you build your brand, driving up your brand awareness with our targeted advertising and sponsorship opportunities.

The magazine - a great read

The monthly e-magazine provides a full picture of the profession in one place, not repackaged news. PQ has had its finger on the pulse of the profession since 2002. Using leading voices in the profession, our magazine provides unrivalled news, exam insight, and practical career advice. It means our readers turn to us to be better informed, in an increasingly fractious world.

Don't forget PQ also has a global reach. On top of readers in the UK and Ireland, we are read in India, Bangladesh, China, Hong Kong, South Africa, Malawi, Botswana, UEA, Saudi Arabia, Jamaica, and Australia, to name a few!

We understand that advertising has become confusing, and we are here to help your business grow.

We send the magazine to over 28,000 individuals each month.

pqmagazine.com - a multi-media product

Our website has all the news, pass rates, exam tips and career advice in one place. Google Analytics shows for May 2020 we had just short of 40,000 visitors.

We have leaderboards, rolling banners, pop-ups, wallpaper and buttons, all available. Buttons start at £250 a month.



Videos and podcasts - seeing is believing

In the first two months after our relaunch the new website there were 11,359 visits to our videos on Vimeo. In mid-2020 we launched our 'Back to Basics' series, and have more plans for the Autumn.

@PQmagazine - on social media

We have some 5,600 followers on Twitter. We can also use Facebook and LinkedIn to help you talk to the marketplace.

For instance, our ACCA Study Zone Facebook Page has over 15,000 members.

PQ Magazine Awards - best night out!

These are the Oscars of the part qualified accountancy world. Our 2021 live online awards attracted 900 visitors on the night and the YouTube video has been viewed 1,500 times.

Email shots - targeted to your needs

At PQ magazine we work hard to ensure you have access you the best, most up-to-date circulation lists. E-shots start at just £350 per 1,000 names.

NQ magazine - newly qualified

PQ magazine's sister publication. NQ magazine, is sent to those hard to find newly qualified accountants. Our e-magazine provides 5,000 NQs with a vibrant look at what lies ahead. It is sent to subscribers four time a year.

pqjobs.co.uk - making life simple

Our jobs-board is a unique opportunity to reach PQs and NQs at an affordable rate. A single posting costs £250 for a month. You can post 100 jobs for £600 a month, or unlimited jobs for £1,000 per month.



PQ MAGAZINE PRODUCTION SCHEDULE 2021/22

COPY DEADLINE	PUBLISH DATE
Monday 1 February	Friday 12 February
Monday 1 March	Friday 12 March
Monday 3 May	Friday 14 May
Monday 7 June	Friday 18 June
Monday 5 July	Friday 16 July
Monday 2 August	Friday 14 August
Monday 6 September	Friday 17 September
Monday 4 October	Friday 15 October
Monday 1 November	Friday 12 November
Monday 29 November	Friday 10 December
Monday 3 January 2022	Friday 14 January 2022
Monday 31 January	Friday 11 January

For more information contact **graham:**

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Costs and Specifications

Magazine Specifications

Strip in magazine

Cost £250
H45mm x W192mm

Cover strip

Cost £450
H45mm x W192mm

Half Page

Cost £800
Horizontal H136mm x W192mm
Vertical H278mm x W192mm

Full page

Cost £1,800
Type H278mm x W192mm
Bleed H303mm x W216mm

Premier Positions

Cost £2,500

Website Specifications

Leader banner – appears on top of each page

Cost £750@month
950px x 165px. Max file size 60kb

News button – appears on all news stories, study zone features, and careers advice pieces

Cost £500@month
320px x 320px. Max file size 50kb

Standard button – appears on right hand side of website

Cost £250@month
180px x 180px. Max file size 40kb

Wallpaper – appears on both sides of screen

Cost £500@month
1200px x 1080px 72dpi, middle section 800px transparent

If you haven't found what you want, or have a limited budget, we can make it work for you.

Contact **Graham Hambly** at graham@pqmagazine.com or call him on **07765 386489**