

PQ magazine

incorporating NQ magazine

May 2021 www.pqmagazine.com/www.pqgifs.co.uk

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

Latest ACCA pass rates since

MAJOR OVERHAUL FOR AUDIT REGIME

Prior to reduce the demands of the B4 accreditation firms and regulatory standards a step closer to the general public as well as major overhaul of the UK's audit regime.

The emphasis, set out in the strategy, will focus on improving regulatory standards after the top priority issues faced such as Brexit and Thomas Cook.

On top of big changes in audit, company directors will face new governance obligations related to accounts and board to be more meaningful.

Accounting Council Chairman said "Audit reform isn't an abstract political or legal issue; it's a real-world business concern." The need for jobs has been lost in the wake of collapses like Carillion, and many more have lost their work confidence in companies when questioned.

We want our "Auditors and rigour-driven audit firms to bring integrity back to the market before they must be held accountable... so that we can

ensure that we know the regular is truly competent to take action where others simply haven't occurred."

If required, large companies would be required to lose a smaller

"Challenger firm to conduct a meaningful portion of their annual audits, widening down the sequencing of big four auditors."

This Big 4 could also take a leap on their market share of £75.36 billion.

Each of compliance in the sector does not improve:

- Audit Reporting and Governance Authority (ARGA), which oversees the larger unified companies as well as those on the stock market, will also oversee the power to move from the audit system between the audit and non-audited functions of accountancy.
- Sir John Thompson, CEO of the FRC, said "I welcome today's announcement, heralding setting up a new, robust and independent regulator, which has the necessary powers to defend its objectives, support the auditors and act in the interests of investors."
- The UK government also wants to encourage audit and financial position of the world towards a new audit profession, rather than remain a subset of the accountancy profession.
- When it comes to the audit field, new reporting obligation outlined on page 4



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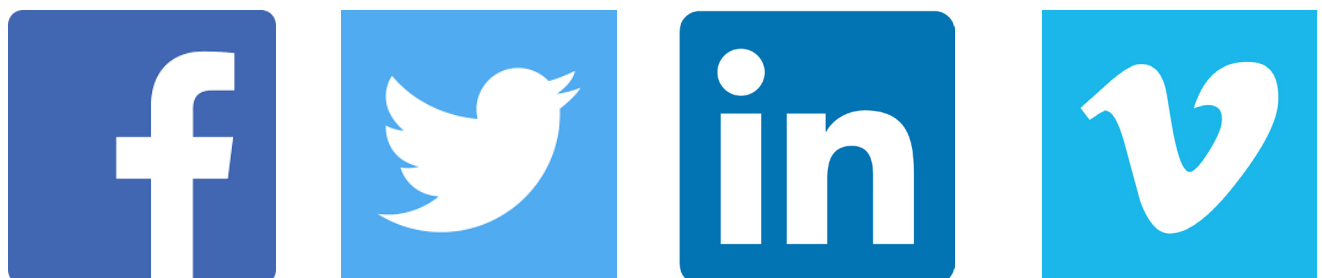
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**An award-winning accountancy magazine.
Yes, there is one!**

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 of 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 6,000 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 to 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 times 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 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 February
Monday 28 February	Friday 11 March
Monday 4 April	Friday 15 April

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**