

PQ Magazine more than a magazine

PQ magazine

RATE CARD



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

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The website - pqmagazine.com

Our website has all the news, pass rates, exam tips and career advice in one place. In the busy months some 20,000 plus unique visitors take a look.

We have leaderboards, rolling banners, pop-ups, wallpaper, and buttons all available, with prices starting as low as £250 a month.

We are also very active on social media, particularly LinkedIn, Facebook, Instagram, BlueSky and X.

We push people back to the website, helping to keep us relevant and increasing traffic.

PQ Magazine Awards - best night out!

These truly are the Oscars of the accountancy education industry, now in their 23rd year. The 2025 awards took place at Salsa Temple, and you can check out the evening in our winners' video, which is online at: https://youtu.be/Vdu0i3pv_jE.

If you want to get involved in the 2026 awards then you need to act by 3 November 2025.

This year's sponsors already include ACCA, CIMA, CIPFA, ICAEW, ICAS and IFA.

You really don't want to miss out on the best accountancy awards night there is!

New for 2026

PQ magazine Accountancy Education Power List

We want to recognise the industry's most influential leaders in accountancy education.

There will be 50 people on the inaugural list, chosen by a panel from nominations and using our extensive industry knowledge.

We will be launch our search for nominees in early 2026, with the unveiling of the Power List in September 2026 in London.

Contact us directly to find out about out sponsorship packages for this great new event for 2026.



Course Finder

We provide a list of tuition providers for AAT, ACCA and CIMA exams on our website.

For as little as £30 a month you could be added to our list.

There is one caveat: we need to approve you for this list first, not anyone can be on PQ Course Finder!

Email shots – targeted for you

We work hard to ensure you have access to the most up-to-date circulation list.

E-shots start at just £250 per 1,000 names.

Remember, PQ magazine is a totally requested list, which we ensure is totally fresh. Our readers are engaged with their profession.

Rountdtables, events & videos

We regularly run live online and in-person events. We also have a 'Back to Basics' video series on YouTube and our website.

We are a partner of Accountex, both in London and Manchester.

We are putting a new programme together for 2025/2026. Watch out for our new series of Live online roundtables with Rogo.

We are also looking to revive our careers seminars.

Our jobs board – www.pqjobs.co.uk

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.

COURSE FINDER

Select an accountancy body

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PQmagazine

Incorporating NQ magazine

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www.pqmagazine.com

ACCA PASS RATES INSIDE

PQs SHUN CORPORATE WORLD

The accountancy profession needs to take notice: the next generation of accountants don't want to climb the corporate ladder – they want to build their own!

Insist QuickBooks's new research on the *Changing Face of Accountancy* reveals a striking shift in how young people see the profession, with 70% of accounting students saying they want to start their own accounting-related business.

It highlights a growing movement of young professionals who are no longer viewing accountancy as just a stepping stone, but instead as a launchpad for entrepreneurship, innovation and strategic leadership.

The research echoes ACCA's Global Talent Trends 2025 survey, which found 61% of UK Gen Z accountants have not entrepreneurial aspirations, double the number of the rest of the UK's accountants (31%).

An AAT study also found recent graduates of AAT's reporting, traditional employment in favour of establishing their own practices.

The result, study said, whether it's founding their own firm, launching a virtual tax consultancy or offering strategic services to start-ups, young people – especially those aged 20-24 – are embracing accountancy as a gateway to entrepreneurship.

This aspiration is strong among female students, with almost three-quarters (73%) aiming to set up their own company. With 72% of international students indicating the same desire it's clear that diversity of experience will pave the way for next generation accountants.

Leigh Thomas, Vice President of AAT, said: "There's a critically in-demand occupation, the accounting professional, part strategist, part tech leader. The industry has, however, seen a drop in new trainees and job candidates recently, and the average age of accounting professionals has increased to 43. We believe the future belongs to those who embrace the new, multifaceted role of the accountant, and the new crop of dynamic students who are ready to change the game."

Maura AAT apprentice graduate, social media influencer and founder of Hasty Accounting, Grace Hasty (pictured), explained: "Accountancy gets labelled as male, paid and stable – but for people my age that's not the case at all. What attracted me to the profession is the emerging tech being used."

Despite its appeal, the path into accountancy is not equal for all, said Insist. The study found that 27% of young female job seekers, studying with other responsibilities as a parent, and more than one in four said the cost of professional qualifications is too high (38%). Nearly one in five (18%) highlighted a lack of access to mentors and work experience as the biggest challenges they face, with 28% of college and sixth form students choosing accountancy, citing this as a specific challenge.

There is also a clearer need for representation of a wider range of ethnicities, educational backgrounds and age groups, with staffing requirements across also a priority. Some 35% of respondents point to a lack of diversity in the profession, and self-declared – especially driving career changes – continues to quantify hold people back. This number increases to 20% when assessed by international students, who represent 20% of the sample.

Accountancy and Finance Sector Leaders and Mentors, James Wright, said: "The accounting sector grows increasingly appealing to both students and career changers, it's time for the profession to embrace the future and address the barriers to entry. Embracing diversity of thought and experience is key to driving innovation and effective problem solving crucial elements for the industry to keep thriving."

GRADUATES BEING REPLACED BY AI

The Big 4 accountancy firms are cutting jobs and leaving behind their graduate recruitment programmes as they turn to artificial intelligence (AI) to do entry-level work, according to Laura Goss, writing in the *Daily Telegraph*.

Goss said hundreds of roles have been cut over the last two years as the Big 4 seek to maintain the £1m partner pay cuts in the face of the downturn in the consultancy market.

The cuts mean hundreds of new school leavers and university graduates joining the likes of KPMG, Deloitte's, PwC and EY compared with 2022, as AI takes up more roles.

She explained that KPMG has made "hundreds of the equivalent cut as has" "recruitment scheme has been slashed by 25%, from 1,300 in 2023 to just 900 last year. Around 1,000 graduates and actual trainees are expected to join the firm this year.

Deloitte has made an 18% cut in jobs, from 1,700 in 2023 to 1,400 in 2024. Graduate EY has cut its workforce by 11%, from 1,800 in 2023 to 1,600 in 2024. PwC, said only had recruitment from 1,600 in 2023 to 1,400 drop.

Goss revealed the jobs based trained ones left accountancy firms posted 44% more adverts for grad jobs this year when compared with 2023.

The rise and rise of AI has contributed with an overall reduction of headcount at the Big 4 firms. Both KPMG and PwC have reduced their total headcount in the UK this year – by 4% this year. And this follows an earlier cut at Deloitte.

Patrick Morgan, James O'Connell told the *Daily Telegraph*: "The Big 4 are looking at all very seriously as they consider ways to use AI tools to replicate the work of junior or a most cost-effective manner."

Source: *School leavers' CEO, Fiona Cavanagh, claims: "It is essential to substantially reduce the number of junior people in consulting firms."*



PQ MAGAZINE PRODUCTION SCHEDULE 2025/26

COPY DEADLINE	PUBLISH DATE
Monday 8 September	Friday 19 September
Monday 6 October	Friday 17 October
Monday 3 November	Friday 14 November
Monday 8 December	Friday 19 December
Monday 5 January 2026	Friday 16 January 2026
Monday 9 February	Friday 20 February
Monday 9 March	Friday 20 March
Monday 6 April	Friday 17 April
Monday 4 May	Friday 15 May
Monday 8 June	Friday 19 June
Monday 6 July	Friday 17 July
Monday 7 September	Friday 18 September
Monday 5 October	Friday 16 October
Monday 9 November	Friday 20 November
Monday 7 December	Friday 18 December

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Costs and Specifications

Magazine Specifications

Strip in magazine

Cost £150
H45mm x W192mm

Cover strip

Cost £300
H45mm x W192mm

Half Page

Cost £750
Horizontal H136mm x W192mm
Vertical H278mm x W192mm

Full page

Cost £1,200
Type H278mm x W192mm
Bleed H303mm x W216mm

Premier Positions

Cost £1,300

Website Specifications

Leader banner – appears on top of each page

Cost £500@month
950px x 165px. Max file size 60kb

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

Cost £400@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**