



***JofA* Circulation**

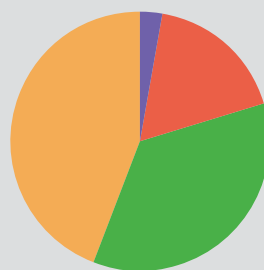
Nearly four out of five CPAs nationwide are AICPA members and *JofA* subscribers — that’s more subscribers (360,000+¹) and more readers (more than a half-million²) than all other accounting magazines combined! No national business or professional magazine can match our reach.

***JofA* Audience Profile**

Journal of Accountancy subscribers are **affluent** (average net worth is more than \$1 million), **educated** (100% have a college degree), and **in their prime** (more than 90% are over the age of 35; median age is 53), making them **excellent prospects** for your products and services.



Gender	Percent
• Male	70.1%
• Female	29.9%



Age	Percent
• Under 35	2.9%
• 35–44	17.4%
• 45–54	35.7%
• 55 or over	44%

1 – BPA Audit Statement, June 2009

2 – 2009 *Journal of Accountancy* Subscriber Study, MRI Market Solutions