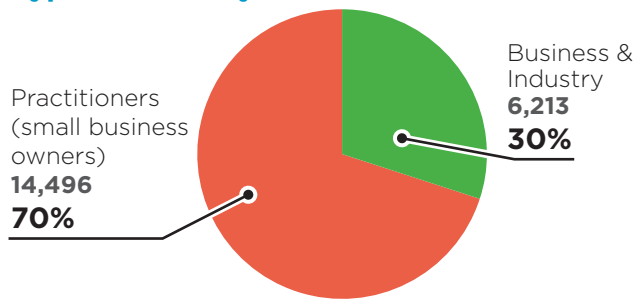


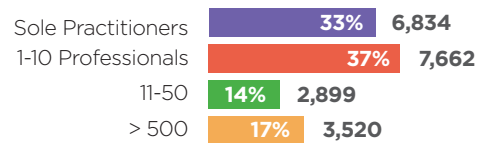
Reach Decision Makers Who Have the Power to Purchase

TTA Audience Profile

Type of Industry

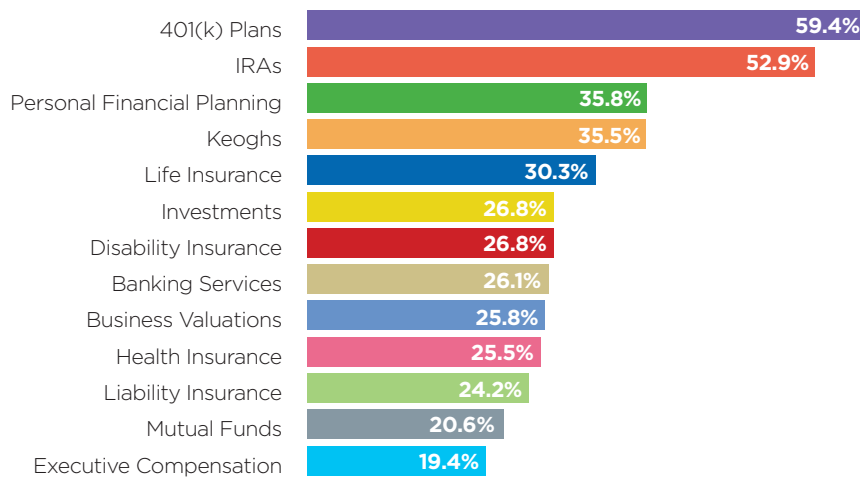


Size of Practitioner Firms



CPAs in public practice are employed in more than 45,000 CPA firms nationwide. Research shows that the average firm advises and influences more than 352 clients.*

Currently Recommend



Readership Breakdown

- > 79.7% of all readers are in public practice.
- > 42.5% of all readers do business or have clients with international interests.
- > 36.5% provide financial planning for their clients.
- > 56.5% provide estate planning for their clients.
- > 75.5% provide one or more financial products/services, with an additional 44.5% planning on offering the services in the next 12 months.

Source: Harvey Research Reader Profile Study, November 2005
BPA Audit Statement, June 2008