MODERN AMERICAN ADVISOR ACCOUNTING DIVISION

Accounting & CPA Media Partnerships

Media Kit and Rate Guide 2026/27

A premium, targeted route into a campaign audience of 43,000 CPAs and accounting professionals — combined with the reach and authority of an established RIA and wealth-management platform.

43,000
Targeted CPA campaign audience

6
Priced commercial products

79%+
Households using both a CPA and an advisor

partner.modernamericanadvisor.com/accounting-cpa-partnerships

Mike Walker · Strategic Partnerships Director — U.S. Accounting Vertical

WHY THIS BELONGS WITHIN MAA

Accounting and wealth advice are becoming more closely connected.

The accountant often sees the client's tax return, business structure, changes in income, tax exposure and major financial events first. The financial advisor turns that context into forward-looking decisions across investment strategy, retirement, liquidity, risk, estate coordination, business succession and family wealth.

When those perspectives connect, the client receives advice that is more timely, more complete and more useful. When they remain disconnected, the client is left carrying information between professionals who each see an important but incomplete part of the picture.

Neither profession needs to replicate the other. Both benefit from understanding how the other works — and brands serving either market increasingly need to understand and reach both.

43,000

Targeted CPA and accounting-professional campaign audience

79%+

MAA research found that high-value U.S. households consult both a CPA and a financial advisor before major investment decisions

One connected ecosystem

Tax, wealth, retirement, estate, business succession and family advice

EDITORIAL AUTHORITY

An accounting-aware editorial platform, led by genuine experience.

EDITOR-IN-CHIEF

Ken Boyd, CPA

Ken began his career as an investment advisor and has worked as a CPA, auditor, tax preparer, professor, author and editor. He brings more than 40 years of experience across accounting, investing and personal finance, is a five-time author — including books in the For Dummies series — and has taught FINRA Series 6 and Series 7 preparation.

> *“The future of advice will not be built by one profession operating alone.”*
>
> KEN BOYD, CPA · EDITOR-IN-CHIEF, MODERN AMERICAN ADVISOR

That background gives MAA an unusually credible perspective on both sides of the relationship: the facts, structures and tax consequences understood by the accountant, and the forward-looking planning decisions led by the advisor.

RECENT ACCOUNTING-FOCUSED EDITORIAL

Why a Former CPA Is Helping Shape the Voice of Modern American Advisor
Ken Boyd on why the best client outcomes come from coordinated, not isolated, advice.

The New Power Partnership: Why CPAs and Financial Advisors Are Moving Closer Together
From occasional referrals to structured collaboration, using Integrated Partners as a market example.

What RIAs Can Learn From the Transformation of Accounting Firms
Technology, capacity and business-model change — and the choices facing growing RIAs.

You Get 10 Seconds: Why First Impressions Matter
John Pastore of Integrated Partners on trust, communication and professional presence.

THE MODEL IN PRACTICE

Integrated Partners shows why CPA–RIA alignment is more than a referral story.

Its Integrated CPA Alliance was built to bring CPAs and financial advisors into a more collaborative model. In November 2025, Integrated announced its 250th CPA partnership and said the national RIA served more than $23 billion in assets under advisement. It also reported that advisors using the CPA Alliance achieved an average 20.3% increase in trailing 12-month revenue, compared with a cited industry benchmark of 17.6%.

The figures illustrate the commercial potential, but the deeper point is the client proposition. The CPA can deepen relationships and extend value without building a complete wealth-management operation; the advisor gains a trusted route into more complete client conversations. Tax and wealth become coordinated rather than fragmented.

250th

CPA partnership announced by Integrated Partners, November 2025

$23bn+

Assets under advisement reported by the national RIA

20.3%

Average trailing 12-month revenue increase for CPA Alliance advisors, against a cited 17.6% benchmark

Integrated Partners is referenced here as a market example, not as an MAA client endorsement or formal case study.

COMMERCIAL PRODUCTS

A clear route to the accounting market.

Six premium products, priced and specified up front. Every program reaches a targeted audience of 43,000 CPAs and accounting professionals.

01 · PRODUCT

Custom eblast

$10,000 PER SEND

- Dedicated campaign sent to 43,000 CPAs and accounting professionals
- Advertiser-led message and destination
- Clear call to action and campaign reporting

02 · PRODUCT

Exclusive sponsored e-newsletter

$7,500 PER SEND

One sponsor per issue — exclusivity is absolute.

- Two distinct monthly editorial opportunities: AI for Accounting and CAS — Client Advisory Services
- One issue per month for each topic, each sent to 43,000
- One exclusive sponsor per e-newsletter
- One leaderboard banner
- One sponsored-content placement: 40–60-word headline/teaser linking to an article on the advertiser's website

COMMERCIAL PRODUCTS

Products continued.

03 · PRODUCT

Custom webinar

$12,000 PER PROGRAM

- MAA provides the webinar platform
- Promotion to the 43,000-person accounting audience
- Campaign marketing and registration
- Post-event registration/lead report supplied to the advertiser, subject to applicable consent and privacy requirements

04 · PRODUCT

Executive Leadership Interview Program

$6,500 PER INTERVIEW

- Recorded interview with the advertiser's senior stakeholder
- Hosted and promoted on the MAA website for one month
- Included in one accounting e-newsletter send
- A credible thought-leadership asset that can also support the advertiser's own marketing

COMMERCIAL PRODUCTS

Products continued.

05 · PRODUCT

Custom Quick Pulse Research

$10,000 PER STUDY

- Six or seven targeted questions
- Audience response and consented lead information
- A rapid market view that can support editorial, sales conversations and campaign follow-up

06 · PRODUCT

Lead Generation Resource Hub

Bespoke SCOPE AND PRICE

- Dedicated co-branded content and resource hub
- Gated reports, guides, videos, webinars or other vendor assets
- Lead capture and partner reporting
- Functional reference: txcpahub.org
- Platform and implementation to be scoped with Lead Marvels

WHO THIS IS FOR

Categories we work with across the accounting market.

- Accounting, tax and audit technology
- AI and workflow automation
- CAS and advisory-service platforms
- Practice management and productivity
- Payments, payroll and finance tools
- Education, CPE and professional bodies
- Recruitment and talent providers
- Insurance, banking and professional services
- Wealth and investment businesses seeking coordinated CPA–RIA reach

CONTACT

Talk to the Accounting Division.

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“The client does not separate tax from wealth. Neither should the market.”