MEDIA KIT · 2026

Accountio media kit

AUDIENCE

10,000+

newsletter subscribers, weekly

10,000+

monthly visitors, UK, US and Europe

WHO READS ACCOUNTIO

CFOs, finance directors, controllers, accounting firm partners and technology leads, at accounting firms, corporate finance teams, professional services firms, fintechs and mid-market companies. They are buying ERP and close automation, audit platforms, practice management, payroll systems and AI and analytics tools.

RATES

Bookable online. No calls, no proposals. All prices in US dollars.

Directory listing — $39 / month

Featured placement above free listings in the Accountio vendor directory.

AI GEO optimisation · 2 sponsored articles · A comparison page · Full profile page with logo · No contract, cancel any time · Featured within 24 hours

Book online

Sponsored article — $39 / article

Your article about your product, labelled as sponsored, with a permanent URL and one newsletter feature.

Up to 1,000 words · Two links, one image · One round of edits · Two weeks' lead time

Book online

Newsletter sponsor — $39 / issue

Your logo, one line and a link in one weekly Accountio newsletter, under the lead story.

10,000+ subscribers · One sponsor per issue · Pay once, no subscription · Goes in the next free issue

Book online

SILVER SPONSOR

Every article. Every newsletter. $649 / month

Ad space in every Accountio article and every weekly newsletter, for one company a month.

Ad in every article · Ad in every weekly newsletter · One company a month · 30-day free trial

Book Silver

GOLD SPONSOR

100% Share of Voice — $1,995 / month

Your company as the only sponsor on the whole site. Everything in Silver, plus the banner on every page, every directory category and the funding pages, a featured listing and 2 sponsored articles.

One company a month · Usually $2,595 · 30-day free trial

Book Gold

HOW WE WORK

Few partners

No programmatic ads

Independent editorial

A small number of brands each quarter, each relevant to our readers.

No run-of-site remnant inventory.

Sponsored content is labelled. Our own coverage is not for sale.

GET IN TOUCH

Questions about a booking?

Send us a message