

Audit & Risk

The magazine of the Chartered Institute of Internal Auditors



Media Pack 2016

Why internal auditing matters

All organisations are concerned about managing their risks, people, brands and impacts on the wider world. Put simply, internal audit is the process by which they achieve it. This in turn makes internal auditors some of the most influential people within any organisation.

Normally, heads of internal audit will report directly to the chief financial officer or chief operating officer and the audit committee in their organisation. They are the trusted advisers within, who safeguard performance and identify problems on which the senior management team needs to make decisions.

The institute

- The Chartered Institute of Internal Auditors (Chartered IIA) is the only organisation focused exclusively on internal auditing in the UK and Ireland.
- The institute promotes the importance of internal auditing to the survival and prosperity of any organisation. It serves its members' interests and it challenges organisations to reach the highest standard of corporate governance.
- By providing training courses and seminars, technical guidance, networking opportunities, publications and other services, the Chartered IIA supports and develops members at every stage of their career.

The membership

There are over **9,000** Chartered IIA members in the UK and Ireland, plus another **180,000** worldwide.

In order to become a member, an individual must either be studying for, or have passed, the Certified Internal Auditor (CIA) or the Qualification in Internal Audit Leadership (QIAL). CMIIA indicates a member has achieved Chartered Internal Auditor status. Affiliate memberships is an option for those whom internal audit is part of their role but not the sole focus.

The magazine and the website are very much a stimulus for discussion and knowledge sharing among this community.

All content published under the banner is highly targeted with zero wastage – the only recipients are people for whom internal audit is a key part of their professional capability

We provide a broad platform of engagement for contributors and advertisers to reach this highly targeted and increasingly essential group of professionals in the business community. Caspian Media is happy to work with you to create a bespoke, content-led, multi-platform campaign to help you achieve your key marketing objectives.

The opportunities:

- *Audit & Risk* magazine.
- Digital / online communications.
- Videos.
- Bespoke events.
- Sponsored content / thought leadership.
- Supplements.
- Editorial assisted content

Online opportunities – in brief:

- E-newsletter sponsorship.
- Polls / reader surveys.
- Run of site (banners / buttons).
- Sponsored content.
- Sponsored sections.
- Homepage takeover skins.

Monthly views: 22,000+.

Unique visits: 4,900.

Circulation – IIA membership of

9,000 -plus

Audience – an estimated readership of

22,000

Distribution: UK and Ireland (plus limited overseas)

Publication:
six times
a year

- *AUDIT & RISK* is the only publication that specifically targets the internal audit profession.
- IT'S A LEADING SOURCE OF NEWS, information, opinion and guidance on internal auditing, risk and corporate governance.
- THE CONTENT can also include special features, surveys and supplements.

Rate Card:

Print – display:

DPS **£4,926**

Full page **£2,814**

Half page **£1,608**

Quarter page **£919**

Print – recruitment:

DPS **£6,375**

Full page **£3,642**

Half page **£2,082**

Quarter page **£1,189**

Inserts: price on application.

Outside back cover: +25%.

Inside front cover: +15%.

Guaranteed position: +10%.

Print – Advertorial:

Supplied by sponsor: **rate card + 15%**.

Written and designed in house: **+ 25%**.

Surveys: **POA**.

Supplements: **POA**.

A range of options is available; we would be happy to discuss them with you.

Online – Audit & Risk website:

Run of site

MPUs / leaderboard: **£811pcm**.

Home page takeover skins: **£1,600pcm**

Video / sponsored content: **POA**.

Direct e-mail to members: **IIA Partners only**.

Recent Advertiser Include:



Online – e-newsletter sponsorship:

Monthly e-newsletter: **£500**

From **£1500** for the Heads of Internal Audit Service monthly e-newsletter.

Online recruitment

Basic - **£525**

One-month online listing, plus email job alert sent to recipients who have requested the service.

Featured - **£787**

As above, plus featuring in run of site panel throughout the website

Premium - **£1050**

As above, plus gold star highlighting role on both job listing and run of site panel, plus the role will remain at the top of the listing throughout its run.

Special recruitment package:

One recruitment advertising page plus a banner on website for two months: **£4,326**.
A saving of **£938**.

Events – Audit & Risk:

Round table discussions: **£8,400**

Client sits in with heads of internal audit to

discuss themes. Write up feature in magazine.
Bespoke editorial dinner with four pages of content capturing insights from the event: **£12,600**

Events – Chartered IIA:

The institute's annual conference and exhibition in London.
Sponsor packages available ranging from **£3,500 to £10,000**

Chartered IIA regional conferences in Scotland, Ireland and south-west England as well as sector conferences: **£1,500** each.

Chartered IIA annual gala dinner in London.
Headline and table sponsorship available.

Audit & Risk Awards: Headline and category sponsorship available.

Contact details

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