

REACH YOUR CUSTOMERS THROUGH THE MANAGEMENT ACCOUNTANT



The Institute of Cost Accountants of India

The Institute of Cost Accountants of India (ICAI) is a statutory body set up under an Act of Parliament in 1959. The Institute, as a part of its obligation, regulates the profession of Cost and Management Accountancy. The Institute also believes that cost competitiveness, cost management, efficient use of resources and structured approach to cost accounting are the key drivers of the profession. ICAI is headquartered in Kolkata. It has four Regional Councils in Kolkata, Delhi, Mumbai and Chennai and 96 Chapters in important cities in India and nine Overseas Centres. The Ministry of Corporate Affairs, Government of India, has administrative control of the institute.

Circulation and content

- The magazine reaches about 40,000 members, students, non-members, Government departments and organisations, corporates, educational institutions and libraries
- It has a target set of readers and therefore is more visible
- Articles on various subjects like, Cost & Management Accounting, Taxation, Audit, Case Studies, Financial Reporting, Banking, Governance and Ethics

the MANAGEMENT ACCOUNTANT

The Institute publishes *The Management Accountant* for Cost and Management Accountants (CMAs). The magazine, which touched its 50th year of publication, has insightful and informative articles on current developments and changes in the global and national financial scenario. The wide circulation and valuable inputs from academicians, researchers and industry stalwarts are the keys to the success of this journal.

Advertise in *The Management Accountant* because:

- The advertising rates are very competitive and affordable
- Advertisement sizes and placements are flexible
- Processing time is quick.
- It is all-colour and printed on good paper

Advertising rates of *The Management Accountant* Journal

	Rate per insertion	Discount for 12 insertions	Discounted rate per insertion	Savings per insertion	Annual savings
	Rs.	Percentage	Rs.	Rs.	Rs.
Back cover	50,000	20%	40,000	10,000	1,20,000
Inside cover	35,000	20%	28,000	7,000	84,000
Ordinary full page	20,000	20%	16,000	4,000	48,000
Ordinary half page	12,000	20%	9,600	2,400	28,800
Ordinary quarter page	7,500	20%	6,000	1,500	18,000

Technical data: (as in the journal)