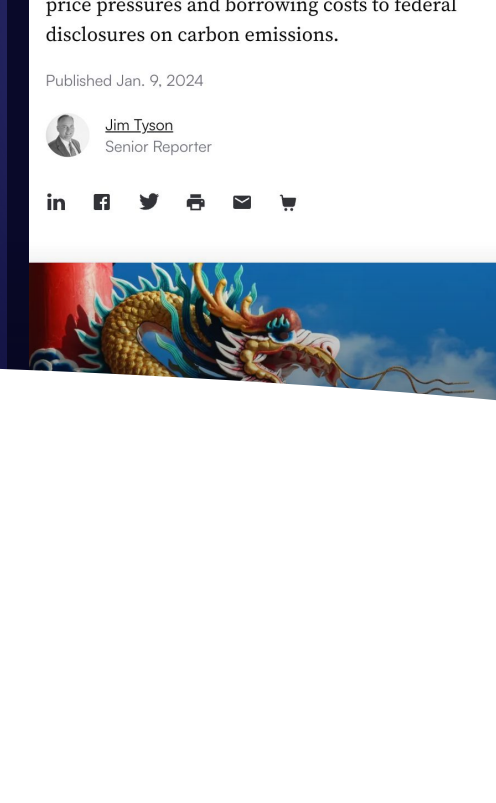


CFO Dive is a news publication designed specifically for CFOs and other leaders overseeing the financial actions of their organizations. Across strategy & operations, financial reporting, risk management, and compliance, our journalists cover the issues that impact the role of the CFO.

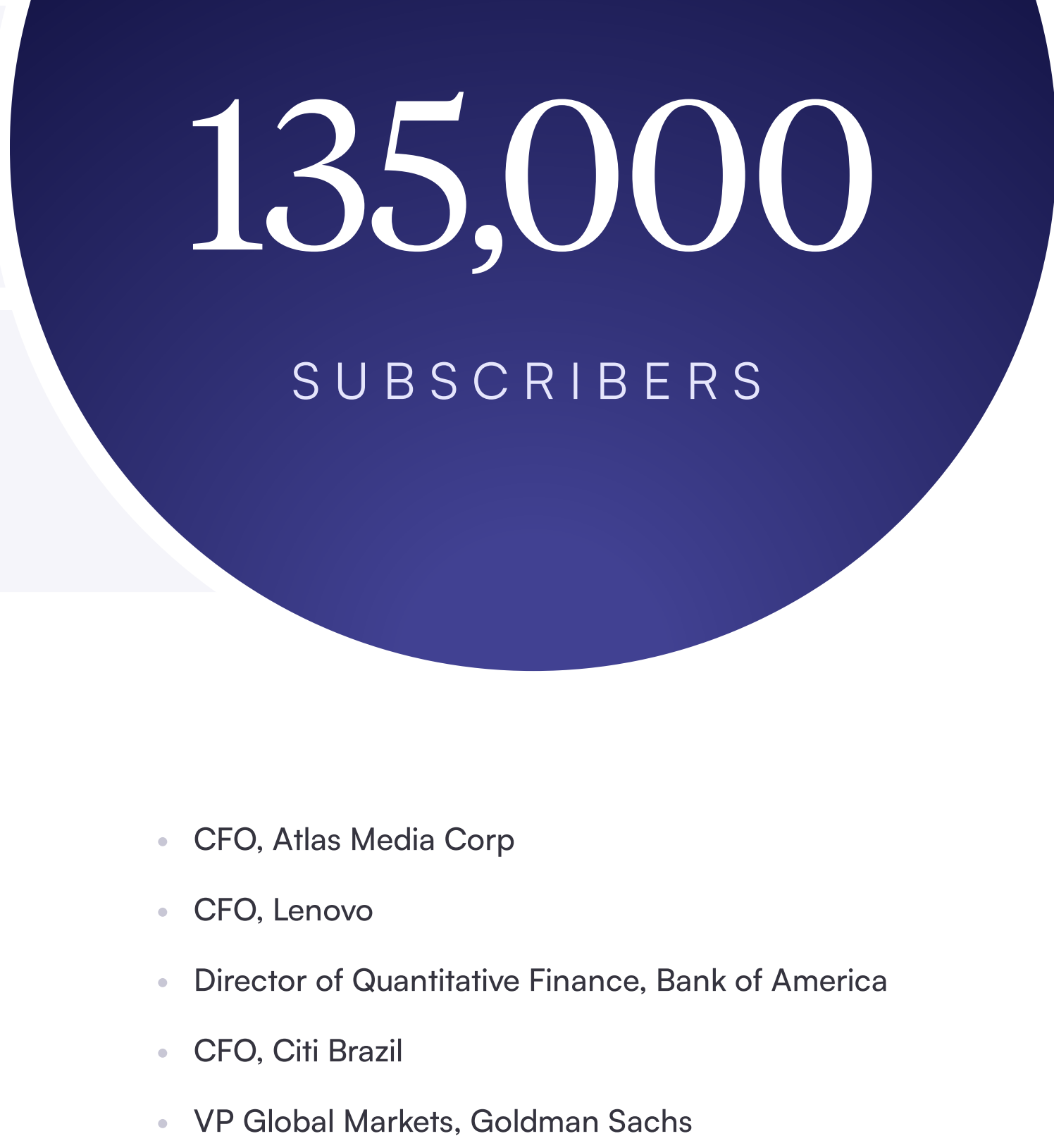


## 01 Audience

**88K**  
unique monthly visitors

**91%**  
of subscribers are  
manager-level or above

**100%**  
of Fortune 100  
Companies read CFO Dive



You'll find CFO Dive's news and insights in the inbox of notable subscribers, like:

- CFO, Atlas Media Corp
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## 02 Top-performing content

2024 is proving to be a year that highlights the growing responsibilities of the CFO, with business risks and opportunities like a hyper-volatile economy, disruptive technologies like AI, and regulatory changes. CFOs are wading through more and more complex trends that impact their ability to strategize growth opportunities for their companies. Let's take a look at what CFOs have been focused on most.

### Top 5 topics

- Leadership
- Strategy & operations
- Financial reporting
- Technology
- Risk management

### Top 10 CFO Dive stories

17 states are cutting income taxes this year	ADM shares plunge as CFO takes forced leave amid accounting probe
Targeting the accounting shortage: 2024 tactics	Yellen says commercial real estate losses may leave banks 'quite stressed'
6 essentials for CFOs aiming to rise to CEO: McKinsey	More than half of accountants make several errors each month: Gartner
Modern finance team makeovers: Controllers	73% of accounting students lack money for gaining CPA license
Microsoft rolls out Copilot AI tool to finance teams	Seeking 'Goldilocks': 5 CFO trends for 2024

### Keywords resonating right now

- price volume mix analysis
- bank layoffs
- CFO departures
- CFO digital transformation
- Federal Reserve announcement
- SPAC warrants
- ESG greenwashing
- corporate tax reform

## 03 Trend analysis

### State of the economy

- A healthy macroeconomic environment invites cautious optimism (cooling inflation, strong consumer spending, healthy labor market, etc.)
- Predicted surge in M&A activity following last year's historic slump
- Close watch on remaining economic risk factors (rising federal debt levels, policymakers cutting interest rates too early, decreased property value, etc.)

### Modernization of financial operations

- AI-mania brings both skepticism (what is the actual ROI on AI investments?) and excitement surrounding potential (breaking down silos between departments, overhauling cash-to-order systems and other processes, etc.)
- Tackling the accountant shortage (student-friendly CPA exam changes, credit requirement decreases, remote work options, etc.)
- CFO role continues to evolve and expand (increased cross-functional responsibility, emphasis on improving data visibility, resilient operations, and staying up-to-date with trends/news, etc.)

### Rules, regulations, and rising tensions

- Grappling with high cost of compliance as SEC climate disclosure rules roll out
- Responding to increased regulation around cyberattack and ransomware safety measures; scrambling to allocate proper budget to prevention and response plans
- Bracing for heightened geopolitical tensions and their expected impact on financial markets, institutions, and infrastructure at risk

Our readers spent nearly 2x as long on these stories than the average story:

- Chemours says CEO, CFO violated ethics code
- 76% of companies link pay to ESG performance in rising trend: IWTW

### Cautious optimism surrounding the economy

Following a tough economic year, CFOs are relieved to see macroeconomic indicators on the rebound. However, they remain cautious and hypervigilant.

#### studioID tip

Highlight opportunity areas for growth to help CFOs understand the shifting macroeconomic environment. CFOs want to be armed with insights to help navigate a risky landscape. Share well-researched economic trends and future-forward risk reports, as well as case studies on how other companies are growing amidst a challenging economic environment.

### Future of FinOps

The CFO's role is facing an inflection point, with disruptive technologies, workforce challenges, and increased cross-functional responsibilities weighing heavily on their day-to-day operations.

#### studioID tip

CFOs must decide how to move forward into the future of financial operations. Share implementation guides and best practices around new technologies. CFOs look to their peers to see how they're adding value to their companies. Arm them with well-researched case studies and interviews with other CFOs.

### Risky business

CFOs are embracing proactive solutions to risk as regulations, advanced cyberattacks, and rising geopolitical tensions threaten to disrupt their businesses.

#### studioID tip

CFOs need to stay up-to-date on risk prevention, as new threats crop up daily and regulations seem to shift by the minute. Highlight solutions for CFOs to take a proactive stance. Do this by sharing best-in-class tips for CFOs looking to shore up their defenses against common threats like cyberattacks, compliance flubs, internal human error, and more.

## 04 Marketing insights

Deliver marketing that's right on-the-money by reflecting the content preferences of over 135,000 CFO Dive subscribers in your strategy:

### Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

### Highlight expert voices

CFOs look to their industry peers for inspiration on how to lead and grow their organizations strategically.

#### studioID tip

The role of the CFO is constantly expanding, and CFOs are looking for key action items to lead their companies toward sustainable growth. CFOs are most interested in hearing guidance from senior leaders who have experience leading the finance function, so be sure to highlight CFO case studies and conversations with other CFOs in your content strategy.

### Break through the noise

Make it easy for CFOs to wade through the noisy news landscape and derive valuable insights.

#### studioID tip

As stewards of the financial viability of their businesses, CFOs have to keep up with news on the economy, regulations, geopolitics, and more. Don't add your voice to the space without adding value. Share content that dissects trends and make sure that your perspective addresses the unique challenges affecting CFOs.

### Deliver data-driven insights

If cash is king, data is queen — and CFOs are data-driven decision-makers by nature.

#### studioID tip

Help CFOs learn more about critical trends in the finance space with original research and data. CFOs are constantly validating decisions through internal and external data sources. Provide data with high-level takeaways and content designed in a visually appealing fashion.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.



[Contact us](#)