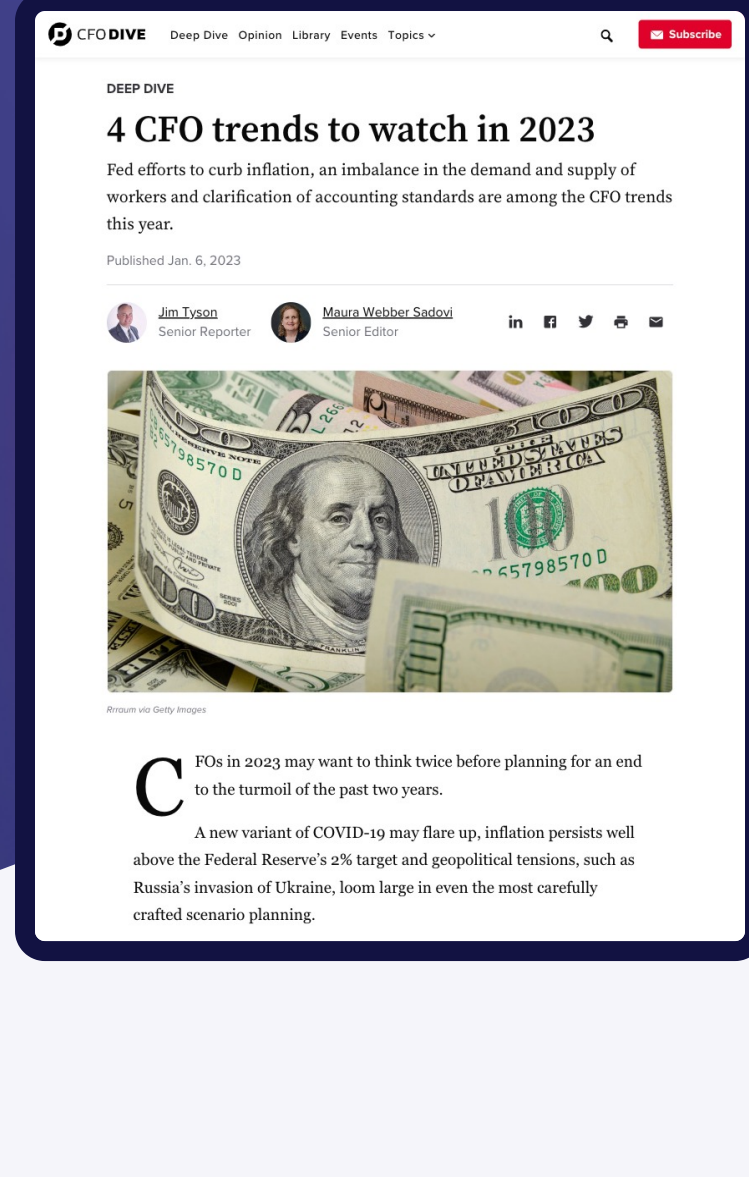


## Snapshot

AUDIENCE INSIGHTS FOR 2023



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## 01 AUDIENCE

See who's reading CFO Dive

## 02 TOP-PERFORMING CONTENT

Uncover top stories, topics, and keywords

## 03 TRENDS

Explore prevailing issues and industry evolutions

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Lean into the approaches and formats this audience prefers

## 01 AUDIENCE

56K

unique monthly visitors

91%

of subscribers are manager-level or above

99%

of Fortune 500 companies read CFO Dive

CFO DIVE

111,000

SUBSCRIBERS

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

- CFO, Rent The Runway
- CFO, Lenovo
- CFO, Gamestop
- CFO, Citi Brazil
- CFO, The Carlyle Group
- CFO, Group Nine Media
- SVP, Wells Fargo
- SVP, Corporate Finance & Treasurer, Lowe's Companies, Inc.
- VP Global Markets, Goldman Sachs
- VP Finance and Strategy, Walmart

## 02 TOP-PERFORMING CONTENT

Following the upheaval of the last few years, conversation in the CFO space has understandably leaned towards big-picture perspectives on what's impacting the landscape at large. But in 2023, CFOs are ready to go beyond musings and jump into action. They're on the hunt for deeper insights and tools on how to navigate the complex intersection of growth initiatives, minimizing costs, reducing risk, and leveraging technology. With new challenges arising daily, let's take a look at what our readers have been focused on most.

## Top 5 topics

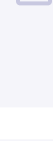
1. Regulation & compliance
2. Risk mitigation
3. CFO leadership
4. Talent management
5. Financial reporting

## Top 10 CFO Dive stories

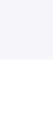
'Quiet hiring' dos and don'ts



4 CFO trends to watch in 2023



Tech firms hunt for 'operating' CFOs



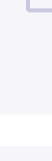
Tyson CFO pleads guilty to criminal trespass, intoxication charges: report



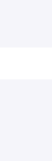
KPMG primes shrinking CFO, CPA pipeline



FASB decides to require expense disclosures



Using a price-volume-mix analysis to improve performance



AIG fires interim CFO, citing confidentiality brief



How CFOs can purge quiet quitters



SEC aims to set climate risk, cybersecurity rules before May



## Keywords resonating right now

artificial intelligence

bankruptcies

restructuring

price volume mix analysis

recession

EY split

economic forecast

IPOs

direct listing companies

SPAC warrants

programmatic M&amp;A

layoffs

## 03 TRENDS

## Mitigating risk through proper planning

- Economic outlook; looming recession
- Cost optimization strategies
- Practicing an operational mindset

## Regulation and policy

- Government agency guidance
- Shifting enforcement standards
- Adjusting to new rules and guidelines

## Career development

- Utilizing peer-to-peer advice
- Advanced financial assessment
- Modernizing the CFO role

## Talent &amp; labor issues

- Talent acquisition and retention struggles
- Layoffs
- CFO turnover

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

- [Accounting talent crunch persists](#)
- [3 reasons to make accounts receivable a top priority](#)

## Getting ahead of a recession

CFOs are laser-focused on getting a jumpstart on preparing for and mitigating risk in light of the predicted recession. They're busy shoring up pricing, improving margins, and positioning themselves for success — even in a bear market.

While CFOs are focused on cost-cutting measures, they're not willing to fall behind in advancing their operations and are emphasizing wise investment decisions related to automation, AI, and digital transformation accordingly. Along with sound investments, CFOs are concentrating on diversifying revenue streams, leveraging outlooks and predictive models, and practicing financial agility.

Companies are demanding more rounded leaders in topics like data-driven decision-making, security breaches, and cross-functional communication. And CFOs are doing everything they can to deliver by becoming 'jacks-of-all-trades.'

Despite increased attention to the recession, CFOs are not letting that threat limit their investment, reversing a trend where new capital expenditure and R&D had declined over the past decade.

Cutting unnecessary expenses and rightsizing staff are trending with shareholders as they demonstrate a measured approach to spending. Balancing these two seemingly counterintuitive goals will define the success of the CFO in 2023.

## Bullish on expansion, bearish on expenses

Despite increased attention to the recession, CFOs are not letting that threat limit their investment, reversing a trend where new capital expenditure and R&D had declined over the past decade.

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## 04 MARKETING INSIGHTS

Devise a strategy that's right on-the-money by reflecting the content preferences of over 111,000 CFO Dive subscribers:

## Content Characteristics

- Concise
- Actionable
- Tactical
- Solutions-oriented
- Analytical

## Content Types

- Free and in-hand resources like whitepapers
- Interactive content like webinars
- Downloadable, engaging content like infographics

## Give them a recession roadmap

CFOs are engrossed in all things recession tracking and preparation. Offer up commanding trend pieces, data-packed economic outlooks, and predictions, as well as info on how other CFO leaders are navigating the looming recession to help their gameplan. CFOs especially appreciate complex financial data delivered in a clear and visually appealing manner. Whatever you do, ensure you're staying hyper-current and regularly offering CFOs the latest info from authoritative sources as the outlook evolves.

## Offer a clear perspective

Help CFOs make informed decisions with well-researched and comprehensive coverage of a key topic, being careful to spare their time with key summaries and takeaways. Information is in abundance for this audience, so it's up to you to offer a distinct point of view on the available data to not get lost in the noise. Identify and participate in industry hot topics and debates with a differentiated perspective to offer value and make the conversation your own.

## Help them sharpen their skills

With a scope of responsibilities that is only expanding, CFOs need your help to develop new skill sets and meet increasing demands. Aid them in this endeavor by providing them with information on how other CFOs are modernizing in the ways of digital transformation, cross-functional responsibilities, and data-driven decision making. This group is particularly interested in stories about how their peers and competitors are tackling change — especially those from big-name companies.

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](#)