



2023/24 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Future of accounting

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Accounting is undeniably changing, largely because of intelligent technology, including machine learning, AI, and blockchain. While advanced systems handle much of the repetitive work, humans are the crucial link between data and clients. This special feature will explore the trends that affect the future of the accounting profession in Canada.

Proposed topic highlights:

- Trends and impact** – Shaping the future of accounting and the types of jobs that are available.
- Technology and innovation** – Automation, minibots, machine learning and adaptive intelligence as part of the finance team.
- Advocacy and education** – Advancing understanding and awareness about the accounting profession.
- Expert advice in difficult times** – Canadian accountants finding efficiencies amidst disruption.

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Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
January 5	February 7	February 14	January 5
April 24	June 5	June 12	April 24