



**THE DAVIS MEDIA COMPANY INC. IS CPB CANADA'S OFFICIAL PUBLISHING & MEDIA PARTNER
— EXPANDING NATIONAL MARKETING OPPORTUNITIES FOR SOLUTION PROVIDERS**

Dear Members, Advertisers, and Valued Partners,

The Certified Professional Bookkeepers of Canada (CPB Canada) is pleased to share our longstanding publishing and media partnership with **The Davis Media Company Inc. (DMC)**. Since forming our partnership in July 2021, DMC has expanded its role to support a comprehensive suite of print, digital, and online marketing platforms that connect solution providers with one of Canada's most engaged professional communities.

Today, The Davis Media Company produces and manages the following CPB Canada media channels:

- **Numbers & Sense Magazine** (Quarterly, Print & Digital)
- **The Bookkeepers' Vault** (Print, Digital Edition & Online Marketplace)
- **The Bookkeepers' Vault Monthly E-Newsletter**
- **The Roundup Monthly E-Newsletter**
- **Promotional Direct Emails** (Dedicated E-Blasts)
- **CPB Canada Website Banner Advertising**

These communication channels offer national reach and exceptional engagement with Canada's bookkeeping and accounting professionals — trusted advisors who support small and medium-sized businesses across the country. Solution providers benefit from direct exposure to decision-makers who actively seek new tools, technologies, and services to elevate their work and better serve their clients.

By partnering with The Davis Media Company, CPB Canada ensures that our publications and digital platforms uphold the highest standards of quality, service, and professionalism. We encourage organizations serving the bookkeeping and accounting profession to explore the marketing opportunities available through this partnership and to leverage the strength of CPB Canada's national network.

When a representative from The Davis Media Company reaches out, we invite you to secure your placement in these high-impact publications and digital channels.

Thank you for supporting CPB Canada and for choosing to promote your business through our trusted media platforms.

Sincerely,

Rick Johal, CAE, MPA

Chief Executive Officer

Certified Professional Bookkeepers of Canada