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## The Most Prestigious Magazine for Financial Consultants

*The Value Examiner* is the premier professional development journal for certified valuation practitioners and other consultants in the areas of business and asset valuation, business fraud deterrence, detection, and investigation, litigation consulting, and financial forensics.

*The Value Examiner* reflects the valuation industry's highest standards and reinforces the National Association of Certified Valuation Analysts' (NACVA) sterling professional image.

### Cutting-edge editorial content

The *Examiner* offers clear, sophisticated, up-to-date, comprehensive but concise information about strategies, methods, and techniques that readers can apply immediately in their own practices. In articles written by the world's most authoritative practitioners and instructors in the field, the *Examiner* covers a broad range of subjects, including the following:

- Business valuation theory and practice, including case studies
- Valuation of intangible assets and intellectual property
- Litigation and dispute-resolution support
- Valuation case law from state and federal courts
- International valuation standards, practices, and issues
- Mergers and acquisitions
- Succession planning and exit strategy
- Marketing and practice development
- Valuation industry news and analysis
- New areas of opportunity for the valuation consultant, including:
  - o Leveraged consulting services
  - o Forensic accounting
  - o Value building
  - o Healthcare consulting

### Readers want competitive advantage

*Examiner* readers include 6,500 NACVA members (primarily Certified and Accredited Valuation Analysts) and hundreds of non-members, including CPAs, lawyers, valuation organizations, and business and legal libraries. In addition, we send thousands of promotional copies of each bimonthly issue to professionals and industry leaders, to fulfill our mission of promoting our NACVA members and their designations.

*The Value Examiner* readers are among the most successful financial advisers. They strive to continuously learn about new laws and regulations, methodology, software, training opportunities, academic research, office technology, and other resources that can help them improve their performance, develop new business, and compete in the marketplace.

Our readers represent companies of all sizes and from all industries: finance, professional services, communications, technology, real estate, healthcare, transportation, and many others. This is your opportunity to reach the consultant niche market. Our research shows that the magazine is read cover-to-cover and stored in our members' libraries.

## Why Advertise in *The Value Examiner*?

Our thousands of consulting professionals need resources to perform their accounting, valuation, litigation support, business fraud deterrence, detection, and investigation, and other consulting services. The demand will be particularly acute for such products and services as:

- ~~Publication~~ business valuation, litigation consulting, business fraud deterrence and detection, and accounting in general
- ~~Company~~ data
- ~~Industry~~ information
- ~~Business~~ valuation, taxes, financial analysis, and accounting
- ~~Computer~~ and office machines
- ~~Mail~~ and support
- Staffing services (temporary and permanent)
  - ~~Administrative~~ manuals
  - ~~Equipment~~ and real estate appraisers
  - ~~Environmental~~ services
  - ~~Liquidation~~ services
  - ~~Management~~ and marketing consultants

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