

# Inc. Franchise 2017

**Value added content solutions targeting the best qualified franchise candidates**

**“Inc. is the voice of the American entrepreneur. Inc. inspires, informs, and celebrates the risk-takers and entrepreneurs at the center of innovation.”**  
**– Eric Schurenberg**  
**Editor-in-Chief of Inc.**



## The Inc. Magazine Mission

Inc. Magazine helps business owners on the rocky voyage from start-up to fully managed company.

As the most trusted resource for leaders focused on growing their companies, Inc. has the organization, knowledge, experience and critical skill sets needed to provide real value to customers and clients alike. Increase your presence, influence and connection through Inc. Marketing Solutions.

Inc. provides highly relevant, informative, educational and inspirational products and services to help entrepreneurs start, build, and grow their companies.

Inc. helps marketers build, strengthen and nurture profitable sales relationships via integrated, 360° marketing platforms that provide quantifiable results.

Inc. readers are empowered, influential and affluent. Inc. has the highest composition of Top Management among all titles measured by Ipsos.

## The Opportunity

Inc. readers represent a critical opportunity for franchise advertisers: self-starting entrepreneurs who are looking for opportunities for themselves and those around them – spouses, family friends and business associates.

Inc. showcases the booming franchise industry in its Franchise column while reporting on the industry trends and projections that entrepreneurs who are shopping for franchise opportunities need to know. Expert editorial focuses on what it takes to buy and operate a franchise in today's business climate.

Advertisers can contribute to this exclusive editorial through an interview with the Inc. Branded Content Team. They also enjoy free sponsorship through online placement of the Franchise column with hot links to their franchise site.

# Inc. Franchise

## THE MOST INNOVATIVE MINDS IN BUSINESS

**Median Age: 44**  
**Male/Female: 65/35**  
**Total Audience: 1.4 Million**  
**Ratebase: 700,000**



### INC. READERS ARE...

#### Influential Leaders

- 59% Opinion Leaders
- 72% Business Owner/Decision Maker
- 32% Serve On a Board Of Directors
- 43% Top Management
- 38% Have Chief Officer Job Responsibilities

*"I challenge every one of our product teams to say they've created the next best product."*  
 – Kevin Plank, Under Armour

#### Visionaries

- 56% Take Risks
- 51% First of Their Friends and Colleagues to Try New Products and Services

*"Somebody tells me no, then I'm definitely going to do it."*  
 – Cynthia Rowley, Fashion Designer

#### Affluent

- \$166,150 Median Household Income
- \$1,473,55 Average Net Worth
- \$2,384,73 Average Financial Account, Including Real Estate
- 28% Prefer To Buy Luxury/Designer Brands

*"Affluents (and especially Ultra Affluents) are particularly likely to be executives and entrepreneurs —high-spenders in their personal lives who shape consumer markets, and influential leaders whose business decisions can drive economic and job growth nationally."*

– Dr. Stephen Krause, SVP & Chief Insights Officer, Ipsos

Sources: Inc. Reader Study; Ipsos Affluent Study.

RATES				
Frequency	1x	3x	6x	10x
Full Page	\$18,000	\$17,000	\$16,000	\$15,000
Half Page	\$9,500	\$9,000	\$8,500	\$8,000
Quarter Page	\$5,000	\$4,750	\$4,500	\$4,250
Eighth Page	\$2,750	\$2,500	\$2,250	\$2,000

#### ISSUE

#### AD CLOSE

#### ON SALE

ISSUE	AD CLOSE	ON SALE
February	12/9/16	1/24/17
March	1/19/17	2/28/17
April	2/23/17	4/4/17
May	3/23/17	5/2/17
June	4/20/17	5/30/17
July/August	5/25/17	7/4/17
September	7/13/17	8/22/17
October	8/17/17	9/26/17
November	9/22/17	10/31/17
December/Jan '18	10/26/17	12/5/17