

# 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	4x	8x
Full Page	\$17,000	\$16,000	\$15,000
Half Page	\$9,000	\$8,500	\$8,000
Quarter Page	\$4,750	\$4,500	\$4,250

Direct  Action  
MEDIA

### ISSUE

### AD CLOSE

### ON SALE

March/April	1/24/19	3/05/19
May	3/14/19	4/23/19
June	4/18/19	5/28/19
July/August	5/23/19	7/02/19
September	7/12/19	8/20/19
October	8/15/19	9/24/19
November	9/19/19	10/29/19
December/Jan '20	11/07/19	12/17/19