

Inc. Franchise

THE MOST INNOVATIVE MINDS IN BUSINESS

Median Age: 43
Male/Female: 75/25
Total Audience: 1.4 Million
Ratebase: 525,000



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

ISSUE

AD CLOSE

ON SALE

March/April	2/13/20	3/24/20
May/June	4/02/20	5/12/20
July/August	5/21/20	6/30/20
September	7/10/20	8/18/20
October	8/13/20	9/22/20
November	9/17/20	10/27/20
Winter 20/21	11/05/20	12/15/20