

2020

# Inc.

MEDIA KIT

# PRINT AUDIENCE

43.2

MEDIAN AGE

75/25

% MALE/FEMALE

1.4M

READERS

525K

RATE BASE

## Inc. Readers are

### INFLUENTIAL LEADERS

86%

Business Owners/C-Level  
Execs/Decision Makers

82%

Opinion Leaders

85%

Career Passionate

71%

Advisors on Financial  
Issues/Investing

### VISIONARIES

71%

RiskTakers

85%

Tech Savvy

77%

Early Adopters

### AFFLUENT AND EDUCATED

\$2.7M

Average Net Worth

\$370.5K+

Average Household Income

91%

College Graduate+

SEVETRI WILSON  
CEO | RESILIA

JERRY JAO  
CEO | RETENTION SCIENCE

ANGIE LIENERT  
CEO | INTELLIGENESIS

# PRINT FRANCHISE EDITORIAL CALENDAR

Issue	Closing Date	On-Sale Date	Editorial Features
MAR/APR	2/13	3/24	<p><b>Franchisee Fit</b> How franchises select the ideal franchisee</p> <p><b>The Hunger Games</b> QSR and Fast-Casual concepts innovate to please palates &amp; drive growth</p>
MAY/ JUNE	4/2	5/12	<p><b>Reach Your Customer</b> Leveraging the franchisor's local marketing program</p> <p><b>Million Dollar Franchises</b> Higher investment franchises delivering a great ROI</p>
JUL/AUG	5/21	6/30	<p><b>Recession-Resistant Concepts</b> Franchises that will withstand economic downturns</p> <p><b>Global Franchises</b> Franchises leveraging an international path to growth</p>
SEPT	7/10	8/18	<p><b>The Next Generation</b> Franchising opens entrepreneurship to millennials</p> <p><b>Live Long &amp; Prosper</b> Franchises that serve the needs of our aging population</p>
OCT	8/13	9/22	<p><b>Passion, Profit or Both</b> Determining the best criteria for long-term success</p> <p><b>Home-Based Franchises</b> Franchises offering a quick path to entrepreneurship</p>
NOV	9/17	10/27	<p><b>Franchise Category Options</b> Where to begin the search among dozens of business verticals</p> <p><b>Franchising and Veterans</b> THE IFA VetFran project: 650 Franchises Strong</p>
WINTER 2020/21	11/05	12/15	<p><b>2021 Franchise Outlook</b> Forecasting the near future in franchising</p> <p><b>Inc. 5000 Franchises</b> The leaders of America's fastest growing companies list</p>

# PRINT ADVERTISING SPECIFICATIONS

Please submit your ads for Inc. via the web at:  
**adshuttle.com**

Inc. specifications can be found at:  
**goo.gl/ygl2qV**

Please include instructions as to which issue the materials are to run in.

Please Ship Ad Proofs to:

Quad Graphics  
Attn: Kurt Handeland c/o Inc.  
N64W23110 Main St.  
Sussex, WI 53089  
Phone: 262-673-1281

## Digital Materials

### MAGAZINE SPECIFICATIONS

*Inc. magazine* is perfect bound.

Trim size: 8" x 10 1/2" (all ad specifications are in inches)

File Formats: PDFX-1A

Resolution: 300 dpi (dots per inch)

### PROOFS

A hard-copy proof at 100% size must be provided for each digital file. Proofs must be SWOP(c) certified.

For a complete up-to-date listing of SWOP(c) approved color proofs, please visit

**<https://www.swop.org/certification>**.

The proof should indicate the proofing product or system used, prepress supplier contacts, and information showing conformance to the manufacturer's application data sheet.

### CONTACT INFO

Please call the Inc. production department with any material extension requests or questions, at 212-389-5416 (Dave Powell).

# PRINT ADVERTISING SPECIFICATIONS

Page Dimensions	Live Area	Trim	Supplied Bleed
FULL PAGE	7 1/2" x 10"	8" x 10 1/2"	8 1/4" x 10 3/4"
2-PAGE SPREAD	15 1/2" x 10"	16" x 10 1/2"	16 1/4" x 10 3/4"
JUNIOR SPREAD	15 1/2" x 4 1/2"	16" x 5"	16 1/4" x 5 1/4"
2/3 PAGE	4 3/4" x 10"	5" x 10 1/2"	5 1/8" x 10 3/4"
1/2 HORIZONTAL	7 1/2" x 4 1/2"	8" x 5"	8 1/4" x 5 1/4"
1/3 VERTICAL	2 3/8" x 10"	2 5/8" x 10 1/2"	2 7/8" x 10 3/4"
1/3 SQUARE	4 3/4" x 4 5/8"	5" x 4 7/8"	5 1/4" x 5 1/4"

KEEP LIVE MATTER 1/4" FROM TRIM ON EACH SIDE.

FOR AD SPREAD UNITS, PLEASE SUPPLY 1/16" DUPLICATED IMAGE ON BOTH SIDES OF THE CENTERLINE.

# DIGITAL AUDIENCE

**36.3**

MEDIAN AGE

**71/29**

% MALE/FEMALE

**33M**

MONTHLY  
PAGE VIEWS

**21M**

MONTHLY  
UNIQUE VISITORS

## Inc. Readers are

### INFLUENTIAL LEADERS

**84%**

Business Owners/C-Level  
Execs/Decision Makers

**82%**

Opinion Leaders

**73%**

Career Passionate

**81%**

Strive to Get to the Top  
of their Careers

MICHAEL LASTORIA  
CEO | &PIZZA

### VISIONARIES

**71%**

Risk Takers

**76%**

Early Adopters

**88%**

Tech Savvy

### AFFLUENT AND EDUCATED

**\$2.3M+**

Average Net Worth

**\$343K+**

Average Household Income

**86%**

College Graduate+

PAYAL KADAKIA  
FOUNDER | CLASSPASS



# DIGITAL EDITORIAL CALENDAR

Month	Features
JAN/FEB	Company of the Year + Founders Project
MAR/APR	Private Titans
MAY/JUN	Best Workplaces
JUL/AUG	How I Did It
SEPT	Inc. 5000
OCT	Female Founders
NOV	Up Next
DEC	Best of Entrepreneurship 2020

# DIGITAL ADVERTISING RATES

Placement	Ad Unit	Spec	Net CPM
ROS	Leaderboard	728x90	\$105
	Half Page	300x600	\$130
	IMU	300x250	\$110
	Video	Pre-roll	\$225
	Billboard	970x250	\$130
HOMEPAGE	Leaderboard	728x90	\$147
	IMU	300x250	\$157
	Half Page	300x600	\$183
	Billboard	970x250	\$183
WELCOME AD	Welcome Mat	Full Screen	\$250
TARGETED CHANNEL	Leaderboard	728x90	\$120
	Half Page	300x600	\$145
	IMU	300x250	\$125
	Video	Pre-roll	\$240
	Billboard	970x250	\$145
GEO TARGETED (ROS)	Leaderboard	728x90	\$110
	IMU	300x250	\$115
		300x600	\$135
		970x250	\$135
PARALLAX	Custom	Call for specs	\$250
NEWSLETTER	Editorial Targeted	728x90 or 300x250	\$80
	Stand Alone	-	\$250
MICROSITES	Custom	-	Call for prices
WEBINARS	Custom	-	Call for prices
CHANNEL MAKEOVER	Custom	-	Call for prices



# DIGITAL ADVERTISING SPECIFICATIONS

## Banner Units

Creative Unit Name	Initial Dimensions (W x H in px)	Max Initial File Load Size	Max Animation Length (i.e. "Flash")	Audio Initiation	Submission Lead Time
<b>MEDIUM RECTANGLE (IMU)</b>	300x250	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 5 business days before campaign start (6 days for expandable)
<b>LEADERBOARD</b>	728x90	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 5 business days before campaign start
<b>HALF PAGE</b>	300x600	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 5 business days before campaign start
<b>BILLBOARD</b>	970x250	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 5 business days before campaign start
<b>MOBILE</b>	300x50 320x250	20 KB	15 sec, 3x loops max.	N/A	Min. 5 business days before campaign start
<b>IN-BANNER VIDEO (FILE-LOADED) IN-BANNER VIDEO (STREAMING)</b>	300x250 728x90 300x600	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 7 business days before campaign start
<b>WELCOME ADS</b>	1920x1080 cross device responsive	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 12 business days before campaign start

# DIGITAL ADVERTISING SPECIFICATIONS

## Video

### LINEAR IN STREAM (PRE/MID/POST-ROLL)

Recommended formats	MPEG, MOV, AVI, VAST 3.0
Recommended dimensions	960x720 px (4:3 standard) or 960x540 px (16:9 widescreen)
Recommended video bit rate	2 Mbps
Recommended audio bit rate	128 kbps
Video Length	15 or 30 seconds

## Newsletter Specs and Dimensions

### SIZES

728x90, 300x250, 970x250

### CREATIVE ACCEPTED

JPG, Static, GIF, or PNG

## Text Link Specs

### ASSETS NEEDED

20 character heading + 70 character teaser + URL

## Other Notes

### RICH MEDIA ACCEPTED

Preferred: DCM, Sizmek, Flashtalking, Conversant, Atlas