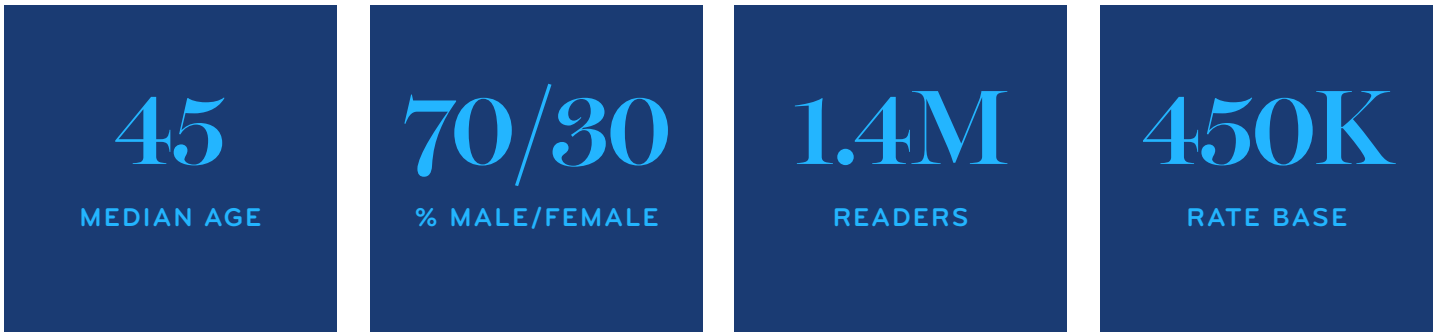


2021

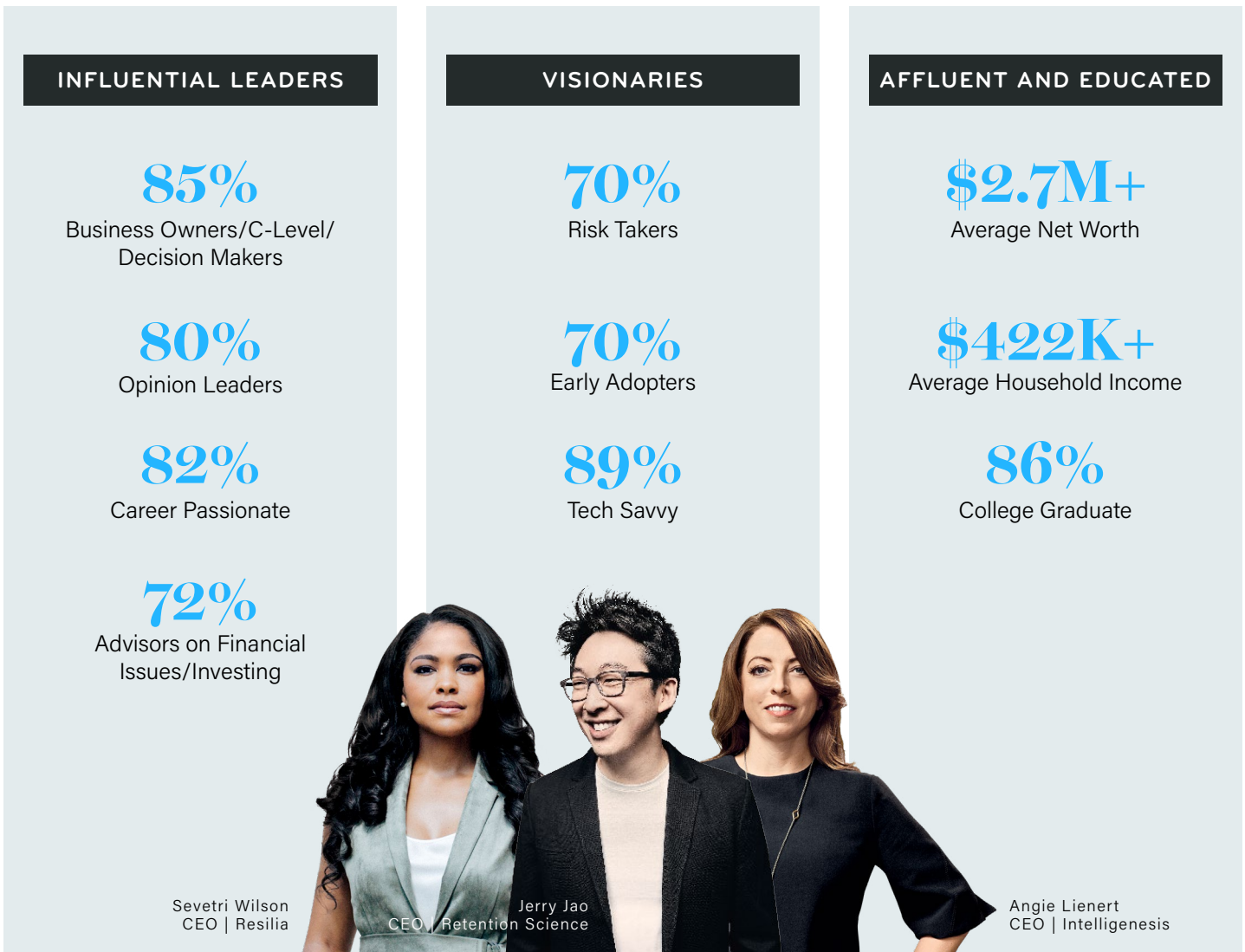
**Inc.**

MEDIA KIT

# PRINT AUDIENCE



## Inc. Readers are



# PRINT EDITORIAL CALENDAR

## **Inc. 5000 Regionals**

MARCH/APRIL ISSUE  
Closing Date: **2/11**  
On Sale: **3/23**

## **Inc. Female 100 Founders**

OCTOBER ISSUE  
Closing Date: **8/26**  
On Sale: **10/5**

## **Inc. Best in Business**

WINTER ISSUE  
Closing Date: **11/4**  
On Sale: **12/14**

## **Inc. Best Workplaces**

MAY/JUNE ISSUE  
Closing Date: **4/8**  
On Sale: **5/18**

## **Future Business**

NOVEMBER ISSUE  
Closing Date: **9/30**  
On Sale: **11/9**

## **Inc. 5000**

SEPTEMBER ISSUE  
Closing Date: **7/15**  
On Sale: **8/24**

Jac Cameron  
Co-founder | AYR



Jonathan Neman  
Co-founder | Sweetgreen

# PRINT FRANCHISE EDITORIAL CALENDAR

Issue	Closing Date	On-Sale Date	Editorial Features
MAR/APR	2/11	3/23	<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	4/8	5/18	<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>
SEPT	7/15	8/24	<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	8/26	10/5	<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	9/30	11/9	<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	11/04	12/14	<p><b>2022 Franchise Outlook</b> Forecasting the near future in franchising</p> <p><b>Inc. 5000 Franchises</b> The leaders of America's fastest growing</p>

# PRINT ADVERTISING RATES

RATE BASE 450,000

## Black & White

1X

(-3%) 3X

(-6%) 6X

PAGE

\$55,000

\$53,250

\$51,500

SPREAD

\$110,000

\$106,500

\$103,000

## Four Color

1X

3X

6X

PAGE

\$85,000

\$82,450

\$79,900

SPREAD

\$170,000

\$164,900

\$159,800

## Covers

1X

3X

6X

COVER 2/PAGE 1 (+20%)

\$187,000

\$181,390

\$175,780

COVER 3 (+10%)

\$93,500

\$90,695

\$87,890

COVER 4 (+30%)

\$110,500

\$107,185

\$103,870

## Fractional Premiums

2/3 PAGE IS 77% OF PAGE RATE

1/2 HORIZ IS 62% OF PAGE RATE

1/3 PAGE IS 44% OF PAGE RATE

# 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

**<http://www.swop.org/certification/certmfg.asp>**.

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"
1/2 HORIZ. 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

41

MEDIAN AGE

71/29

% MALE/FEMALE

27.6M

MONTHLY  
PAGE VIEWS

16.1M

MONTHLY  
UNIQUE VISITORS

## Inc. Readers are

### INFLUENTIAL LEADERS

85%

Business Owners/C-Level /  
Decision Makers

75%

Opinion Leaders

81%

Career Passionate

64%

Advisors on Financial  
Issues/Investing

Michael Lastoria  
CEO | &Pizza

### VISIONARIES

66%

Risk Takers

89%

Tech Savvy

70%

Early Adopters

### AFFLUENT AND EDUCATED

\$2.3M+

Average Household  
Net Worth

\$421K+

Average Household Income

88%

College Graduate

Payal Kadakia  
Founder | Classpass





# DIGITAL EDITORIAL CALENDAR

Month	Features
JAN/FEB	<p><b>Core Editorial Feature:</b> Best in Business 2020</p> <p><b>Special Reports &amp; Alignments:</b> National Mentoring Month, New Years Resolutions, Black History Month, National Entrepreneurship Week</p>
MAR/APR	<p><b>Core Editorial Feature:</b> Inc. 5000 Regionals</p> <p><b>Special Reports &amp; Alignments:</b> International Women's Day, Daylight Savings, Inc. Evolve Summit</p>
MAY/JUN	<p><b>Core Editorial Feature:</b> Best Workplaces</p> <p><b>Special Reports &amp; Alignments:</b> Small Business Week, Pride Month, Minority-Owned Businesses</p>
JULY/AUG	<p><b>Core Editorial Feature:</b> How I Did It</p> <p><b>Special Reports &amp; Alignments:</b> National Black Business Month, Minority-Owned Businesses</p>
SEPT	<p><b>Core Editorial Feature:</b> Inc. 5000</p> <p><b>Special Reports &amp; Alignments:</b> Hispanic Heritage Month, Minority-Owned Businesses, Inc. 5000 List Launch</p>
OCT	<p><b>Core Editorial Feature:</b> Female Founders 100</p> <p><b>Special Reports &amp; Alignments:</b> National Women in Business Month, National Cyber Security Month, Business Ownership Month, Private Equity 50, Mid-Market Report</p>
NOV	<p><b>Core Editorial Feature:</b> Future Business</p> <p><b>Special Reports &amp; Alignments:</b> National Entrepreneurship Month, Small Business Saturday, Mainstreet</p>
WINTER	<p><b>Core Editorial Feature:</b> Best in Business</p> <p><b>Special Reports &amp; Alignments:</b> National Write A Business Plan Month, Best Industries to Start a Business</p>

# DIGITAL ADVERTISING RATES

Placement	Ad Unit	Spec	Net CPM
ROS	Leaderboard	728x90	\$105
	Half Page	300x600	\$130
	IMU	300x250	\$110
	Billboard	970x250	\$130
	Video	Pre-roll	\$225
HOMEPAGE	Leaderboard	728x90, 320x50 (mobile)	\$147
	IMU	300x250	\$157
	Half Page	300x600	\$183
	Billboard	970x250	\$183
WELCOME AD	Welcome Mat	1920x1080	\$250
TARGETED CHANNEL	Leaderboard	728x90, 320x50 (mobile)	\$120
	Half Page	300x600	\$145
	IMU	300x250	\$125
	Video	Pre-roll	\$240
	Billboard	970x250	\$145
GEO TARGETED (ROS)	Leaderboard	728x90, 320x50 (mobile)	\$110
	IMU	300x250	\$115
	Half Page	300x600	\$135
	Billboard	970x250	\$135
PARALLAX	Custom	Call for specs	\$250
NEWSLETTER	Editorial Targeted	728x90 or 300x250	\$80
	Stand Alone		\$250
	Native Units (Logo & Content)	Call for specs	Call for pricing
MICROSITES	Custom	-	Call for pricing
WEBINARS	Custom	-	Call for pricing
CHANNEL TAKEOVER	Custom	-	Call for pricing

# DIGITAL ADVERTISING SPECIFICATIONS

## Banner Units

Creative Unit Name	Initial Dimensions (W x H in px)	Max Initial File Load Size	Max Animation Length	File Type	Submission Lead Time
<b>MEDIUM RECTANGLE (IMU)</b>	300x250	200 KB	3 loops / 30s max	JPG	Min. 5 business days before campaign start (6 days for expandable)
<b>LEADERBOARD</b>	728x90	200 KB	3 loops / 30s max	JPG, GIF, PNG, AND HTML5	Min. 5 business days before campaign start
<b>HALF PAGE</b>	300x600	200 KB	3 loops / 30s max	JPG, GIF, PNG, AND HTML5	Min. 5 business days before campaign start
<b>BILLBOARD</b>	970x250	200 KB	3 loops / 30s max	JPG, GIF, PNG, AND HTML5	Min. 5 business days before campaign start
<b>MOBILE</b>	300x50 320x250	200 KB	3 loops / 30s max	JPG, GIF, PNG, AND HTML5	Min. 5 business days before campaign start
<b>WELCOME ADS</b>	1920x1080 cross device responsive	200 KB	3 loops / 30s max	JPG, GIF, PNG (STATIC) MP4 AND WEB (VIDEO)	Min. 12 business days before campaign start
<b>PARALLAX</b>	1800x900 cross device responsive	200KB	N/A	JPG, PNG, GIF (STATIC) AND MP4 AND WEB (VIDEO)	Min. 12 business days before campaign start

# DIGITAL ADVERTISING SPECIFICATIONS

## Video

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

Recommended formats	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

Must be user initiated (on click: mute/un-mute); default state is muted