Direct Action MEDIA

Inc. BrandView

2019 BrandView Native Content Solutions

The Inc. Audience: Targeted SMB Leaders

Inc.'s audience are the entrepreneurial, risk-taking managers and decision-makers seeking to discover the latest product and service offerings to help them chart their businesses' path to success.

Inc.com reaches the most sought-after readers aligned with business growth to drive that success:

- Median Age: **34.8**
- Male/Female: **64/36**
- Monthly Page Views: **33,000,000**
- Monthly Unique Visitors: **21,000,000**

- Business Owner/Decision Maker: **77%**
- Opinion Leaders: **81%**
- Early Adopters: **77%**
- Risk Takers: **71%**

Direct Action MEDIA

Inc. BrandView

The Inc. Brand-Advantage for Marketers

Inc. 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.

"This gathering of passionate business leaders was anything but typical. Indeed, it was quite extraordinary."

Inc. 5000

"Inc. named #5 on the top global content marketers list on LinkedIn."

LinkedIn

"...Inc. magazine has been quietly killing it"

DIGIDAY

Direct Action MEDIA

Inc. BrandView

Inc.

BRANDVIEW OVERVIEW 2019

Direct Action MEDIA

Inc. BrandView

Inc. BrandView

The Inc. BrandView native content program is a purely digital play to the highly-targeted audience of 21,000,000 monthly unique visitors to Inc.com. The brand can create its own content (or Inc. Studios can create the content at an additional fee). It is then posted with distribution/promotion across Inc.com in the same manner as edit is promoted through headlines and native tile placements.

Beyond the promotional period of the program (choice of one, two or three months), the content stays online indefinitely, so the brand can continue to link back to its website (promoting great SEO value), as well as in its own digital marketing campaigns.

Why Go Native?

People See Them
25% more consumers were measured to look at in-feed, native ad placements more than standard banners.

Viewed as Editorial
Consumers looked at native ads 2X more than editorial content and spent the same number of seconds viewing.

Mobile Branding
97% of mobile media buyers report that native ads were very or somewhat effective at achieving branding goals.

Purchase Drivers
Native ads registered 18% higher lift in purchase intent than banner ads.

Inc. BrandView Promotion

Headlines and a native tile unit will be created to push users to an article page

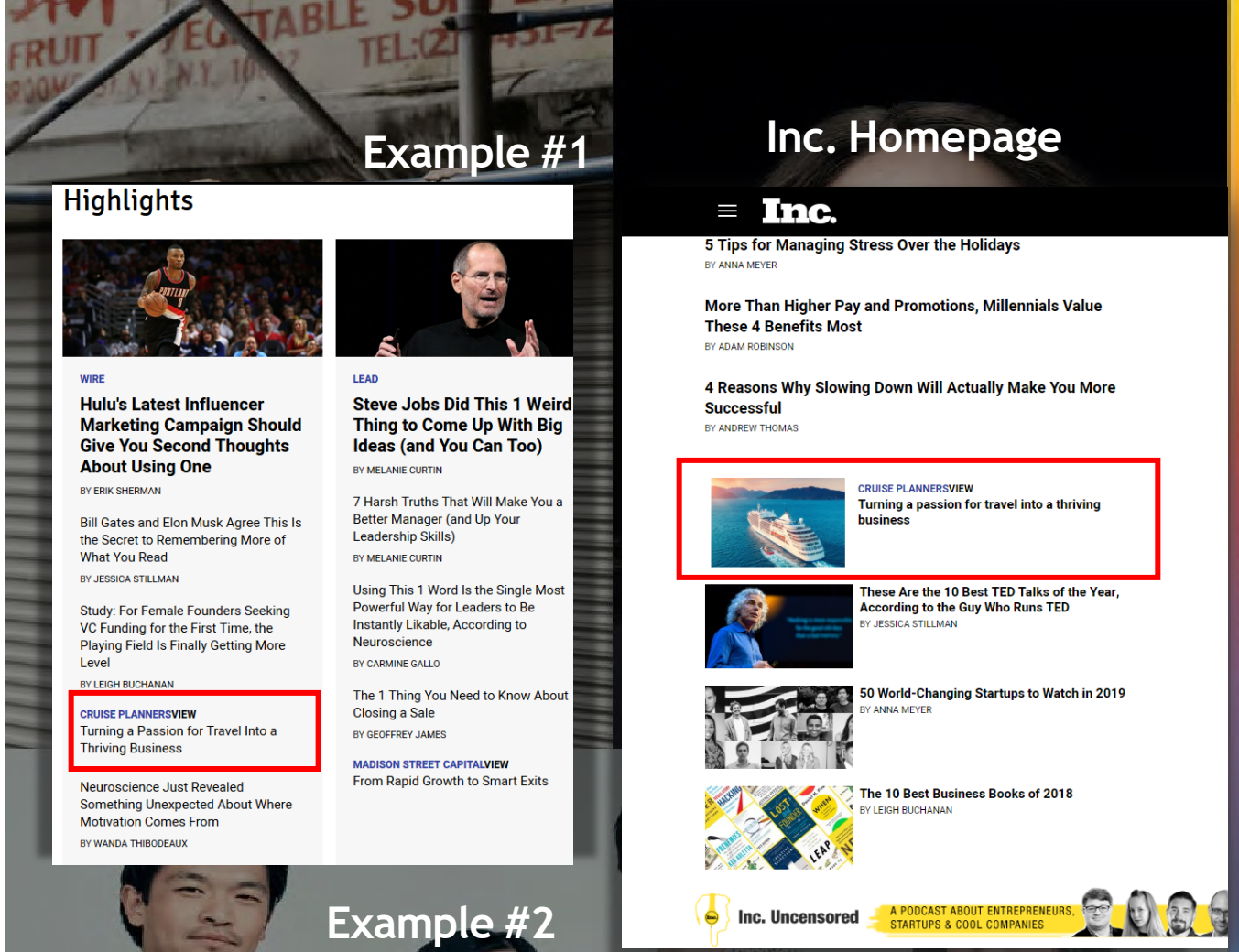
Advertiser message will be built into a 400-500 word story on a separate html page

Campaign will run over a determined period

Cruise PlannersView:
www.inc.com/cruiseplanners/turning-a-passion-for-travel-into-a-thriving-business.html

Impressions will be delivered as both headlines (example #1) and as native tiles created by Inc. (example #2). Both can run on the homepage and various Inc. channels. The impressions will be applied to both.

Direct Action MEDIA

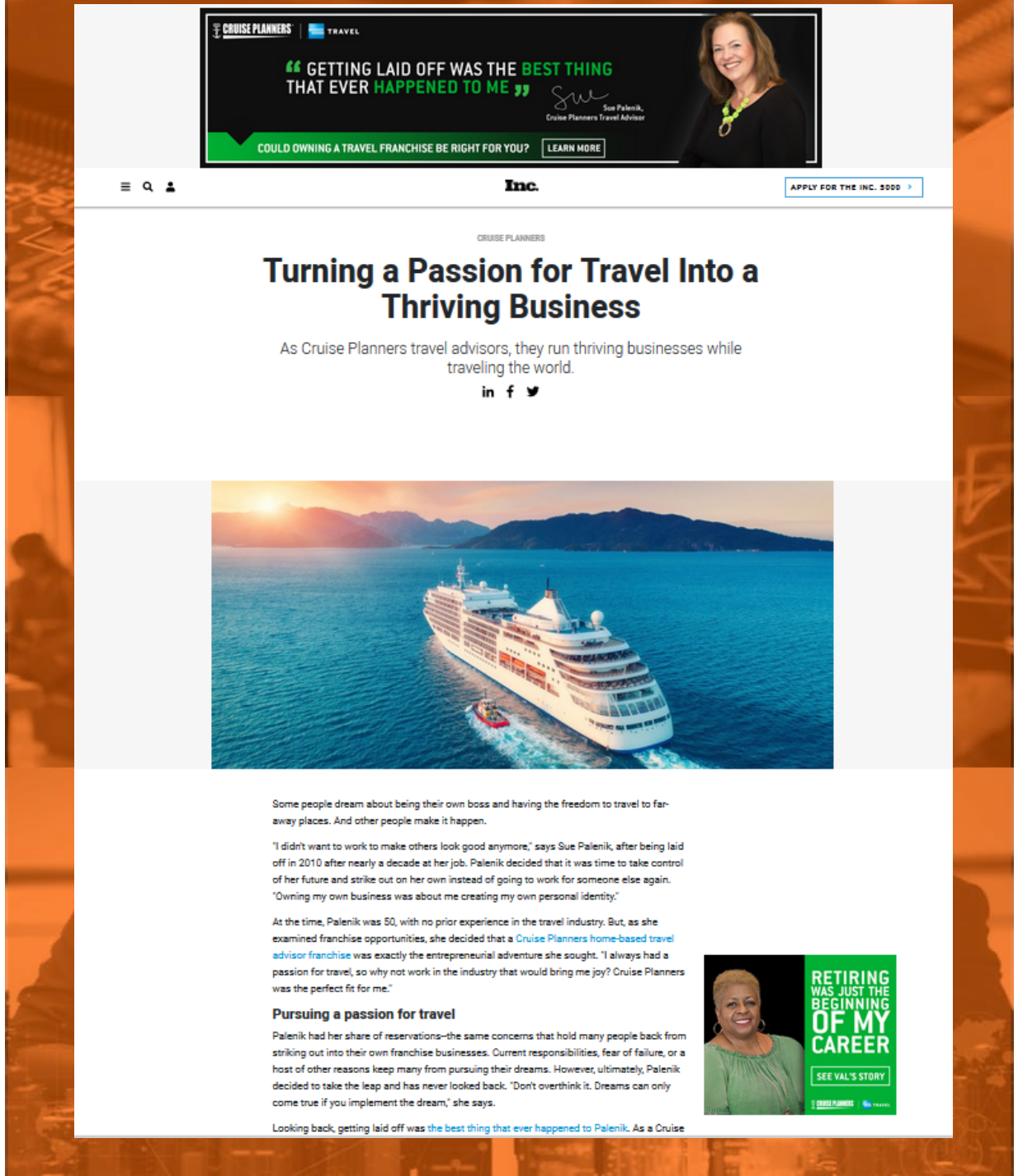


Inc. BrandView

Article Page

When headline or native tile are clicked, they will lead user to a landing page where the article will live. On that landing page, we can accommodate 970x250 (top of page), 728x90, 300x250 (right hand side of page), and 320x50 (mobile) ad units.

Cruise PlannersView:
www.inc.com/cruiseplanners/turning-a-passion-for-travel-into-a-thriving-business.html



Direct Action MEDIA

Inc. BrandView

Promotion

Content Amplification

Inc. will promote, socialize, and optimize the content through various channels including Facebook, Outbrain, and Taboola.

1.2MM

2.0MM

322K

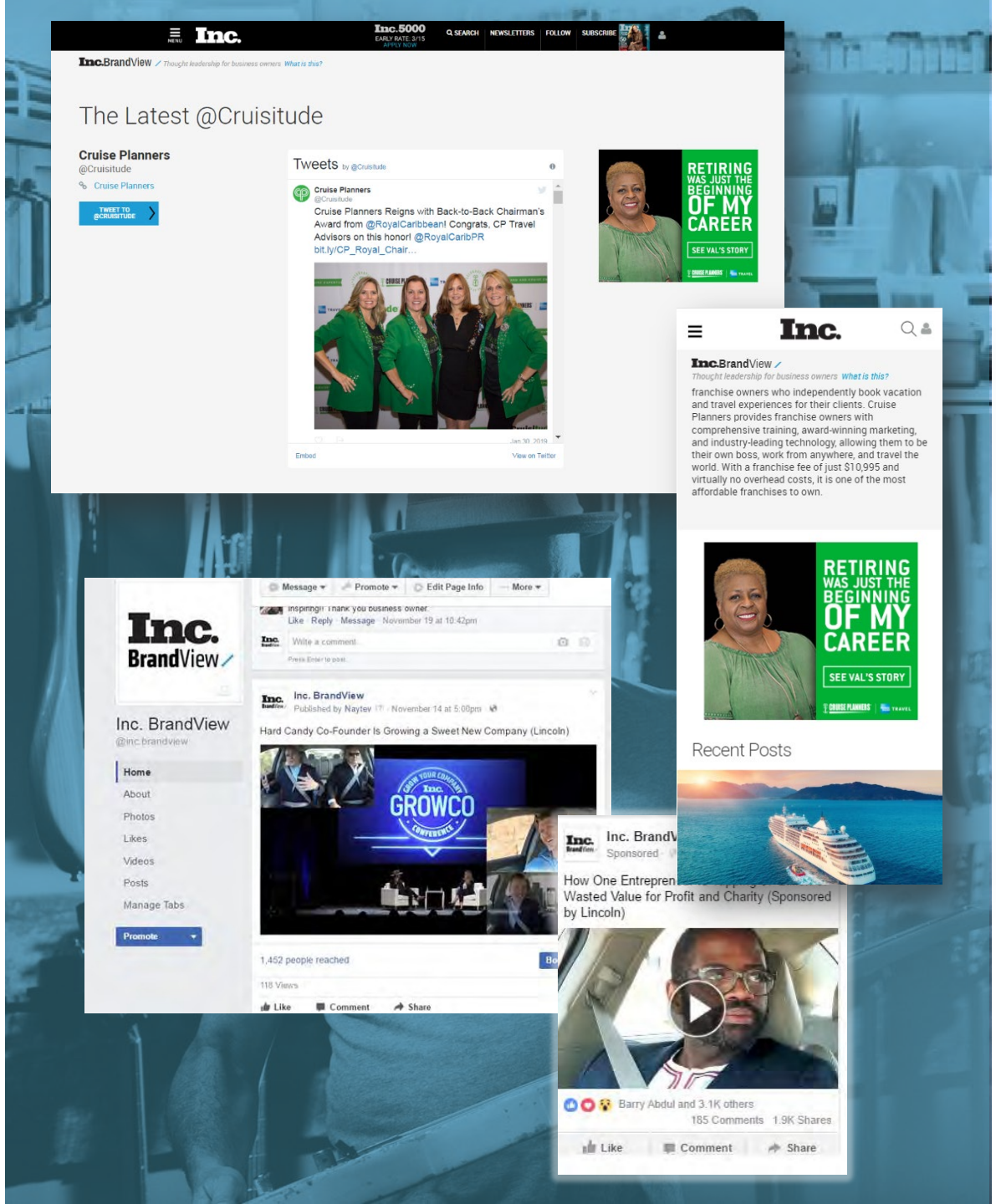
29K

2.7MM

71K

273K

Direct Action MEDIA



Inc. BrandView

FAQ

- We'd be able to accomplish this in about 5-6 weeks' time. It all depends on the launch date.
- **We'd have out editor or writer speak to you on the topic you'd like to promote/be a leading expert in.
- **After the interview, our writer will craft the piece (roughly about 500 words with an image and headlines, as that's what the layout will hold). We'd send it to you for your approval.
- After a round of approvals, and everything is factually accurate, we will move to the layout portion.
- We always as if you'd like to submit any images for consideration (images have to be high-res and meet approval), but we'd build the layout and send for your second approval.
- Once we have that, it will be ready for publishing.
- Native executions are created straight from the headlines and images on article pages.

** Only applies when Inc. Content Studios creates content

Direct Action MEDIA

Direct Action Media – Inc. BrandView Exclusive Pricing

	Level 3	Level 2	Level 1	Entry Level
Investment	$93,750	$71,250	$38,750	$18,750
Custom Edit	3 supplied pieces of content. Content will have to be approved by Executive Editor to make sure it aligns with inc.com	2 supplied pieces of content. Content will have to be approved by Executive Editor to make sure it aligns with inc.com	1 supplied piece of content. Content will have to be approved by Executive Editor to make sure it aligns with inc.com	1 supplied piece of content. Content will have to be approved by Executive Editor to make sure it aligns with inc.com
Program Length	3 months	2 months	1 months	1 month
Inc.com promotion and Content Amplification	Combination of 3MM headline impressions and native placements across inc.com and platforms such as Facebook, Taboola and Outbrain. These will lead reader to the html page where the custom article lives. 970x250, 728x90, 300x250, and 320x50 (mobile) ad units can be included on article landing page. Also includes: Headline A/B testing and Optimization + Article image testing and optimization	Combination of 2.2MM headline impressions and native placements across inc.com and platforms such as Facebook, Taboola and Outbrain. These will lead reader to the html page where the custom article lives. 970x250, 728x90, 300x250, and 320x50 (mobile) ad units can be included on article landing page. Also includes: Headline A/B testing and Optimization + Article image testing and optimization	Combination of 1.2MM headline impressions and native placements across inc.com and platforms such as Facebook, Taboola and Outbrain. These will lead reader to the html page where the custom article lives. 970x250, 728x90, 300x250, and 320x50 (mobile) ad units can be included on article landing page. Also includes: Headline A/B testing and Optimization + Article image testing and optimization	Combination of 600K headline impressions and native placements across inc.com and platforms such as Facebook, Taboola and Outbrain. These will lead reader to the html page where the custom article lives. 970x250, 728x90, 300x250, and 320x50 (mobile) ad units can be included on article landing page. Also includes: Headline A/B testing and Optimization + Article image testing and optimization
Inc. Social Promotion	3 tweets to Inc. Twitter followers and 1 post per article on Inc. BrandView Facebook page	2 tweets to Inc. Twitter followers and 1 post per article on Inc. BrandView Facebook page	1 tweet to Inc. Twitter followers and 1 post on the Inc. BrandView Facebook page	1 tweet to Inc. Twitter followers and 1 post on the Inc. BrandView Facebook page
Optimize	Inc. will furnish a monthly report with recommendations for optimization	Inc. will furnish a monthly report with recommendations for optimization	Inc. will furnish a monthly report with recommendations for optimization	Inc. will furnish a monthly report with recommendations for optimization
Analytics	Reach, Page Views, Unique visitors, Time Spent, Social Interactions, Clicks will be seen real-time thru our Parse.ly dashboard	Reach, Page Views, Unique visitors, Time Spent, Social Interactions, Clicks will be seen real-time thru our Parse.ly dashboard	Reach, Page Views, Unique visitors, Time Spent, Social Interactions, Clicks will be seen real-time thru our Parse.ly dashboard	Reach, Page Views, Unique visitors, Time Spent, Social Interactions, Clicks will be seen real-time thru our Parse.ly dashboard

Direct Action MEDIA

Inc. BrandView

Thank you.

For more information, please contact:

Tom Emerson | Director, Business Development

Direct Action Media | 5 West 37th Street | Suite 302 | New York, NY 10018

tom@directactionmedia.com | 516-442-5248

www.directactionmedia.com

Direct Action MEDIA

Inc. BrandView