



Inc.

2022

Media Kit

Print Audience

42

Median Age

74/26

% Male/Female

1.3M

Readers

250K

Rate Base

Inc. Readers are

Influential Leaders

91%

Business Owners/
C-Level/Decision
Makers

84%

Opinion Leaders

81%

Career
Passionate

78%

Advisors
on Financial
Issues/Investing

Visionaries

74%

Risk Takers

82%

Early Adopters

91%

Tech Savvy

Affluent and Educated

\$2.6M+

Average Net Worth

\$419K+

Average Household
Income

93%

College
Graduate

Fawn Weaver
Founder & CEO, Uncle Nearest
Premium Whiskey

Source: Ipsos Affluent Survey Fall 2021



Print Editorial Calendar

Inc. Regionals 2021

March/April Issue

Ad Close: 2/10/22

On-Sale: 3/22/22

Digital Editions Live: 3/15/22

Inc. Female100 Founders

October Issue

Ad Close: 8/25/22

On-Sale: 10/4/22

Digital Editions Live: 9/27/22

Inc. Best Workplaces

May/June Issue

Ad Close: 4/7/22

On-Sale: 5/17/22

Digital Editions Live: 5/10/22

Inc. Best-Led Companies

November Issue

Ad Close: 9/29/22

On-Sale: 11/8/22

Digital Editions Live: 11/1/22

Inc. 5000

September Issue

Ad Close: 7/14/22

On-Sale: 8/23/22

Digital Editions Live: 8/16/22

Inc. Best in Business

Winter Issue

Ad Close: 11/3/22

On-Sale: 12/13/22

Digital Editions Live: 12/6/22



Print Advertising Rates

Rate Base 275,000

Black & White	1X	(-3%) 3X	(-6%) 6X
Page	\$32,500	\$31,200	\$29,900
Spread	\$65,000	\$62,400	\$59,800
Four Color	1X	3X	6X
Page	\$50,000	\$48,000	\$46,000
Spread	\$100,000	\$96,000	\$92,000
Covers	1X	3X	6X
Cover 2/page 1	\$120,000	\$115,200	\$110,400
Cover 3	\$55,000	\$52,800	\$50,600
Cover 4	\$65,000	\$62,400	\$59,800
Fractional Premiums			
2/3 Page is 75% of page rate			
1/2 Horiz is 60% of page rate			
1/3 Page is 50% 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

39

Median Age

69/31

% Male/Female

32.9M

Monthly
Page Views

18.9M

Monthly
Unique Visitors

Inc. Readers are

Influential Leaders

87%

Business Owners/
C-Level /
Decision Makers

80%

Opinion Leaders

80%

Career
Passionate

74%

Advisors on
Financial Issues/
Investing

Visionaries

71%

Risk Takers

92%

Tech Savvy

79%

Early Adopters

Affluent and Educated

\$2.4M+

Average Household
Net Worth

\$433K+

Average Household
Income

94%

College
Graduate

Kabir Barday
Founder & CEO, OneTrust
Inc. 5000 #1 Company

Source: Ipsos Affluent Survey Fall 2021



Digital Editorial Calendar

Month	Features
Jan/Feb	Core Editorial Feature: Best in Business 2021 Special Reports & Alignments: National Mentoring Month, New Years Resolutions, Black History Month, National Entrepreneurship Week
Mar/Apr	Core Editorial Feature: Inc. Regionals Special Reports & Alignments: International Women's Day, Daylight Savings, Inc. Evolve Summit
May/Jun	Core Editorial Feature: Best Workplaces Special Reports & Alignments: Small Business Week, Pride Month, Minority-Owned Businesses
July/Aug	Core Editorial Feature: How I Did It Special Reports & Alignments: National Black Business Month, Minority-Owned Businesses
Sept	Core Editorial Feature: Inc. 5000 Special Reports & Alignments: Hispanic Heritage Month, Minority-Owned Businesses, Inc. 5000 List Launch
Oct	Core Editorial Feature: Female Founders 100 Special Reports & Alignments: National Women in Business Month, National Cyber Security Month, Business Ownership Month, Founder Friendly Investors, Mid-Market Report
Nov	Core Editorial Feature: Best Led Companies Special Reports & Alignments: National Entrepreneurship Month, Small Business Saturday, Mainstreet
Winter	Core Editorial Feature: Best in Business Special Reports & Alignments: National Write A Business Plan Month, Best Industries to Start a Business

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	100% Width Responsive	\$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 stand alone	728x90 or 300x250	\$80
	Native units (logo & Content)	Call for specs	\$250 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
Medium Rectangle (Imu)	300x250	200 KB	3 loops / 30s max	JPG	Min. 5 business days before campaign start (6 days for expandable)
Leaderboard	728x90	200 KB	3 loops / 30s max	JPG, GIF, PNG, and HTML5	Min. 5 business days before campaign start
Half page	300x600	200 KB	3 loops / 30s max	JPG, GIF, PNG, and HTML5	Min. 5 business days before campaign start
Billboard	970x250	200 KB	3 loops / 30s max	JPG, GIF, PNG, and HTML5	Min. 5 business days before campaign start
Mobile	300x50 320x250	200 KB	3 loops / 30s max	JPG, GIF, PNG, and HTML5	Min. 5 business days before campaign start
Welcome ads	100% Width Responsive	250 KB	3 loops / 30s max	Custom asset package: font files, layered PSD of brand creative, high-res imagery, video as MP4	Min 6 weeks before campaign start
Parallax	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