Direct Action MEDIA

Inc. BrandView

2020 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:

Monthly Page Views: **33,000,000**
Monthly Unique Visitors: **21,000,000**

Median Age: **39.5**

Male/Female: **71%/29%**

Average HHI: **$376,000 +**

Average Net Worth: **$2,120,000 +**

Business Owner/Decision Maker: **79%**

Opinion Leaders: **76%**

Early Adopters: **66%**

Risk Takers: **69%**

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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

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Inc.

BRANDVIEW OVERVIEW

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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 for 1 year, 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

Modern PostcardView:
https://www.inc.com/modernpostcard/boutique-ecommerce-retailer-wins-with-new-marketing-channel.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.

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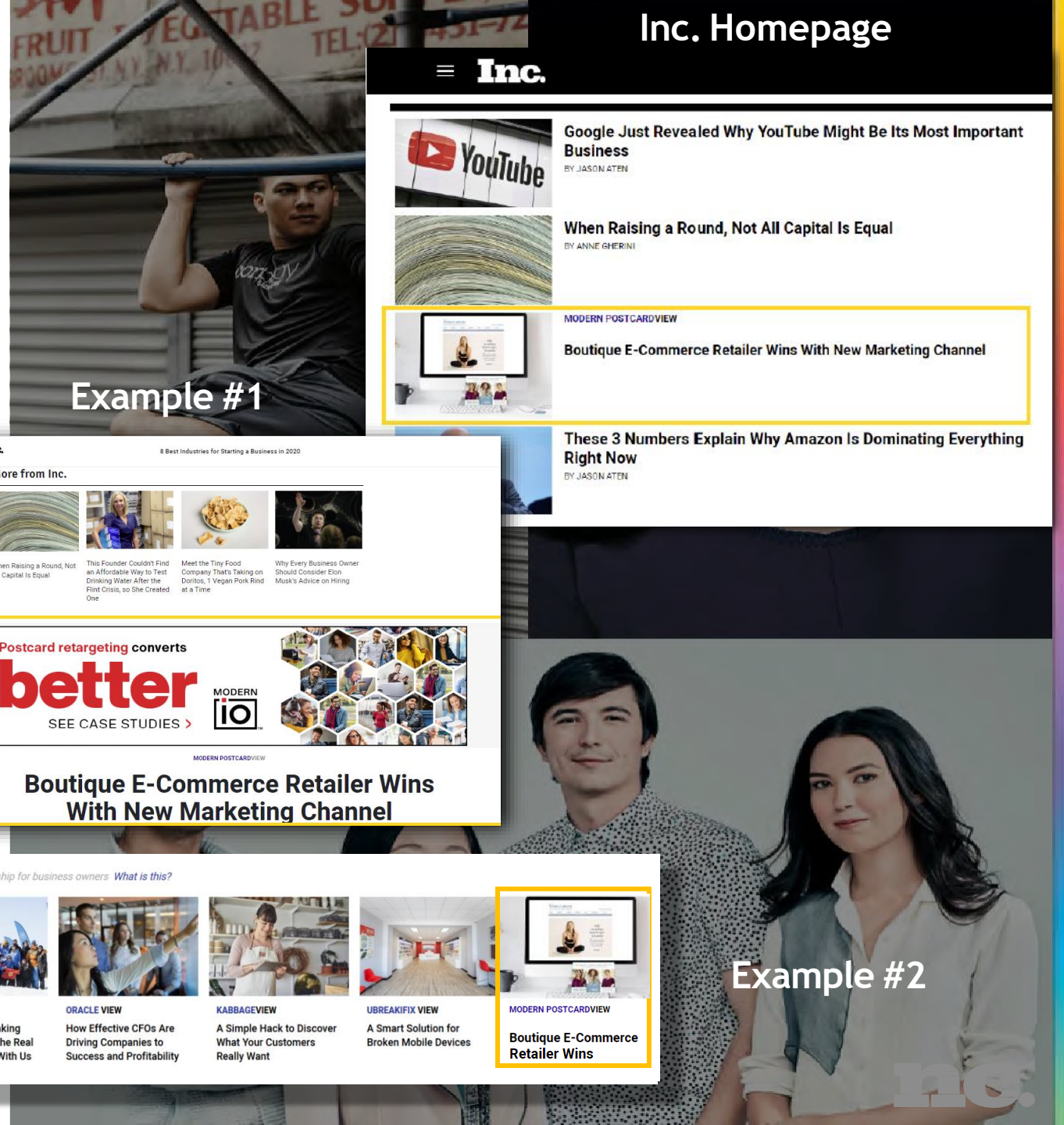

Inc. BrandView

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.

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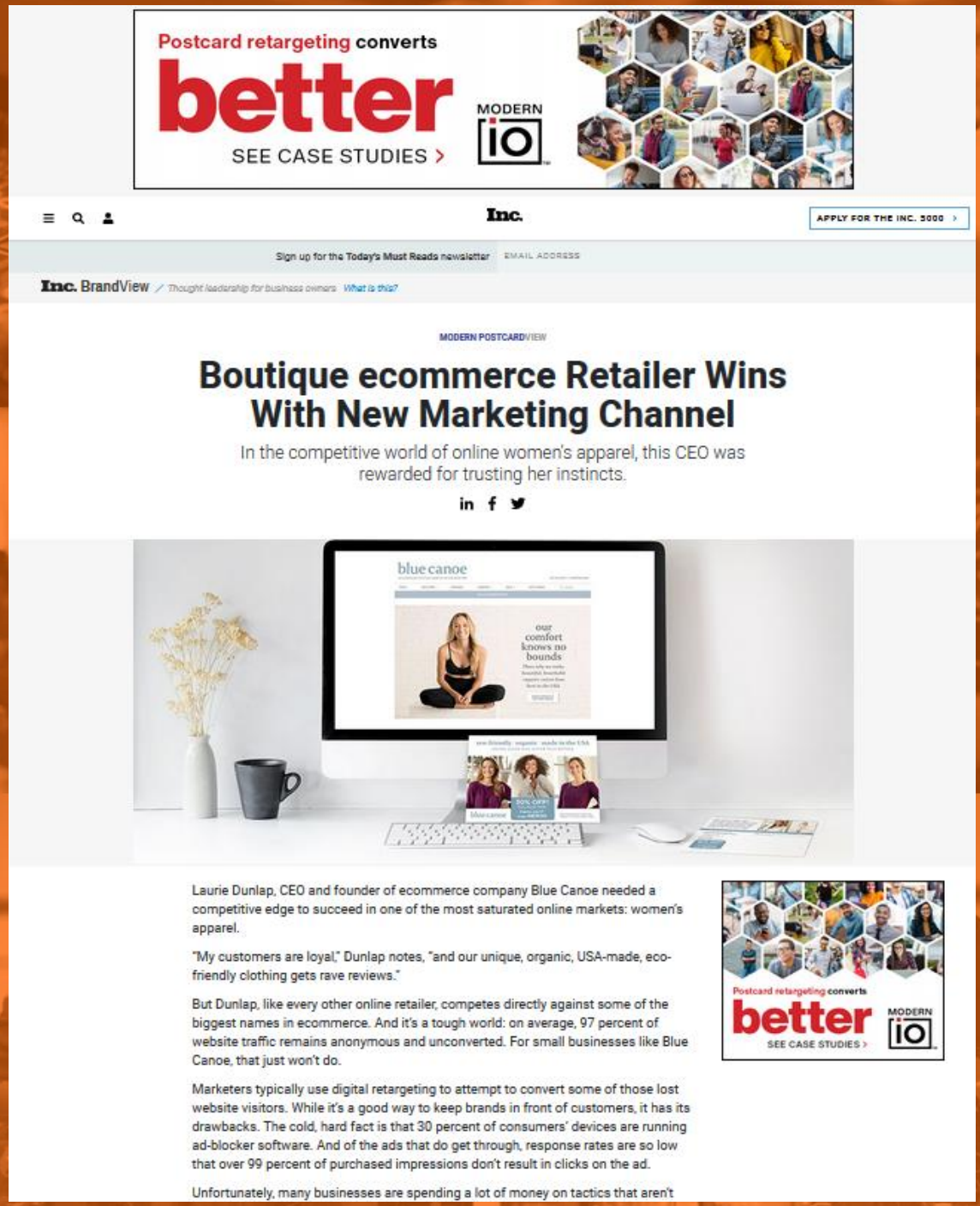
https://www.inc.com/modernpostcard/boutique-ecommerce-retailer-wins-with-new-marketing-channel.html



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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

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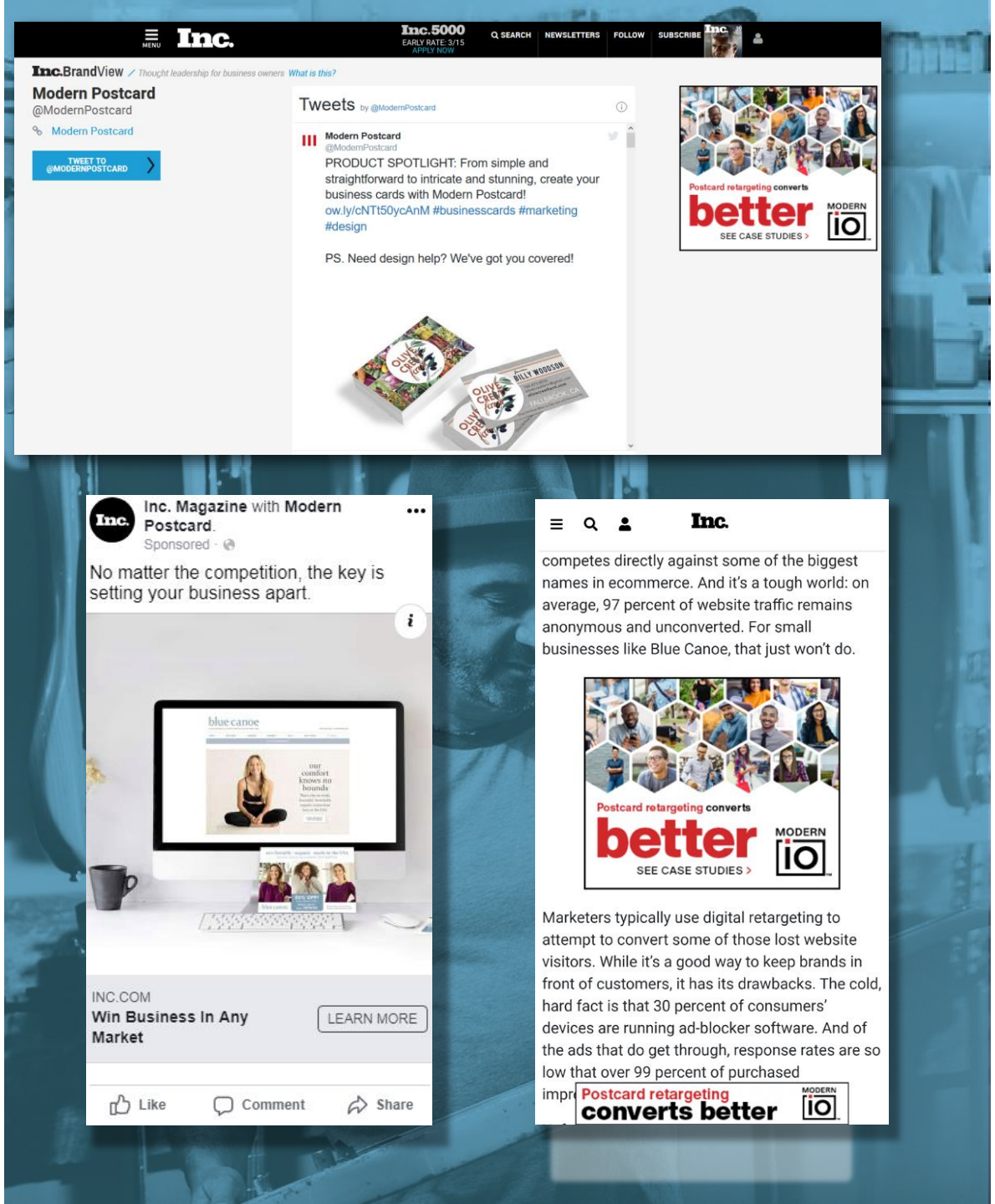

Inc. BrandView

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

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