

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%**

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

Inc.

BRANDVIEW OVERVIEW



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.

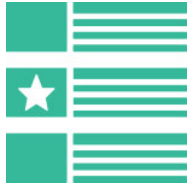
Beyond the promotional period of the program (choice of one, two or three months), the content stays online for 1 year, so the brand can continue to link back to its website (promoting great SEO value), as well as in its own digital marketing campaigns.

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


Cruise PlannersView:

www.inc.com/cruiseplanners/escaping-the-corporate-grind-and-making-your-passion-a-career.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.

Example #1

Highlights



WIRE
Hulu's Latest Influencer Marketing Campaign Should Give You Second Thoughts About Using One
BY ERIK SHERMAN
Bill Gates and Elon Musk Agree This Is the Secret to Remembering More of What You Read
BY JESSICA STILLMAN
Study: For Female Founders Seeking VC Funding for the First Time, the Playing Field Is Finally Getting More Level
BY LEIGH BUCHANAN



LEAD
Steve Jobs Did This 1 Weird Thing to Come Up With Big Ideas (and You Can Too)
BY MELANIE CURTIN
7 Harsh Truths That Will Make You a Better Manager (and Up Your Leadership Skills)
BY MELANIE CURTIN
Using This 1 Word Is the Single Most Powerful Way for Leaders to Be Instantly Likable, According to Neuroscience
BY CARMINE GALLO
The 1 Thing You Need to Know About Closing a Sale
BY GEOFFREY JAMES
MADISON STREET CAPITALVIEW
From Rapid Growth to Smart Exits
BY WANDA THIBODEAUX


CRUISE PLANNERSVIEW
Turning a Passion for Travel Into a Thriving Business

Inc. Homepage


5 Tips for Managing Stress Over the Holidays
BY ANNA MEYER

More Than Higher Pay and Promotions, Millennials Value These 4 Benefits Most
BY ADAM ROBINSON


4 Reasons Why Slowing Down Will Actually Make You More Successful
BY ANDREW THOMAS




CRUISE PLANNERSVIEW
Turning a passion for travel into a thriving business



These Are the 10 Best TED Talks of the Year, According to the Guy Who Runs TED
BY JESSICA STILLMAN




50 World-Changing Startups to Watch in 2019
BY ANNA MEYER




The 10 Best Business Books of 2018
BY LEIGH BUCHANAN

Inc. Uncensored A PODCAST ABOUT ENTREPRENEURS, STARTUPS & COOL COMPANIES


Inc. BrandView / Thought leadership for business owners What is this?




IINTOOVIEW
Real Estate Investing 2.0: Unique New Approach Goes Beyond Crowdfunding




MAILCHIMPVIEW
How Brands are Taking Social Media into the Real World to Connect With Us




ORACLE VIEW
How Effective CFOs Are Driving Companies to Success and Profitability



KABBAGEVIEW
A Simple Hack to Discover What Your Customers Really Want



UBREAKFIX VIEW
A Smart Solution for Broken Mobile Devices

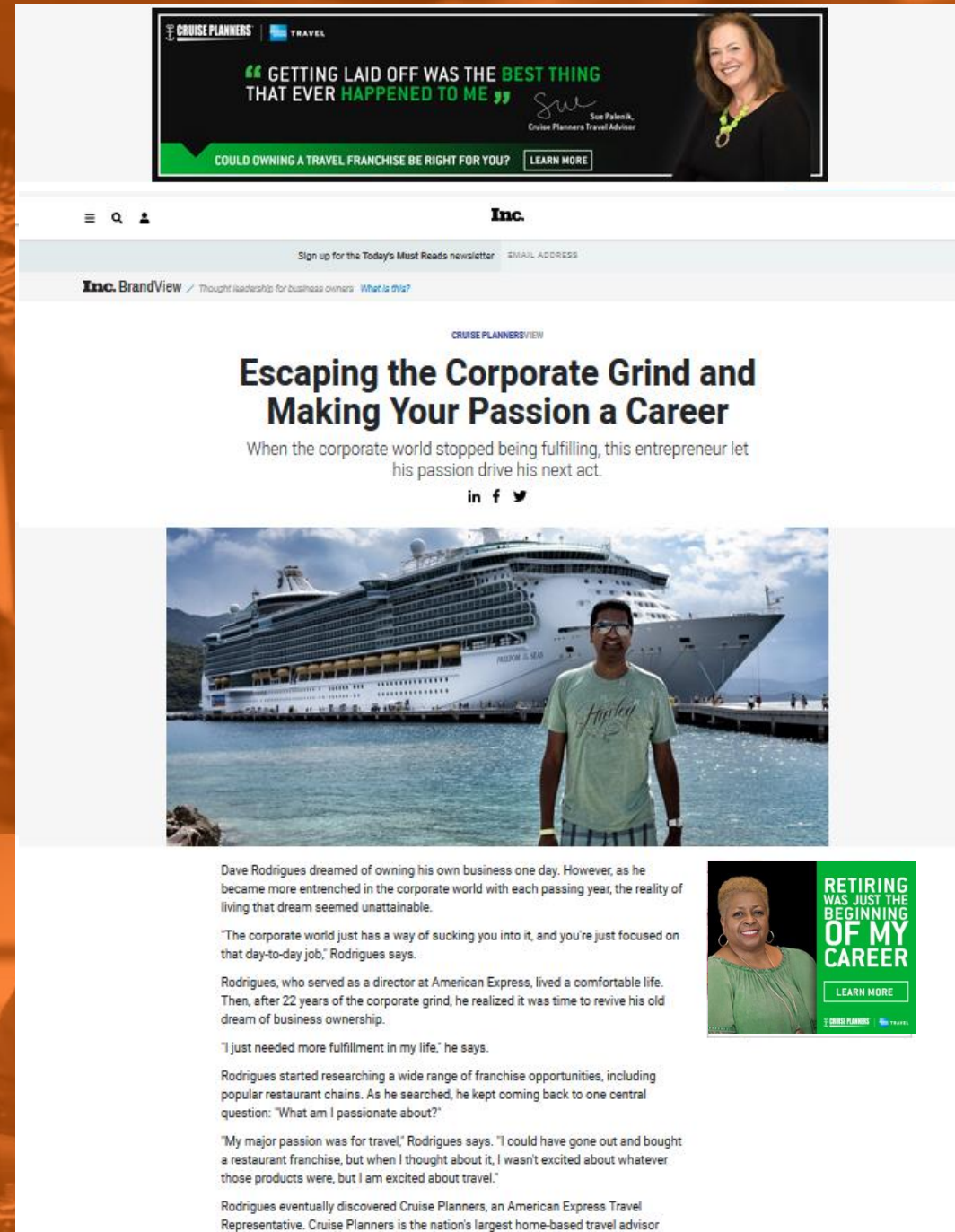


CRUISE PLANNERSVIEW
Escaping the Corporate Grind and Making Your Passion a Career

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/escaping-the-corporate-grind-and-making-your-passion-a-career.html




The screenshot shows a web page layout for an article. At the top is a navigation bar with the Inc. logo and a sign-up prompt. Below is the article header for 'Escaping the Corporate Grind and Making Your Passion a Career' by Dave Rodrigues. The main content area features a large image of Dave Rodrigues in front of a cruise ship. To the right of the main text is a sidebar with a 'RETIRING WAS JUST THE BEGINNING OF MY CAREER' ad. The page includes various social media sharing icons and a 'LEARN MORE' button.

CRUISE PLANNERSVIEW

Escaping the Corporate Grind and Making Your Passion a Career

When the corporate world stopped being fulfilling, this entrepreneur let his passion drive his next act.

in f t



Dave Rodrigues dreamed of owning his own business one day. However, as he became more entrenched in the corporate world with each passing year, the reality of living that dream seemed unattainable.

"The corporate world just has a way of sucking you into it, and you're just focused on that day-to-day job," Rodrigues says.


Rodrigues, who served as a director at American Express, lived a comfortable life. Then, after 22 years of the corporate grind, he realized it was time to revive his old dream of business ownership.

"I just needed more fulfillment in my life," he says.

Rodrigues started researching a wide range of franchise opportunities, including popular restaurant chains. As he searched, he kept coming back to one central question: "What am I passionate about?"

"My major passion was for travel," Rodrigues says. "I could have gone out and bought a restaurant franchise, but when I thought about it, I wasn't excited about whatever those products were, but I am excited about travel."

Rodrigues eventually discovered Cruise Planners, an American Express Travel Representative. Cruise Planners is the nation's largest home-based travel advisor

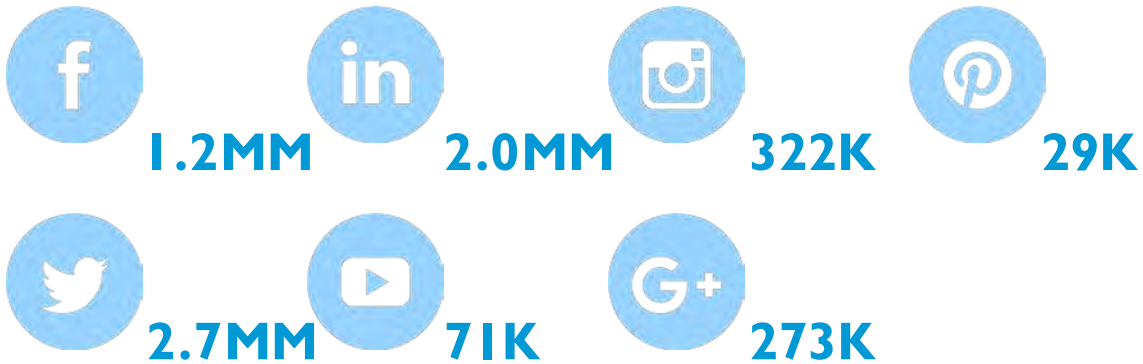


Inc. BrandView

Promotion

Content Amplification

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



The collage displays various social media posts from Inc. BrandView. At the top, a tweet from @Cruisitude promotes 'Cruise Planners' with a link to a business review. Below it, a Facebook post from Inc. BrandView features a video titled 'Hard Candy Co-Founder Is Growing a Sweet New Company (Lincoln)'. To the right, a sponsored Facebook post shows a man in a car with the text 'How One Entrepreneur Wasted Value for Profit and Charity (Sponsored by Lincoln)'. Another section shows a 'Recent Posts' area with a video titled 'RETIRING WAS JUST THE BEGINNING OF MY CAREER'.

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 our 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 ask 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 month	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