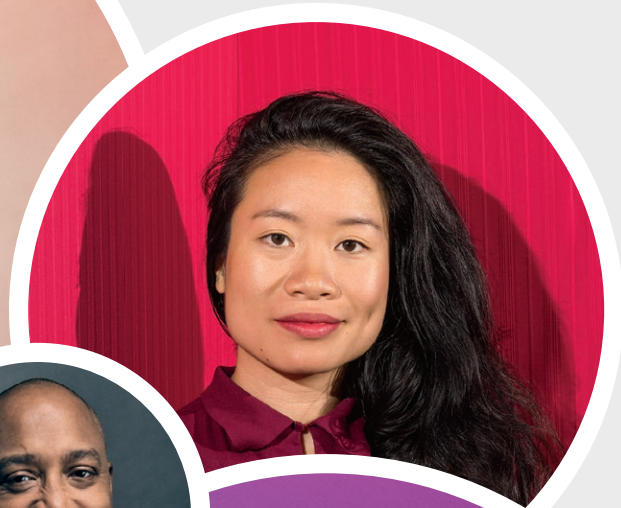


Inc.

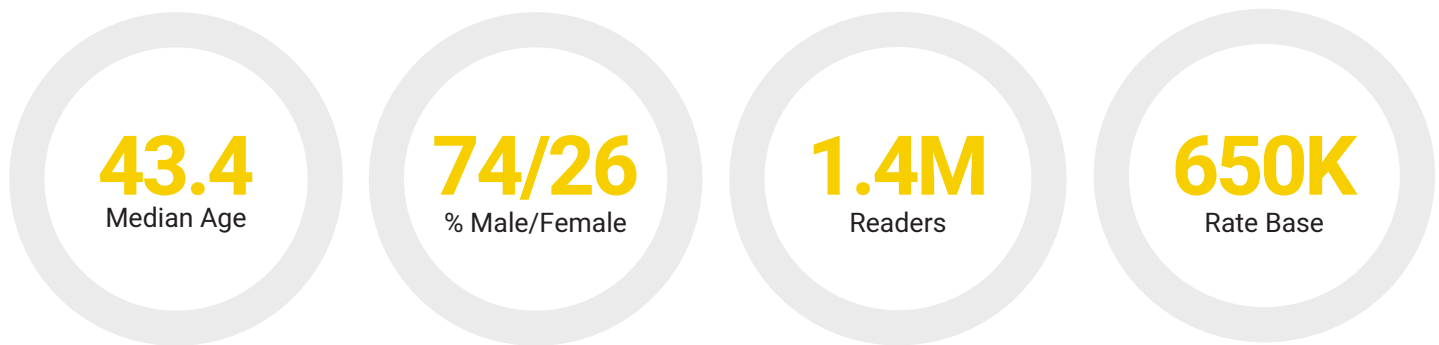
POWERING PEOPLE. CHANGING LIVES.



2019 MEDIA KIT



PRINT Audience



Inc. Readers are...

VISIONARIES	INFLUENTIAL LEADERS	AFFLUENT AND EDUCATED
73% RiskTakers	89% Business Owners/C-Level Execs/Decision Makers	\$3M Average Net Worth
88% Tech Savvy	83% Opinion Leaders	\$409.5K+ Average Household Income
77% Early Adopters	75% Career Passionate	90% College Graduate+
	75% Advisors on Financial Issues/Investing	

Source: 2018 Fall Ipsos Affluent Survey



PRINT Editorial Calendar

Inc. 40th Anniversary

Inc. Hustle. Grind. Succeed.
The Daymond John Way
+ the Five Founders

IS IT YOUR JOB TO CREATE JOBS?
Daily Commute: How to Really Save Time

Founders Project

Closing Date/Materials Due: 1/24
On-Sale Date: 3/5

March/April

Inc. RISING STARS

Why It Pays to Keep Your Team Healthy
THE WAY I WORK
24 hours with the founder of American Giant

Overachieving and Under 30
Top of the heap: extraordinary founders you'll ever meet

Up Next

Closing Date/Materials Due: 3/14
On-Sale Date: 4/23

May

Inc. Lead On

Inc.'s 3rd ANNUAL BEST WORK PLACES
Page 12

The founder of Chobani yogurt on bringing humanity to work profitably

How to Hire and Keep the Best Talent

Best Workplaces + Founders Project: Legends

Closing Date/Materials Due: 4/18
On-Sale Date: 5/28

June

Inc. How I Did It

Get honest feedback from your team

How Hello Fresh Conquered America

Featuring the founder of Casper, Burton Snowboards, Ring, Drybar, Ud's Gluten Free, and more

How I Did It + Top PE List

Closing Date/Materials Due: 5/23
On-Sale Date: 7/2

July/August

Inc. 500

America's 500 Fastest-Growing Companies

Entrepreneur's All-Star Big 500

How Fast-Growth CEOs Handle Risk

Inc. 500 + Survey: How Fast-Growth CEOs Handle Risk

Closing Date/Materials Due: 7/12
On-Sale Date: 8/20

September

Inc. Female Founders 100

A NEW COMPLETE DIRECTORY OF CHAMP TANK

The Boldest, Most Innovative and Enterprising Women of the Year

Shonda Rhimes, Reese Witherspoon, Shaie Romo, Annie Wojcicki

Female Founders + The Global Package

Closing Date/Materials Due: 8/15
On-Sale Date: 9/24

October

Inc. Anatomy of a Sale

Tapping your youth forever. Turning garbage into jet fuel. And dozens of companies creating what's next

The Future Issue

After three years in business, they sold their brick company for a fortune and still got it back. Then came the hard part.

Private Titans + Survey: How Fast Growth CEOs Use Tech

Closing Date/Materials Due: 9/19
On-Sale Date: 10/29

November

Inc. GET STUFF DONE PRODUCTIVITY TOOLKIT

THE ULTIMATE STARTUP GUIDE

21 PAGES OF WISDOM GAINED THE HARD WAY BY SUCCESSFUL FOUNDERS

GO AHEAD. CHANGE THE WORLD

Company of the Year + Founders Project: Cities

Closing Date/Materials Due: 11/7
On-Sale Date: 12/17

Winter 2019/20

*editorial subject to change

PRINT Franchise Editorial Calendar

Issue	Closing Date	On-Sale Date	Editorial Features
MAR/APR	1/24	3/5	<p>Franchisee Fit How franchises select the ideal franchisee</p> <p>The Hunger Games QSR and Fast-Casual concepts innovate to please palates & drive growth</p>
MAY	3/14	4/23	<p>Reach Your Customer Leveraging the franchisor's local marketing program</p> <p>Multi-Unit Franchises Franchises scaling up through area development & multi-unit buyers</p>
JUN	4/18	5/28	<p>Hit The Ground Running Evaluating franchise re-sale opportunities</p> <p>Million Dollar Franchises Higher investment franchises delivering a great ROI</p>
JUL/AUG	5/23	7/2	<p>Recession-Resistant Concepts Franchises that will withstand economic downturns</p> <p>Global Franchises Franchises leveraging an international path to growth</p>
SEPT	7/12	8/20	<p>The Next Generation Franchising opens entrepreneurship to millennials</p> <p>Live Long & Prosper Franchises that serve the needs of our aging population</p>
OCT	8/15	9/24	<p>Passion, Profit or Both Determining the best criteria for long-term success</p> <p>Home-Based Franchises Franchises offering a quick path to entrepreneurship</p>
NOV	9/19	10/29	<p>Franchise Category Options Where to begin the search among dozens of business verticals</p> <p>Franchising and Veterans THE IFA VetFran project: 650 Franchises Strong</p>
WINTER 2019/20	11/7	12/17	<p>2020 Franchise Outlook Forecasting the near future in franchising</p> <p>Inc. 5000 Franchises The leaders of America's fastest growing companies list</p>

PRINT Advertising Rates

Rate Base 650,000

Black & White	1X	(-3%) 3X	(-6%) 6X
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Page	\$67,300	\$65,300	\$63,900
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Spread	\$134,600	\$130,600	\$127,800
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Four Color	1X	3X	6X
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Page	\$105,000	\$101,900	\$99,800
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Spread	\$210,000	\$203,800	\$199,600
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Covers	1X	3X	6X
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Cover 2/Page 1 (+20%)	\$126,000	\$122,200	\$119,700
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Cover 3 (+10%)	\$115,500	\$112,000	\$109,700
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Cover 4 (+30%)	\$131,250	\$127,350	\$124,750
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Fractional Premiums

2/3 Page is 77% of Page

1/2 Horiz is 62% of Page

1/3 Page is 44% of Page

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.
1900 W. Summer St.,
Hartford, WI 53027-9244
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 **<https://www.swop.org/certification>**. 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 212-389-5308 (Jane Hazel) or 212-389-5416 (Dave Powell).

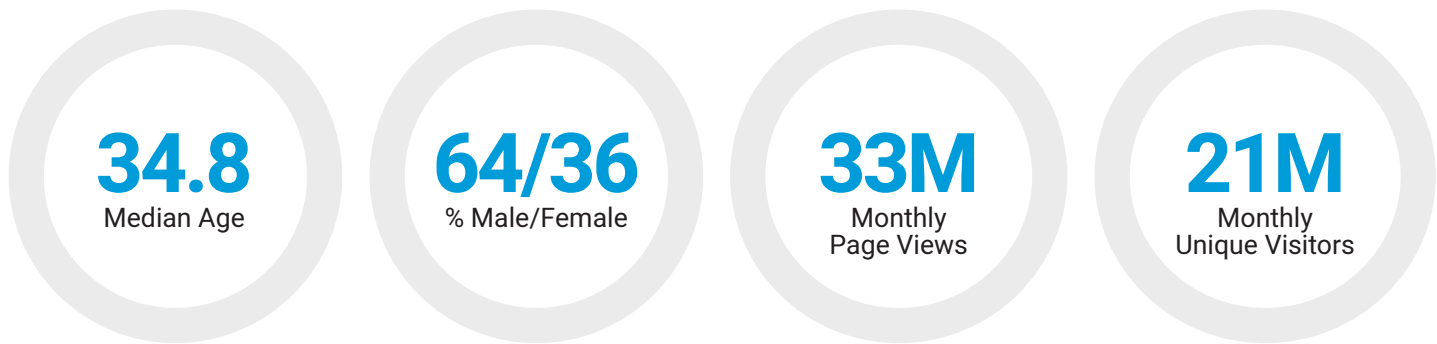
PRINT Advertising Specifications

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"
Junior 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.



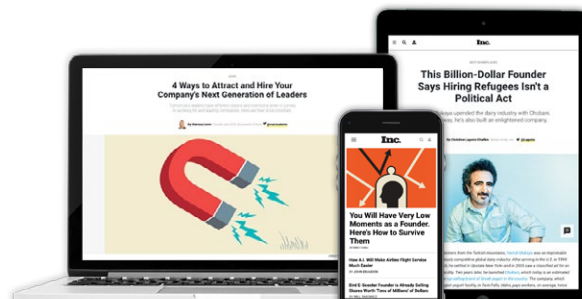
DIGITAL Audience



Inc. Readers are...

VISIONARIES	INFLUENTIAL LEADERS	AFFLUENT AND EDUCATED
71% Risk Takers	77% Business Owners/C-Level Execs/Decision Makers	\$2.5M+ Average Net Worth
77% Early Adopters	81% Opinion Leaders	\$367K+ Average Household Income
92% Tech Savvy	77% Career Passionate	86% College Graduate+
	81% Strive to Get to the Top of their Careers	

Source: 2018 Fall Ipsos Affluent Survey



DIGITAL Editorial Calendar

Month	Features
JAN	Best Industries to Start a Business, Hire the Best, Kickoff 2019
FEB	Inspiration Chronicles, Productivity
MAR	Founders Project, Real Talk
APR	Founders Project, Customer Service
MAY	Up Next
JUN	Best Workplaces, Founders Project: Legends
JULY	How I Did It, State of PE, Leading with Emotional Intelligence
AUG	How I Did It, State of PE, Leading with Emotional Intelligence Inc. 5000
SEP	Inc. 5000, Risk Survey Intelligence
OCT	Female Founders, The Global Package
NOV	Private Titans, Tech Survey
DEC	Company of the Year, Founders Project: Cities

DIGITAL Advertising Rates

Placement	Ad Unit	Spec	Net CPM
ROS	Leaderboard	728x90	\$105
	Half Page	300x600	\$130
	IMU	300x250	\$110
	Video	Pre-roll	\$225
	Billboard	970x250	\$130
Homepage	Leaderboard	728x90	\$147
	IMU	300x250	\$157
	Half Page	300x600	\$183
	Billboard	970x250	\$183
Welcome Ad	Welcome Mat	Full Screen	\$250
Targeted Channel	Leaderboard	728x90	\$120
	Half Page	300x600	\$145
	IMU	300x250	\$125
	Video	Pre-roll	\$240
	Billboard	970x250	\$145
Geo Targeted (ROS)	Leaderboard	728x90	\$110
	IMU	300x250	\$115
		300x600	\$135
		970x250	\$135
Parallax	Custom	Call for specs	\$250
Newsletter	Editorial Targeted	728x90 or 300x250	\$80
	Stand Alone	-	\$250
Microsites	Custom	-	Call for prices
Webinars	Custom	-	Call for prices
Channel Makeover	Custom	-	Call for prices

DIGITAL Advertising Specifications

Banner Units

Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Max Animation Length (i.e. "Flash")	Audio Initiation	Submission Lead Time
Medium Rectangle (IMU)	300x250	600x250	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 5 business days before campaign start (6 days for expandable)
Leaderboard	728x90	728x180	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 5 business days before campaign start
Half Page	300x600	Expansion not allowed for this unit	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 5 business days before campaign start
Billboard	970x250	970x415	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 5 business days before campaign start
Mobile	300x50 320x250	N/A	20 KB	15 sec, 3x loops max.	N/A	Min. 5 business days before campaign start
In-Banner Video (file-loaded) In-Banner Video (streaming)	300x250 728x90 300x600	Expansion not allowed for this unit	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 7 business days before campaign start
Welcome Ads	1280x720 cross device responsive	Expansion not allowed for this unit	200 KB	15 sec, 3x loops max.	Must be user initiated (on click: mute/un-mute); default state is muted	Min. 12 business days before campaign start
Parallax	1800x900 cross device responsive	N/A	200KB	N/A	N/A	Min. 12 business days before campaign start

DIGITAL Advertising Specifications

Video

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

Recommended formats	MPEG, 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