



INC.

America's most extraordinary people.
The world's most dynamic businesses.



INSPIRATION EDUCATION CONNECTION

Since 1979, Inc. has been the most trusted source of inspiration, education, and connection for the owners of fast-growing private businesses.

Working in all media – print, digital, video, custom publishing, and live events – we serve decision makers at every stage of their company's development, from startup through middle-market.



INC. = GROWTH

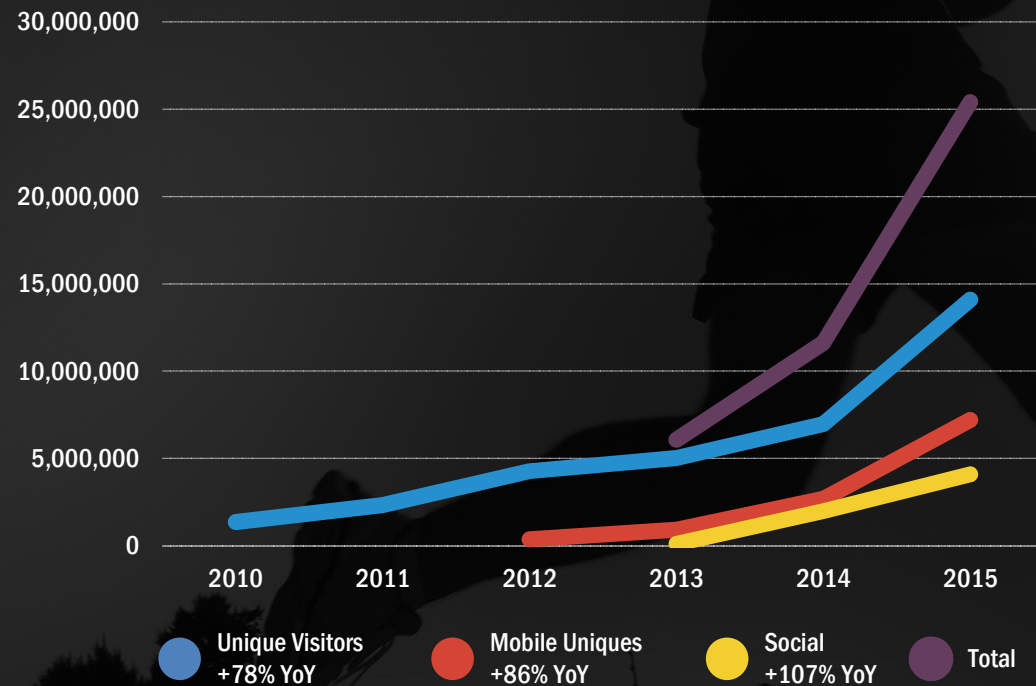
Inc.

INC. = GROWTH

The Resurgence of the American Dream

Since the economic recovery began in 2010, SMBs have added 10.3 MILLION jobs, 84% of all net new jobs. As the most trusted resource to start, run and grow a business, Inc.com has increased unique visitors nearly 10-fold in this timeframe.

Exponential Growth From All Sources



Sources: Omniture, Twitter, Facebook, LinkedIn, Instagram, Flipboard

Inc.



A COMMUNITY OF EXTRAORDINARY GROWTH

Many Inc. 5000 companies have grown to become well-known brand names.

80's								
90's								
00's								
10's								



**THE SPORT OF
BUSINESS IS
THE ULTIMATE
COMPETITION.
IT'S 24x7x365xFOREVER.**

Mark Cuban

BUSINESS BUILDERS DEPEND ON INC.

14.1
minutes

Average time
spent per user

6.2x
/month

Average No. of
visits per user

OWNERS AND DECISION MAKERS

- › 63% Top Management
- › 54% Business owners; 26% own multiple firms

FIND VALUABLE INFORMATION TO GROW THEIR BUSINESSES

- › 89% have used Inc. content to make changes in how they run their company or simulate team discussion.
- › 93% are likely to recommend Inc. to a friend or business associate.
- › 42% have been accessing Inc. content for five years or more, 21% for 15 years+, 8% for 25+ years.

EXPONENTIAL BUYING POWER: NOW & FOREVER

Connect with them now,
grow as they grow.

\$1.3MM

in average buying
power/user

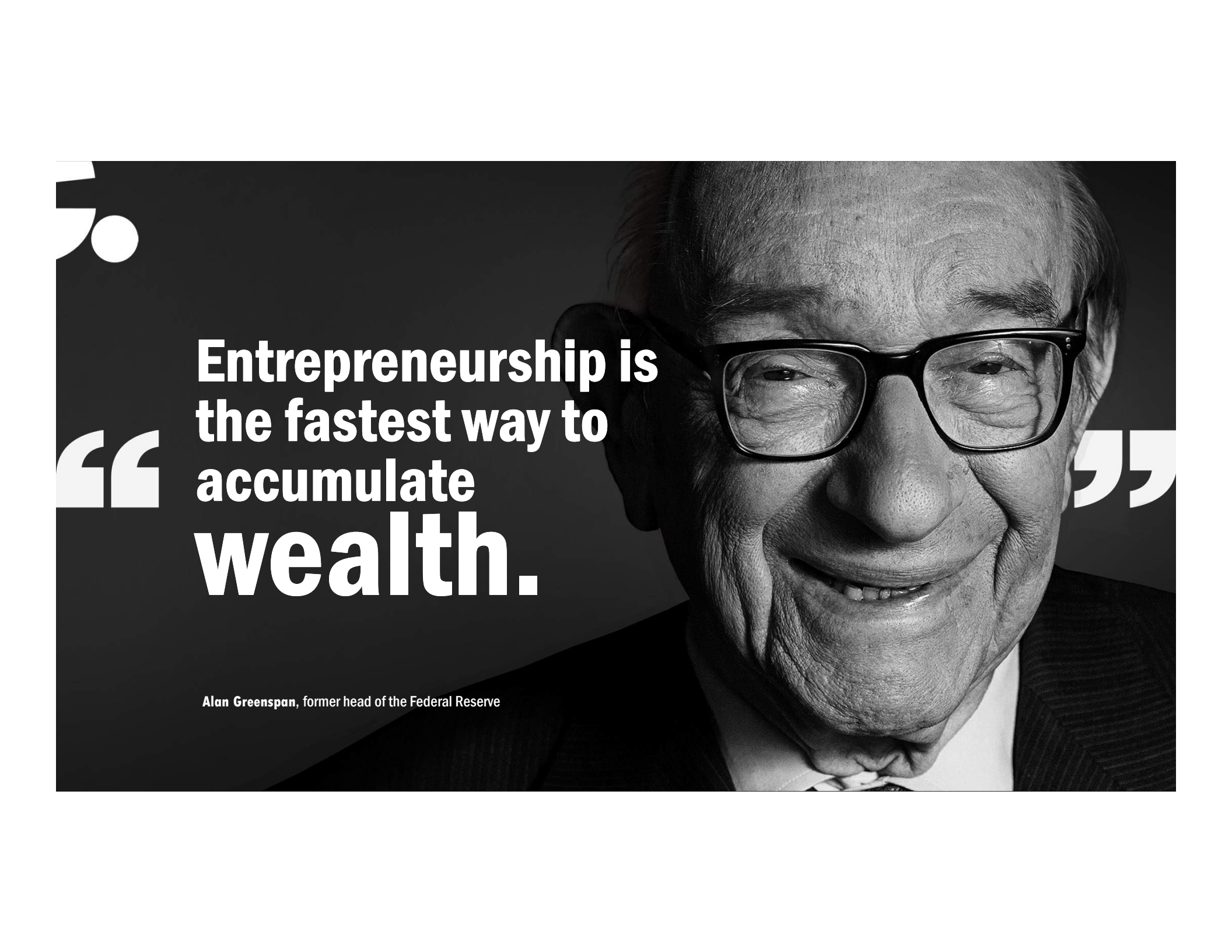
MAKE PURCHASE DECISIONS IN THE AREA OF:

- › Tech – 61%
- › Advertising/Marketing Services – 56%
- › Telecom/Networking/Mobile – 50%
- › Computer Hardware/Software – 45%
- › Finance/Insurance – 41%
- › Employee Benefits/HR – 39%
- › Shipping/Logistics/Supply Chain – 30%
- › Auto/Truck Fleet – 12%

ON A GROWTH TRAJECTORY:

ADDING JOBS AND IN NEED OF RESOURCES

- › 59% of users have increased revenues in each of the past three years
- › 22% identify as high-growth companies
- › 2014 Inc. 5000 honorees added 500,000 new jobs in the US

A black and white close-up portrait of Alan Greenspan, an elderly man with glasses, smiling slightly. The image is used as a background for a quote. On the left side, there are large white quotation marks. The quote text is in white, bold, sans-serif font.

**Entrepreneurship is
the fastest way to
accumulate
wealth.**

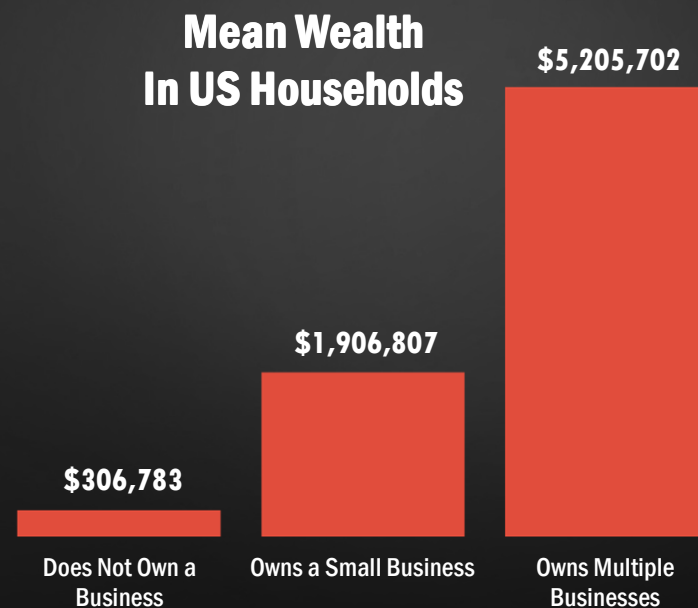
Alan Greenspan, former head of the Federal Reserve

BUSINESS SUCCESS = WEALTH

68% of the wealthiest Americans are self-made billionaires: entrepreneurs. And these wealthy Americans are worth more than double those who inherited their wealth.

- › 77% of Inc. readers run their businesses
- › 26% own multiple businesses

- › No.1: Median HHI: \$174,186
- › No.1: Average HHI: \$343,389
- › No.1: Average Financial Accounts (Incl. Principal Home): \$2.3 million
- › No.1: Earn HHI \$250,000+ and tend to turn to others for financial advice (10%, 214 index)
- › No.2: Average Investable Assets: \$1.2 million
- › No.2: Earn HHI \$250,000+ and have a Net Worth of \$1.0 million+ (19%, 226 index)
- › No.2: Usually consult a financial expert before deciding on money issues (22%, 131 index)



Sources: US Small Business Administration; 2015 Inc. Content User Study, Ipsos Affluent Double base Survey 2014, Competitive Set: *Competitive Set: Bloomberg BusinessWeek, Entrepreneur, Fast Company, Forbes & Fortune*

Inc.

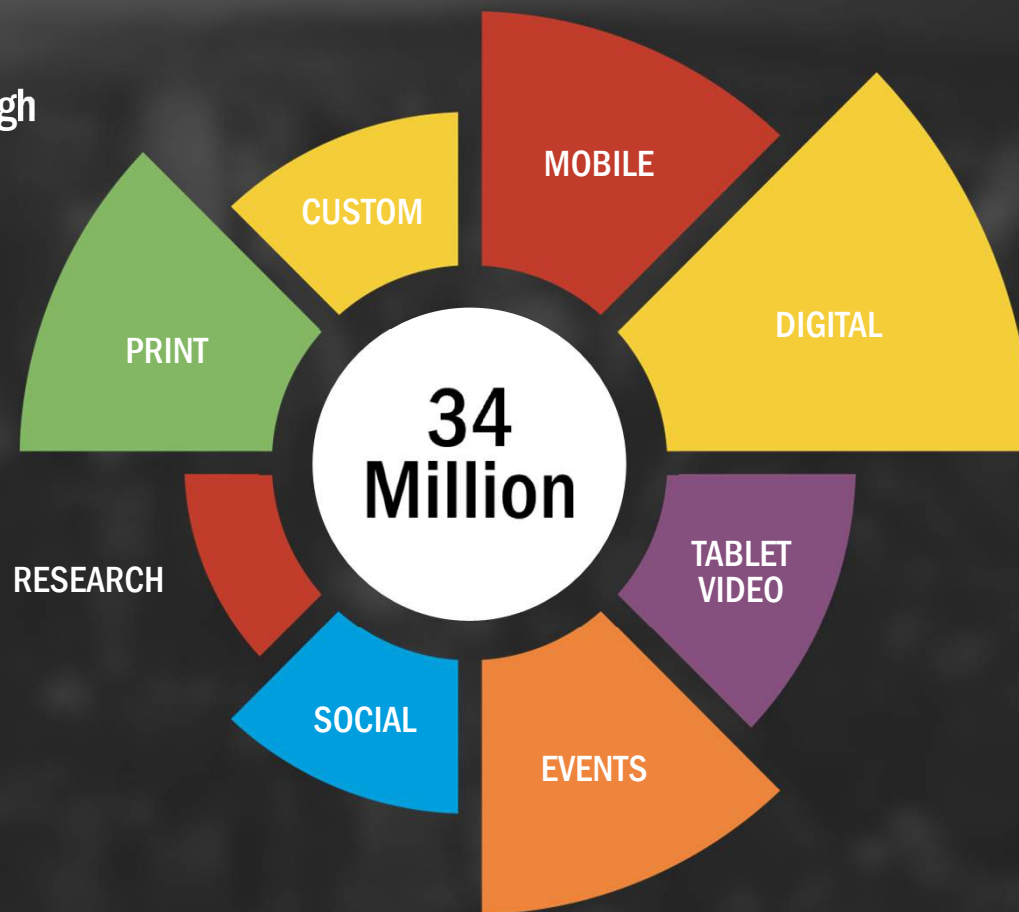
360° SOLUTIONS

Connect with the Inc. audience through multi-media channels

15.8MM Monthly Uniques
28.4 MM Monthly Page Views

1.4MM Readers
700,000 Ratebase
76% A/B County
10x Year

4.5MM Followers and Growing
Twitter - 1.63MM+
Facebook - 834K+
LinkedIn - 838K+
Google+ - 242K+
Flipboard - 972K+



Sources: Omniture February 2016; AAM June 2015; Facebook, Twitter, Google+, LinkedIn, Flipboard January & March 2016