

# MBA for Entrepreneurs

Value added content solutions to drive 2017/2018 enrollments

62%

Inc. readers have yet to earn a post-graduate degree

86%

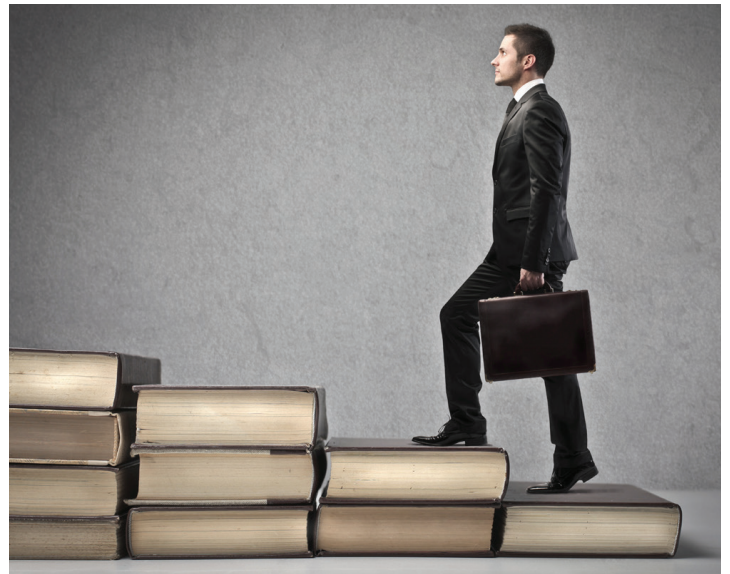
Inc. readers have Professional/Managerial job titles

Source: 2013 Ipsos Affluent Doublebase Study

## The Evolution of Entrepreneurship's Role across the Business Landscape

Entrepreneurship is no longer the province of the lean and hungry innovator working out of a garage. Corporations ranging from the largest multi-nationals to SMEs are leveraging these values. They are incorporating the codifiable principles that define the strategies and tactics of opportunity identification, product ideation, rapid innovation and assertive risk-taking to create new ways of doing business.

These strategies and tactics often contradict established business practices. Their successful deployment hinges on the internal entrepreneur's abilities to navigate the existing corporate networks with a portfolio of skills to win cross-departmental consensus. Universities offering MBA Entrepreneurship concentrations are fulfilling this most important 21st century business goal.



## Inc. Magazine: The Playbook For Current & Aspiring Business Leaders/Entrepreneurs

For more than 35 years, Inc. has been the authentic source of inspiration, education, and connection for motivated, ambitious, and knowledge-seeking professionals and entrepreneurs who are the cornerstone of American ingenuity and innovation.

### The Opportunity

By partnering with Inc., your school will reach these career-driven leaders who are continuously looking for more ways to enhance their business education/knowledge, grow their businesses, and become more effective leaders, all while balancing family and personal pursuits.

In addition to placing advertising within a contextually relevant environment, Inc.'s seasoned staff of writers will interview a Key contact within your program, and include excerpts in the text of the story.

# MBA for Entrepreneurs

## THE MOST INNOVATIVE MINDS IN BUSINESS

**Median Age: 44**  
**Male/Female: 65/35**  
**Total Audience: 1.4 Million**  
**Ratebase: 700,000**



INC. READERS ARE...

**Influential Leaders**

- 59% Opinion Leaders
- 72% Business Owner/Decision Maker
- 32% Serve On a Board Of Directors
- 43% Top Management
- 38% Have Chief Officer Job Responsibilities

*"I challenge every one of our product teams to say they've created the next best product."*  
 – Kevin Plank, Under Armour

**Visionaries**

- 56% Take Risks
- 51% First of Their Friends and Colleagues to Try New Products and Services

*"Somebody tells me no, then I'm definitely going to do it."*  
 – Cynthia Rowley, Fashion Designer

**Affluent**

- \$166,150 Median Household Income
- \$1,473,55 Average Net Worth
- \$2,384,73 Average Financial Account, Including Real Estate
- 28% Prefer To Buy Luxury/Designer Brands

*"Affluents (and especially Ultra Affluents) are particularly likely to be executives and entrepreneurs —high-spenders in their personal lives who shape consumer markets, and influential leaders whose business decisions can drive economic and job growth nationally."*

– Dr. Stephen Krause, SVP & Chief Insights Officer, Ipsos

Sources: 2012 Inc. Reader Study; 2013 Ipsos Affluent Study.

**RATES**

**Circulation: 794,173**

- Full Page. . . . . \$16,000
- 1/2. . . . . 8,500
- 1/4. . . . . 5,000

5% Discount applied if both issues are purchased

*"Inc. is the voice of the American entrepreneur. Inc. inspires, informs, and celebrates the risk-takers and entrepreneurs at the center of innovation."*

– Eric Schurenberg, Editor-in-Chief of Inc.

**ISSUE**

**AD CLOSE**

**ON SALE**

**SPRING ISSUE**

**APRIL**

**FEB 23**

**APRIL 4**

**FALL INC. 500 ISSUE**

**SEPTEMBER**

**JUL 13**

**AUG 22**

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