**PRINT AUDIENCE**

**43.2**
**MEDIAN AGE**

**69/31**
**% MALE/FEMALE**

**1.4M**
**READERS**

**525K**
**RATE BASE**

Inc. Readers are

**INFLUENTIAL LEADERS**

82%
Business Owners/C-Level Execs/Decision Makers

75%
Opinion Leaders

77%
Career Passionate

70%
Advisors on Financial Issues/Investing

**VISIONARIES**

69%
RiskTakers

83%
Tech Savvy

72%
Early Adopters

**AFFLUENT AND EDUCATED**

$2.7M
Average Net Worth

$461K+
Average Household Income

87%
College Graduate+

Source: 2019 Fall Ipsos Affluent Survey
<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>On-Sale Date</th>
<th>Editorial Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR/APR</td>
<td>2/13</td>
<td>3/24</td>
<td>Franchisee Fit&lt;br&gt;How franchises select the ideal franchisee</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>The Hunger Games&lt;br&gt;QSR and Fast-Casual concepts innovate to please palates &amp; drive growth</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>4/2</td>
<td>5/12</td>
<td>Reach Your Customer&lt;br&gt;Leveraging the franchisor's local marketing program</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Million Dollar Franchises&lt;br&gt;Higher investment franchises delivering a great ROI</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>5/21</td>
<td>6/30</td>
<td>Recession-Resistant Concepts&lt;br&gt;Franchises that will withstand economic downturns</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Global Franchises&lt;br&gt;Franchises leveraging an international path to growth</td>
</tr>
<tr>
<td>SEPT</td>
<td>7/10</td>
<td>8/18</td>
<td>The Next Generation&lt;br&gt;Franchising opens entrepreneurship to millennials</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Live Long &amp; Prosper&lt;br&gt;Franchises that serve the needs of our aging population</td>
</tr>
<tr>
<td>OCT</td>
<td>8/13</td>
<td>9/22</td>
<td>Passion, Profit or Both&lt;br&gt;Determining the best criteria for long-term success</td>
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<tr>
<td></td>
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<td></td>
<td>Home-Based Franchises&lt;br&gt;Franchises offering a quick path to entrepreneurship</td>
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<tr>
<td>NOV</td>
<td>9/17</td>
<td>10/27</td>
<td>Franchise Category Options&lt;br&gt;Where to begin the search among dozens of business verticals</td>
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<tr>
<td></td>
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<td></td>
<td>Franchising and Veterans&lt;br&gt;THE IFA VetFran project: 650 Franchises Strong</td>
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<tr>
<td>WINTER 2020/21</td>
<td>11/05</td>
<td>12/15</td>
<td>2021 Franchise Outlook&lt;br&gt;Forecasting the near future in franchising</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Inc. 5000 Franchises&lt;br&gt;The leaders of America's fastest growing companies list</td>
</tr>
</tbody>
</table>
# PRINT ADVERTISING RATES

RATE BASE 525,000

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>(−3%) 3X</th>
<th>(−6%) 6X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black &amp; White</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PAGE</td>
<td>$61,000</td>
<td>$59,200</td>
<td>$57,300</td>
</tr>
<tr>
<td>SPREAD</td>
<td>$122,000</td>
<td>$118,400</td>
<td>$114,600</td>
</tr>
<tr>
<td><strong>Four Color</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PAGE</td>
<td>$95,000</td>
<td>$92,150</td>
<td>$89,300</td>
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<tr>
<td>SPREAD</td>
<td>$190,000</td>
<td>$184,300</td>
<td>$178,600</td>
</tr>
<tr>
<td><strong>Covers</strong></td>
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</tr>
<tr>
<td>COVER 2/PAGE 1 (+20%)</td>
<td>$228,000</td>
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</tr>
<tr>
<td>COVER 3 (+10%)</td>
<td>$104,500</td>
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<tr>
<td>COVER 4 (+30%)</td>
<td>$123,500</td>
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<td></td>
</tr>
</tbody>
</table>

## Fractional Premiums

- 2/3 PAGE IS 77% OF PAGE RATE
- 1/2 HORIZ IS 62% OF PAGE RATE
- 1/3 PAGE IS 44% OF PAGE RATE

For more information, contact: Rich Russey, 212-389-5329, RRUSSEY@INC.COM
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.
N64W23110 Main St.
Sussex, WI 53089
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
212-389-5416 (Dave Powell).
### Print Advertising Specifications

<table>
<thead>
<tr>
<th>Page Dimensions</th>
<th>Live Area</th>
<th>Trim</th>
<th>Supplied Bleed</th>
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</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>8&quot; x 10 1/2&quot;</td>
<td>8 1/4&quot; x 10 3/4&quot;</td>
</tr>
<tr>
<td>2-PAGE SPREAD</td>
<td>15 1/2&quot; x 10&quot;</td>
<td>16&quot; x 10 1/2&quot;</td>
<td>16 1/4&quot; x 10 3/4&quot;</td>
</tr>
<tr>
<td>JUNIOR SPREAD</td>
<td>15 1/2&quot; x 4 1/2&quot;</td>
<td>16&quot; x 5&quot;</td>
<td>16 1/4&quot; x 5 1/4&quot;</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>4 3/4&quot; x 10&quot;</td>
<td>5&quot; x 10 1/2&quot;</td>
<td>5 1/8&quot; x 10 3/4&quot;</td>
</tr>
<tr>
<td>1/2 HORIZONTAL</td>
<td>7 1/2&quot; x 4 1/2&quot;</td>
<td>8&quot; x 5&quot;</td>
<td>8 1/4&quot; x 5 1/4&quot;</td>
</tr>
<tr>
<td>1/3 VERTICAL</td>
<td>2 3/8&quot; x 10&quot;</td>
<td>2 5/8&quot; x 10 1/2&quot;</td>
<td>2 7/8&quot; x 10 3/4&quot;</td>
</tr>
<tr>
<td>1/3 SQUARE</td>
<td>4 3/4&quot; x 4 5/8&quot;</td>
<td>5&quot; x 4 7/8&quot;</td>
<td>5 1/4&quot; x 5 1/4&quot;</td>
</tr>
</tbody>
</table>

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.
Inc. Readers are

**INFLUENTIAL LEADERS**
- 79% Business Owners/C-Level Execs/Decision Makers
- 76% Opinion Leaders
- 73% Career Passionate
- 81% Strive to Get to the Top of their Careers

**VISIONARIES**
- 69% Risk Takers
- 66% Early Adopters
- 81% Tech Savvy

**AFFLUENT AND EDUCATED**
- $2.12MM+ Average Net Worth
- $376K+ Average Household Income
- 85% College Graduate+

Source: 2019 Fall Ipsos Affluent Survey

Michael Lastoria
CEO | &Pizza

Payal Kadakia
Founder | Classpass
<table>
<thead>
<tr>
<th>Month</th>
<th>Features</th>
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<tbody>
<tr>
<td>JAN/FEB</td>
<td>Company of the Year + Founders Project</td>
</tr>
<tr>
<td>MAR/APR</td>
<td>Private Titans</td>
</tr>
<tr>
<td>MAY/JUN</td>
<td>Best Workplaces</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>How I Did It</td>
</tr>
<tr>
<td>SEPT</td>
<td>Inc. 5000</td>
</tr>
<tr>
<td>OCT</td>
<td>Female Founders</td>
</tr>
<tr>
<td>NOV</td>
<td>Up Next</td>
</tr>
<tr>
<td>DEC</td>
<td>Best of Entrepreneurship 2020</td>
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### DIGITAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>Placement</th>
<th>Ad Unit</th>
<th>Spec</th>
<th>Net CPM</th>
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<tbody>
<tr>
<td><strong>ROS</strong></td>
<td>Leaderboard</td>
<td>728x90</td>
<td>$105</td>
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<tr>
<td></td>
<td>Half Page</td>
<td>300x600</td>
<td>$130</td>
</tr>
<tr>
<td></td>
<td>IMU</td>
<td>300x250</td>
<td>$110</td>
</tr>
<tr>
<td></td>
<td>Video</td>
<td>Pre-roll</td>
<td>$225</td>
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<tr>
<td></td>
<td>Billboard</td>
<td>970x250</td>
<td>$130</td>
</tr>
<tr>
<td><strong>HOMEPAGE</strong></td>
<td>Leaderboard</td>
<td>728x90</td>
<td>$147</td>
</tr>
<tr>
<td></td>
<td>IMU</td>
<td>300x250</td>
<td>$157</td>
</tr>
<tr>
<td></td>
<td>Half Page</td>
<td>300x600</td>
<td>$183</td>
</tr>
<tr>
<td></td>
<td>Billboard</td>
<td>970x250</td>
<td>$183</td>
</tr>
<tr>
<td><strong>WELCOME AD</strong></td>
<td>Welcome Mat</td>
<td>1920x1080</td>
<td>$250</td>
</tr>
<tr>
<td><strong>TARGETED CHANNEL</strong></td>
<td>Leaderboard</td>
<td>728x90</td>
<td>$120</td>
</tr>
<tr>
<td></td>
<td>Half Page</td>
<td>300x600</td>
<td>$145</td>
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<tr>
<td></td>
<td>IMU</td>
<td>300x250</td>
<td>$125</td>
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<tr>
<td></td>
<td>Video</td>
<td>Pre-roll</td>
<td>$240</td>
</tr>
<tr>
<td></td>
<td>Billboard</td>
<td>970x250</td>
<td>$145</td>
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<tr>
<td><strong>GEO TARGETED (ROS)</strong></td>
<td>Leaderboard</td>
<td>728x90</td>
<td>$110</td>
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<tr>
<td></td>
<td>IMU</td>
<td>300x250</td>
<td>$115</td>
</tr>
<tr>
<td></td>
<td>300x600</td>
<td>$135</td>
<td></td>
</tr>
<tr>
<td></td>
<td>970x250</td>
<td>$135</td>
<td></td>
</tr>
<tr>
<td><strong>PARALLAX</strong></td>
<td>Custom</td>
<td>Call for specs</td>
<td>$250</td>
</tr>
<tr>
<td><strong>NEWSLETTER</strong></td>
<td>Editorial Targeted Stand Alone</td>
<td>728x90 or 300x250</td>
<td>$80</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>$250</td>
</tr>
<tr>
<td><strong>MICROSITES</strong></td>
<td>Custom</td>
<td>-</td>
<td>Call for prices</td>
</tr>
<tr>
<td><strong>WEBINARS</strong></td>
<td>Custom</td>
<td>-</td>
<td>Call for prices</td>
</tr>
<tr>
<td><strong>CHANNEL MAKEOVER</strong></td>
<td>Custom</td>
<td>-</td>
<td>Call for prices</td>
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</tbody>
</table>
# Digital Advertising Specifications

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (W x H in px)</th>
<th>Max Initial File Load Size</th>
<th>Max Animation Length</th>
<th>File Type</th>
<th>Submission Lead Time</th>
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</thead>
<tbody>
<tr>
<td>MEDIUM RECTANGLE (IMU)</td>
<td>300x250</td>
<td>200 KB</td>
<td>15 sec, 3x loops max.</td>
<td>JPG</td>
<td>Min. 5 business days before campaign start (6 days for expandable)</td>
</tr>
<tr>
<td>LEADERBOARD</td>
<td>728x90</td>
<td>200 KB</td>
<td>15 sec, 3x loops max.</td>
<td>JPG, GIF, PNG, AND HTML5</td>
<td>Min. 5 business days before campaign start</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>300x600</td>
<td>200 KB</td>
<td>15 sec, 3x loops max.</td>
<td>JPG, GIF, PNG, AND HTML5</td>
<td>Min. 5 business days before campaign start</td>
</tr>
<tr>
<td>BILLBOARD</td>
<td>970x250</td>
<td>200 KB</td>
<td>15 sec, 3x loops max.</td>
<td>JPG, GIF, PNG, AND HTML5</td>
<td>Min. 5 business days before campaign start</td>
</tr>
<tr>
<td>MOBILE</td>
<td>300x50 320x250</td>
<td>20 KB</td>
<td>15 sec, 3x loops max.</td>
<td>JPG, GIF, PNG, AND HTML5</td>
<td>Min. 5 business days before campaign start</td>
</tr>
<tr>
<td>WELCOME ADS</td>
<td>1920x1080 cross device responsive</td>
<td>200 KB</td>
<td>15 sec, 30 sec</td>
<td>JPG, PNG, GIF (STATIC) AND MP4 AND WEB (VIDEO)</td>
<td>Min. 12 business days before campaign start</td>
</tr>
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</table>
# Digital Advertising Specifications

## Video

**Linear in Stream (Pre/Mid/Post-Roll)**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Recommended formats</td>
<td>MPEG, MOV, AVI, VAST 3.0</td>
</tr>
<tr>
<td>Recommended dimensions</td>
<td>960x720 px (4:3 standard) or 960x540 px (16:9 widescreen)</td>
</tr>
<tr>
<td>Recommended video bit rate</td>
<td>2 Mbps</td>
</tr>
<tr>
<td>Recommended audio bit rate</td>
<td>128 kbps</td>
</tr>
<tr>
<td>Video Length</td>
<td>15 or 30 seconds</td>
</tr>
</tbody>
</table>

## Newsletter Specs and Dimensions

**Sizes**

<table>
<thead>
<tr>
<th>Creative Accepted</th>
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</thead>
<tbody>
<tr>
<td>JPG, Static, GIF, or PNG</td>
</tr>
</tbody>
</table>

**Sizes Creative Accepted**

- 728x90
- 300x250
- 970x250

## Text Link Specs

**Assets Needed**

- 20 character heading + 70 character teaser + URL

## Other Notes

**Rich Media Accepted**

- Preferred: DCM, Sizmek, Flashtalking, Conversant, Atlas
- Must be user initiated (on click: mute/un-mute); default state is muted