

2021

Inc.

MEDIA KIT

PRINT AUDIENCE

45

MEDIAN AGE

70/30

% MALE/FEMALE

1.4M

READERS

450K

RATE BASE

Inc. Readers are

INFLUENTIAL LEADERS

85%

Business Owners/C-Level/
Decision Makers

80%

Opinion Leaders

82%

Career Passionate

72%

Advisors on Financial
Issues/Investing

VISIONARIES

70%

Risk Takers

70%

Early Adopters

89%

Tech Savvy

AFFLUENT AND EDUCATED

\$2.7M+

Average Net Worth

\$422K+

Average Household Income

86%

College Graduate

Sevetri Wilson
CEO | Resilia

Jerry Jao
CEO | Retention Science

Angie Lienert
CEO | Intelligenesis

Source: 2020 Fall Ipsos Affluent Survey

PRINT EDITORIAL CALENDAR

Inc. 5000 Regionals

MARCH/APRIL ISSUE
Closing Date: **2/11**
On Sale: **3/23**

Inc. Female100 Founders

OCTOBER ISSUE
Closing Date: **8/26**
On Sale: **10/5**

Inc. Best in Business

WINTER ISSUE
Closing Date: **11/4**
On Sale: **12/14**

Inc. Best Workplaces

MAY/JUNE ISSUE
Closing Date: **4/8**
On Sale: **5/18**

Future Business

NOVEMBER ISSUE
Closing Date: **9/30**
On Sale: **11/9**

Inc. 5000

SEPTEMBER ISSUE
Closing Date: **7/15**
On Sale: **8/24**

Jac Cameron
Co-founder | AYR



Jonathan Neman
Co-founder | Sweetgreen

PRINT FRANCHISE EDITORIAL CALENDAR

| Issue | Closing Date | On-Sale Date | Editorial Features |
|----------|--------------|--------------|---|
| MAR/APR | 2/11 | 3/23 | <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/JUNE | 4/8 | 5/18 | <p>Reach Your Customer Leveraging the franchisor's local marketing program</p> <p>Million Dollar Franchises Higher investment franchises delivering a great ROI</p> |
| SEPT | 7/15 | 8/24 | <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 | 8/26 | 10/5 | <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 | 9/30 | 11/9 | <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 | 11/04 | 12/14 | <p>2022 Franchise Outlook Forecasting the near future in franchising</p> <p>Inc. 5000 Franchises The leaders of America's fastest growing</p> |

PRINT ADVERTISING RATES

RATE BASE 450,000

Black & White

1X

(-3%) 3X

(-6%) 6X

PAGE

\$55,000

\$53,250

\$51,500

SPREAD

\$110,000

\$106,500

\$103,000

Four Color

1X

3X

6X

PAGE

\$85,000

\$82,450

\$79,900

SPREAD

\$170,000

\$164,900

\$159,800

Covers

1X

3X

6X

COVER 2/PAGE 1 (+20%)

\$187,000

\$181,390

\$175,780

COVER 3 (+10%)

\$93,500

\$90,695

\$87,890

COVER 4 (+30%)

\$110,500

\$107,185

\$103,870

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

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

<http://www.swop.org/certification/certmfg.asp>.

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).

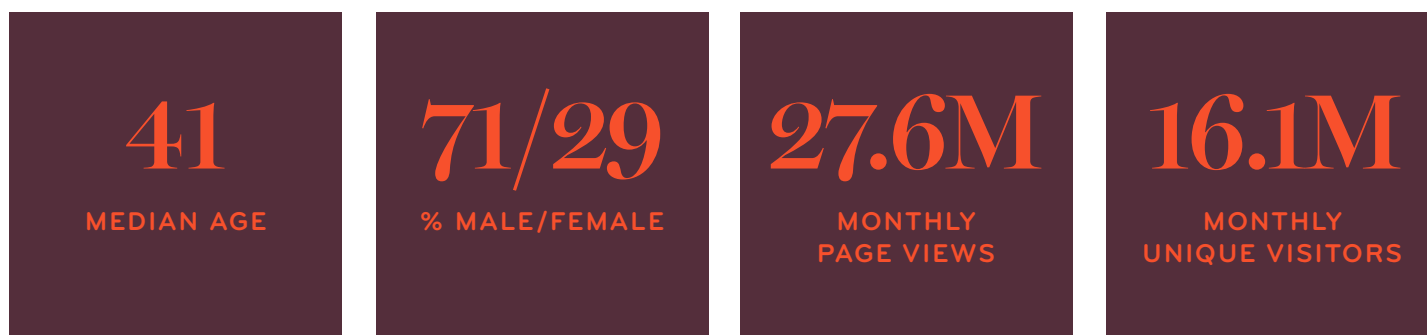
PRINT ADVERTISING SPECIFICATIONS

| 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" |
| 1/2 HORIZ. 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" |

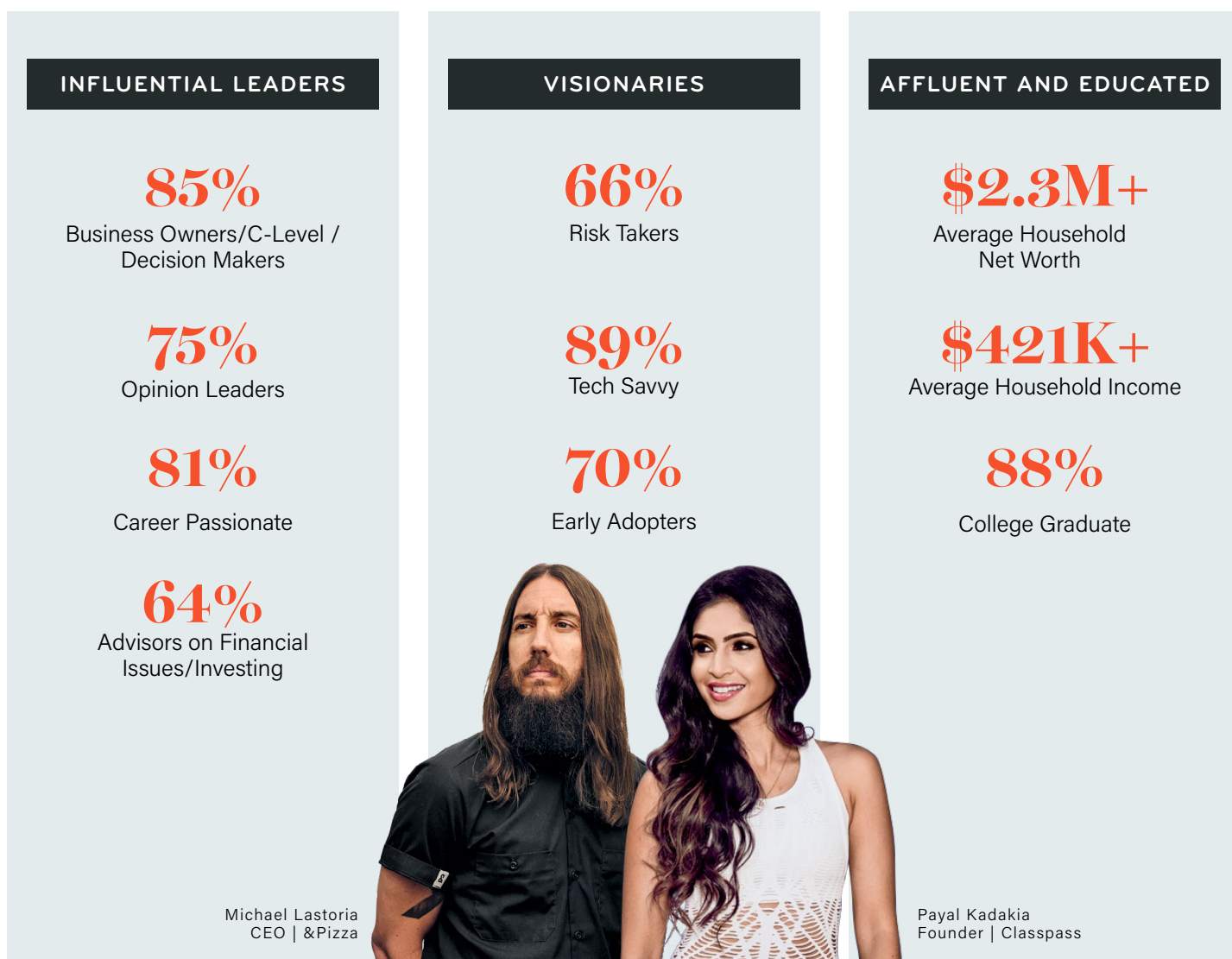
KEEP LIVE MATTER 1/4" FROM TRIM ON EACH SIDE.

FOR AD SPREAD UNITS, PLEASE SUPPLY 1/16" DUPLICATED IMAGE ON BOTH SIDES OF THE CENTERLINE.

DIGITAL AUDIENCE



Inc. Readers are



Source: 2020 Fall Ipsos Affluent Survey

DIGITAL EDITORIAL CALENDAR

| Month | Features |
|----------|---|
| JAN/FEB | <p>Core Editorial Feature: Best in Business 2020</p> <p>Special Reports & Alignments: National Mentoring Month, New Years Resolutions, Black History Month, National Entrepreneurship Week</p> |
| MAR/APR | <p>Core Editorial Feature: Inc. 5000 Regionals</p> <p>Special Reports & Alignments: International Women's Day, Daylight Savings, Inc. Evolve Summit</p> |
| MAY/JUN | <p>Core Editorial Feature: Best Workplaces</p> <p>Special Reports & Alignments: Small Business Week, Pride Month, Minority-Owned Businesses</p> |
| JULY/AUG | <p>Core Editorial Feature: How I Did It</p> <p>Special Reports & Alignments: National Black Business Month, Minority-Owned Businesses</p> |
| SEPT | <p>Core Editorial Feature: Inc. 5000</p> <p>Special Reports & Alignments: Hispanic Heritage Month, Minority-Owned Businesses, Inc. 5000 List Launch</p> |
| OCT | <p>Core Editorial Feature: Female Founders 100</p> <p>Special Reports & Alignments: National Women in Business Month, National Cyber Security Month, Business Ownership Month, Private Equity 50, Mid-Market Report</p> |
| NOV | <p>Core Editorial Feature: Future Business</p> <p>Special Reports & Alignments: National Entrepreneurship Month, Small Business Saturday, Mainstreet</p> |
| WINTER | <p>Core Editorial Feature: Best in Business</p> <p>Special Reports & Alignments: National Write A Business Plan Month, Best Industries to Start a Business</p> |

DIGITAL ADVERTISING RATES

| Placement | Ad Unit | Spec | Net CPM |
|--------------------|-------------------------------|-------------------------|------------------|
| ROS | Leaderboard | 728x90 | \$105 |
| | Half Page | 300x600 | \$130 |
| | IMU | 300x250 | \$110 |
| | Billboard | 970x250 | \$130 |
| | Video | Pre-roll | \$225 |
| HOMEPAGE | Leaderboard | 728x90, 320x50 (mobile) | \$147 |
| | IMU | 300x250 | \$157 |
| | Half Page | 300x600 | \$183 |
| | Billboard | 970x250 | \$183 |
| WELCOME AD | Welcome Mat | 1920x1080 | \$250 |
| TARGETED CHANNEL | Leaderboard | 728x90, 320x50 (mobile) | \$120 |
| | Half Page | 300x600 | \$145 |
| | IMU | 300x250 | \$125 |
| | Video | Pre-roll | \$240 |
| | Billboard | 970x250 | \$145 |
| GEO TARGETED (ROS) | Leaderboard | 728x90, 320x50 (mobile) | \$110 |
| | IMU | 300x250 | \$115 |
| | Half Page | 300x600 | \$135 |
| | Billboard | 970x250 | \$135 |
| PARALLAX | Custom | Call for specs | \$250 |
| NEWSLETTER | Editorial Targeted | 728x90 or 300x250 | \$80 |
| | Stand Alone | | \$250 |
| | Native Units (Logo & Content) | Call for specs | Call for pricing |
| MICROSITES | Custom | - | Call for pricing |
| WEBINARS | Custom | - | Call for pricing |
| CHANNEL TAKEOVER | Custom | - | Call for pricing |

DIGITAL ADVERTISING SPECIFICATIONS

Banner Units

| Creative Unit Name | Initial Dimensions (W x H in px) | Max Initial File Load Size | Max Animation Length | File Type | Submission Lead Time |
|-------------------------------|-----------------------------------|----------------------------|----------------------|--|--|
| MEDIUM RECTANGLE (IMU) | 300x250 | 200 KB | 3 loops / 30s max | JPG | Min. 5 business days before campaign start (6 days for expandable) |
| LEADERBOARD | 728x90 | 200 KB | 3 loops / 30s max | JPG, GIF, PNG, AND HTML5 | Min. 5 business days before campaign start |
| HALF PAGE | 300x600 | 200 KB | 3 loops / 30s max | JPG, GIF, PNG, AND HTML5 | Min. 5 business days before campaign start |
| BILLBOARD | 970x250 | 200 KB | 3 loops / 30s max | JPG, GIF, PNG, AND HTML5 | Min. 5 business days before campaign start |
| MOBILE | 300x50 320x250 | 200 KB | 3 loops / 30s max | JPG, GIF, PNG, AND HTML5 | Min. 5 business days before campaign start |
| WELCOME ADS | 1920x1080 cross device responsive | 200 KB | 3 loops / 30s max | JPG, GIF, PNG (STATIC) MP4 AND WEB (VIDEO) | Min. 12 business days before campaign start |
| PARALLAX | 1800x900 cross device responsive | 200KB | N/A | JPG, PNG, GIF (STATIC) AND MP4 AND WEB (VIDEO) | Min. 12 business days before campaign start |

DIGITAL ADVERTISING SPECIFICATIONS

Video

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

| | |
|----------------------------|---|
| Recommended formats | 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

Must be user initiated (on click: mute/un-mute); default state is muted