

Inc.

The Handbook of the American Entrepreneur



2007 Marketplace
Media Kit

Inc. Marketplace

REACH A GROWING MARKET

For over 26 years, *Inc.* has been the handbook for entrepreneurs, the how-to guide for growing businesses. *Inc.* readers are the owners and executives of companies that grow from one and two-person shops into household names like Cold Stone Creamery, Domino's Pizza, Jamba Juice, Jenny Craig, Microsoft, Morningstar, Oracle, Timberland, and Sharper Image.

Inc. reaches over 1 million of these highly driven, highly successful business leaders, giving *Inc.* the highest concentration of top management and of business purchase decision-makers among major business magazines. *Inc.* offers hands-on advice, case studies, big-picture overviews on the state of small business in the U.S. and articles on how to live a good business life.

Inc. Marketplace

The Marketplace is a special advertising section in the magazine designed exclusively for generating sales.

The reader friendly layout helps decision-makers find and buy the latest products and services. These buyers are the perfect direct-response audience.

- On average, more than half of all persons exposed to advertising in *Inc.* were driven to action.²
- On average, ads placed in *Inc.* outperformed the total print norm by 10%.²
- Amongst all of the business titles measured by Vista, *Inc.* ranks #1 for Actions Taken.²

A DEMOGRAPHIC PROFILE OF THE INC. READER:

Audience:	1,086,000
Rate Base:	665,000
Median Age:	42.8 years
Male/Female:	67%/33%
Median IEI:	\$65,759, ranked #5 ¹
Education:	85.5% (Index 163) any college
Top Management:	25.9%, ranked #1 ¹

Source: MRI Spring 2006; ¹Among all 200+ MRI-reported publications in % composition.

Reach Business Influencers in Growing Companies

A targeted audience of senior level executives

Inc.'s prime audience of nearly 1.1 million readers consists of highly educated, affluent owners and executives of growing companies, and has the highest concentration of business purchase decision-makers among major business magazines. Nearly half (48%) of *Inc.* readers are business purchase decision-makers, ranking #1 among the 200+ MRI measured publications.¹

Business Owners & Leaders

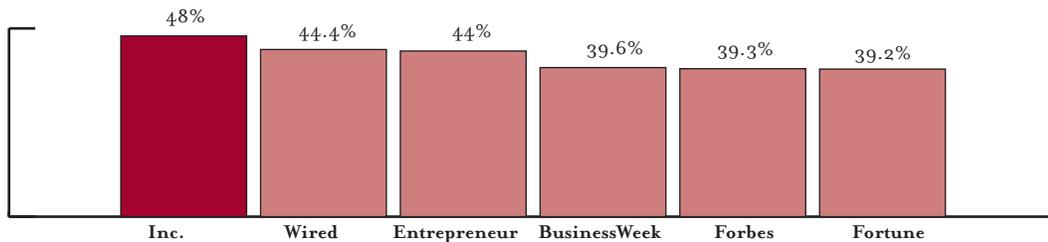
Inc. has the highest concentration of top management (26), President/VP/Chairman/CEO/Owner-Partner (23), and self-employed (22) ranking #1 in composition among all 238 publications measured.¹

- *Inc.*'s individual median income ranks #1 among business magazines and #8 among all 238 measured publications.¹
- More than one out of 4 (28%) *Inc.* readers are influentials—ranking #1 among the competitive set and #5 among all 238 measured publications.¹
- 57% of *Inc.* 500 CEOs have started a previous company; 46% or more have started two or three companies.²
- 69% intend to start another company in the future.²
- 17% of *Inc.* 500 CEOs are currently running more than one company; Of those running multiple companies, 21% are running 3 or more companies.²

Difficult to Reach

Less than 10% of *Inc.* readers read both *Inc.* and any of the following: *BusinessWeek*, *Entrepreneur*, *Forbes*, or *Fortune*.¹

Top 10 Publications/Senior Level Job Titles (% Comp)¹



Senior level executives include: Chairman/CEO, Owner/Partner, President, Controller/CFO/Treasurer, VP/GM/Managing Director and CIO/CTO/VP of IT

Influential Purchase Decision-Makers

Inc. readers are more likely than the competition to influence purchase decisions for an entire company in a number of categories, in all stages of the purchase process. *Inc.* ranks #1 among the major business magazines for the following company-wide purchase decisions:¹

- Determining the need to purchase
- Evaluating/specifying products for purchase
- Authorizing/approving expenditures
- Recommending products/brands

Actions Taken - 2005 Norms²

Publication	2005 Actions Taken Norm Score	Index to All Titles
<i>Inc.</i>	56%	110
All Titles	51%	100
<i>BusinessWeek</i>	45%	88
<i>Forbes</i>	48%	94
<i>Fortune</i>	49%	96

If you're interested in generating response and making sales you can measure, then *Inc. Marketplace* is where you need to be.

Inc. readers rank #1 among all titles for making business purchase decisions in the following categories:¹

- IT (telephone, video conferencing, pc and network hardware/software, web development services/software)
- Travel (arrangements, autos, locations)
- Services (consulting/temps/printing)
- Advertising/Promotion
- Banking/Investment/Insurance
- Office Machines (copier, fax, other)



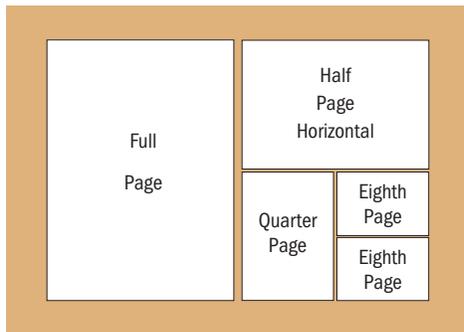
Sources: ¹MRI Spring 2006. Business magazines include *BusinessWeek*, *Entrepreneur*, *Forbes* and *Fortune*.
²VISTA Print Effectiveness Rating Service, Affinity Research. *Entrepreneur* not measured.

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2007 Rates

4 Color	1x	3x	6x	12x
Full Page	\$25,283	\$23,766	\$22,340	\$21,000
1/2	14,159	13,309	12,511	11,760
1/4	9,355	8,794	8,266	7,770
1/8	5,125	4,614	4,358	4,101

Specs



Full Page: 7 1/4(W)" x 9 3/8(H)"
 Half Page Horiz: 7 1/4(W)" x 4 5/8(H)"
 Half Page Vert: 3 9/16(W)" x 9 3/8(H)"
 Quarter Page: 3 9/16(W)" x 4 5/8(H)"
 Eighth Page: 3 9/16(W)" x 2 1/4(H)"

Artwork / Digital Requirements

- Files must be submitted in flattened PDF, EPS or TIFF format with resolution at 300dpi at 100% of finished size for MAC and/or PC.
- Color images should be saved in CMYK mode, not RGB.
- Files no larger than 10MB can be sent via email to ventureart@ven.com.
- If the file is larger than 10MB, it can be uploaded to our FTP site. Type the following URL into your browser and drag the compressed file into the browser window.
<ftp://ventureart:guycc7va@www.ven.com>
- If you prefer to use FTP software like Fetch or WS-FTP, simply type the address below and upload files.
 - Host: www.ven.com
 - User ID: [ventureart](#)
 - Password: [guycc7va](#)

2007 Inc. Calendar

Issue	Close Date	On Sale Date	Topic
January	11/14/06	12/26/06	The Ultimate Valuation Guide
February	12/14/06	01/30/07	Special Sales Report
March	01/18/07	02/27/07	The Makeover
April	02/15/07	03/27/07	The Global Issue
May	03/15/07	04/24/07	Next up on the Internet, Best Cities
June	04/19/07	05/29/07	Gold-star Benefits
July	05/17/07	06/26/07	Start-Up Fever
August	06/21/07	07/31/07	The Fun Issue
September	07/19/07	08/28/07	The 26th Inc. 500 Issue
October	08/23/07	10/02/07	Boomer Start-Ups
November	09/20/07	10/30/07	The Eco-Advantage
December	10/18/07	11/27/07	Entrepreneurs of the Year



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