

PRINT / Audience

Median Age: **43.9**
Male/Female: **65% / 35%**
Total Audience: **1.4 Million**
Rate Base: **700,000**

Inc. readers are...

INFLUENTIAL LEADERS

74%	Business Owner/Decision Maker
76%	Opinion Leaders
45%	Top Management
45%	Have Chief Officer Job Responsibilities
45%	IT/Technology Purchase Decision Makers

“I challenge every one of our product teams to say they’ve created the next best product.”

KEVIN PLANK
Under Armour

VISIONARIES

65%	Risk Takers
66%	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

\$1.8M	Average Net Worth
\$300,264	Average Household Income
\$2.1M	Average Financial Accounts, Including Real Estate
45%	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
Ipsos

Sources: 2015 Inc. Reader Study; 2016 Spring Ipsos Affluent Survey