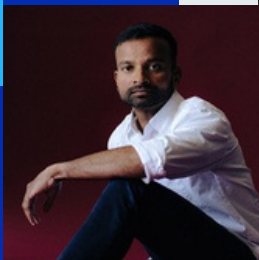


Inc. Baltics

LATVIA / LITHUANIA / ESTONIA



2025 **Media Kit**

Digital and Print Expected Audience

42

Median Age

45/55

% Male/Female

100K

Monthly Page Views

Inc. Readers are

INFLUENTIAL

84%

Business Owners/
C-Level/ Decision Makers

VISIONARIES

62%

Risk Takers

Printed magazine circulation

LATVIA

5500

LITHUANIA

7000

ESTONIA

4500

75%

Opinion Leaders

73%

Early Adopters

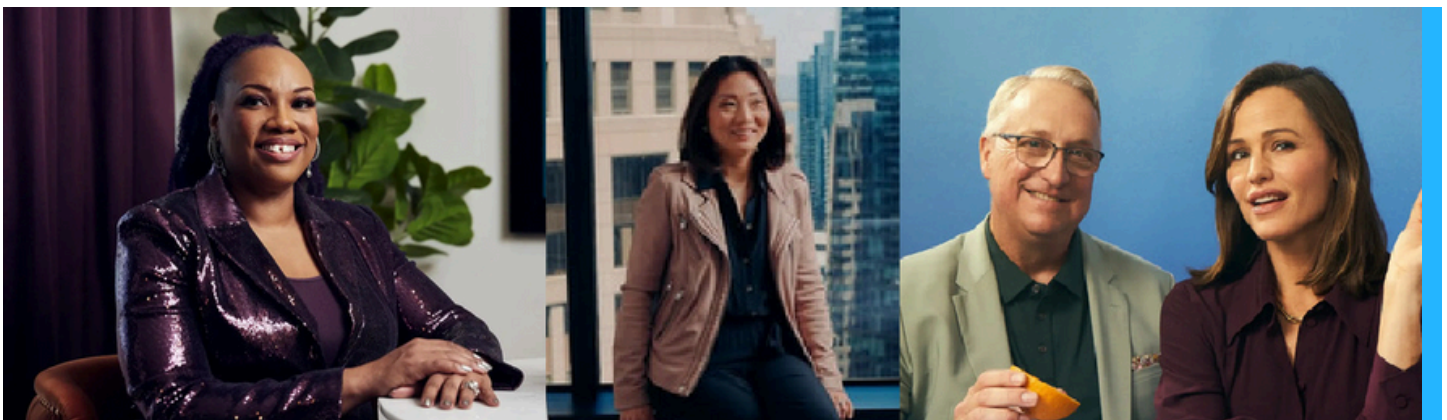
77%

Career Passionate

85%

Tech Savvy

Source: Ipsos Affluent Survey Fall 2024



Print Calendar**2025****AUGUST / SEPTEMBER**

•FEMALE•
FOUNDERS
— 50 —

Ad Close: 11 August
On Sale: 25 August
Digital Editions Live: 9 September

OCTOBER / NOVEMBER

Inc.
100

Ad Close: 13 October
On Sale: 27 October
Digital Editions Live: 10 November

DECEMBER / JANUARY

Inc.
**Best in
Business**

Ad Close: 1 December
On Sale: 15 December
Digital Editions Live: 22 December

Print Advertising Rates

1 Page	€ 1,200.00
Spread	€ 1,800.00
½ Page	€ 750.00
COVERS	
2nd Cover	€ 2,300.00
2nd Cover Spread	€ 3,500.00
3rd Cover	€ 1,900.00
4th Cover	€ 2,200.00
STARCH	
Average Issue Audience	10000

! SPECIAL POSITIONS: Please contact katrina@inc-baltics.com

Digital Advertising Rates

UNIT	DIMENSIONS	FILE TIPE	PRICE PER DAY
Leaderboard	1160 x 252 px	HTML5, GIF, JPEG	100 EUR
Sticky Tower	283 x 586 px	HTML5, GIF, JPEG	120 EUR
Tower	283 x 586 px	HTML5, GIF, JPEG	90 EUR
Scroller	Browser width x 63 px	HTML5, GIF, JPEG	70 EUR
Background	Varies	HTML5, GIF, JPEG	varies

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Special positions

UNIT	PRICE
Press release	250 EUR
Regular expert / author	Call for price
Inc. Brand View	Call for price
Sponsor of the Section	Call for price
Video / Podcast	Call for price