## JANUARY
Entrepreneurs of 2014
10 Powerful Women to Watch
Creating a Culture of Excellence/Hackathons

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<tr>
<td>10/24/2014</td>
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## FEBRUARY
The Leadership Issue
10 Up-and-Coming Leaders
22 Traits of a Successful Leader
Radicals and Visionaries
Inspired Leadership: Best Quotes

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<tr>
<td>12/25/2014</td>
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## MARCH
The Marketing and Travel Issue
Business Travel Awards
Top 20 Marketing Campaigns of All Time
Viral Marketing: How to Make It Work
The Globalization of the Entrepreneurial Philosophy
Employee Benefits in Plain English

<table>
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<tr>
<td>3/25/2015</td>
<td>5/19/2015</td>
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## APRIL
The Briliant Issue
100 Brilliant Companies
How to Get Inspired
Invention vs. Innovation
Infographic on the Evolution of an Idea

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## MAY
The Advice Issue
Best Business Bars
The Best Damn Advice You’ll Ever Get from 25 Top ’Trep
View From the Top: How I Made It

<table>
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## JUNE
The Design Issue
Top 25 Best Product Designs
The Office of the Future
The Art of Design
Best Cities to Start a Business

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## JULY
The Advice Issue
Best Business Bars
The Best Damn Advice You’ll Ever Get from 25 Top ’Trep
View From the Top: How I Made It

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## AUGUST
The Marketing and Travel Issue
Business Travel Awards
Top 20 Marketing Campaigns of All Time
Viral Marketing: How to Make It Work
The Globalization of the Entrepreneurial Philosophy
Employee Benefits in Plain English

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<td>7/21/2015</td>
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## SEPTEMBER
The Funding Issue
Top Colleges
Funding/How to Raise Capital
Top 100 Crowdfunded Startups
How to Create a Great Campaign for Crowdfunding
VCs to Watch
Holiday Gift Guide

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## OCTOBER
The Funding Issue
Top Colleges
Funding/How to Raise Capital
Top 100 Crowdfunded Startups
How to Create a Great Campaign for Crowdfunding
VCs to Watch
Holiday Gift Guide

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## NOVEMBER
Trends Issue
Trends to Watch: A Look Ahead at the Markets, Ideas and Opportunities for Entrepreneurs in 2016
How to Spot a Trend, When to Run Away from One, and How to Pivot

<table>
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## DECEMBER
The Branding Issue
Brand 100: Top Brands in America
The Evolution of a Brand
Logos We Love (And Some We Don’t)
Storytelling: What Does Your Brand Stand For?

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## OTHER ARTICLES
- CULTURE: Trends, issues and ideas designed for the entrepreneurial life
- Business Unusual: Disruptive thinkers putting unconventional approaches to work
- Travel: Tips for business, pleasure and productivity on the go
- Design: Cutting-edge design trends and concepts from the creative class
- Life: Meeting the wants and needs of the business lifestyle
- TREPONOMICS: Breaking down big data into business-friendly insights
- Ask the Esquire Guy: Mastering the fine art of business etiquette and style
- Ethics: Advice on handling tricky work situations
- Money: Where to get it, how to make it, how to keep it coming in
- Ask the Money Guy: Answers from finance experts
- The Fix: How a ’trep turned the corner to a common business problem
- Your Money: Personal finance for business owners
- VC Viewpoint: Economics from a VC’s perspective
Entrepreneurship has evolved from a niche mindset into a powerful, mainstream movement that is now the playbook to success for businesses and leaders of all kinds. Entrepreneur is the only brand serving this market with a comprehensive suite of content offerings and services on all major platforms.

**Rate Base**  
600,000

**Total Audience**  
2.7 Million

**Readers Per Copy***  
4.09

**Digital Subscribers**  
55,000

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<td>Total Audience</td>
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<td>Readers Per Copy*</td>
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<td>Digital Subscribers</td>
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<td>YouTube</td>
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Reimagining the World Everyday

Entrepreneurs are the powerful icons of business we all know and love that make our own aspirations soar and the world spin with innovation. Yes, they are the celebrity-status visionaries à la Richard Branson and Tony Hsieh, but they are also the brilliant minds that fly beneath the mainstream-media radar. Entrepreneurs encompass legions of home-grown business owners with a distinctive spirit and approach to life that only one media brand caters to: Entrepreneur.

SOCIALITES
Spend 16.2 Hours per Week Networking (on average)

MOGULS
62.3% consider themselves entrepreneurs

THE BUSINESS NEXT DOOR
78.3% are active and always on the go.

SHARKS
74.1% are considering launching a new or additional business in the next 12 months*

INVENTORS
76.8% think of themselves as creative people.

EXPLORERS
75.2% say they’re optimistic.

ADVENTURERS
43.8% say they’re risk-takers.

TRENDSETTERS
68.5% like to stand out or take the lead in decision-making.

GAME-CHANGERS
57.3% keep up with technological developments.

NUMBER ONE RANK AGAINST THE WEBSITES OF ALL BUSINESS MAGAZINES

From Niche to Mainstream Movement

Entrepreneurship is a lifestyle that blurs the line between personal and professional endeavors. Individuals dedicated to their pursuit experience pivotal moments that shape their character, success, future and business.

MALE / FEMALE
Print: 66 / 34
Online: 72 / 27

AVERAGE AGE
Print: 44
Online: 45

HOUSEHOLD ASSET DECISION-MAKERS

Average HHI
P: $228,756
O: $235,913

Average Liquid Assets
P: $573,534
O: $755,071

Average HH Net Worth
P: $967,192
O: $1,297,198

COMPANY ASSET DECISION-MAKERS

Business Owner/Partner or C-Level Leader
P: 58.3%
O: 60.0%

Business-Purchase Decision-Maker
P: 66.5%
O: 71.8%

Average Company Revenue
P: $286 million
O: $587 million

AMBITIOUS & LUXURY-MINDED CONSUMERS

Very Active and Always On the Go
P: 78.3%
O: 80.7%

Owning Good Quality Things Brings Me Enjoyment
P: 60.7%
O: 65.8%

I Still Have Some Money Left Over For a Little Indulgence
P: 62.3%
O: 79.7%

Updated 11/14. SOURCES: Ipsos 2014. Rankings against all business titles or their websites as relevant.
MARCH

The Leadership Issue

What makes a leader great? Profiles of those who have reached—and stayed at—the head of the org charts reveal varying leadership styles and the impact their techniques have had on overall company growth. Their words of wisdom featured in this issue offer invaluable lessons for business owners, c-suite leaders, and up-and-comers alike.

SEPTEMBER

Young Millionaires

In this highly anticipated signature feature, Entrepreneur rounds up young entrepreneurs who prove age doesn’t matter when building a successful business. These energetic and driven entrepreneurs not only share their secrets for success, they teach readers how on the road to greatness, there’s no room for compromise.

JUNE

100 Brilliant Companies

Entrepreneur’s annual “100 Brilliant Companies” highlights innovative businesses in 10 market sectors trending up, ranging from invention to apps and retail. The products and services represented in this roundup cover the spectrum, from deceptively simple to mind-blowingly innovative, helping to incite creativity in readers’ own companies.

DECEMBER

A Look Ahead at the Markets, Ideas and Opportunities for Entrepreneurs in 2015

Each December, Entrepreneur reveals the trends that will define opportunity in the upcoming year and profiles companies already paving the way. For business owners looking to make their mark, expand their agendas, and position their companies for growth, these trends represent areas on the upswing primed for their attention.
Responsive Design Since 2014
Content is adjusted to elegantly fit whichever device readers are on whether it’s a laptop, tablet, or smartphone.

300x50 tile
320x50 adhesion

For more information contact your Entrepreneur sales representative.

Entrepreneur Magazine Digital Edition
(iPhone/iPad, Kindle, Nook and Android Paid Subscribers)

This enhanced, full-issue digital edition helps company owners discover ideas and solutions no matter where they are. They can share favorite insights and ideas among staff and colleagues easily. Advertisers in the digital magazine edition can be integrated in a unique way using video or other interactive formats.

Entrepreneur’s Startups App
As part of their subscription, readers enjoy three annual issues of Entrepreneur Startups, a special edition magazine designed for early-stage companies.

Delivered Every Day
Highly stylized, personal and mobile magazine app curated by the user from favorite media sources and social feeds.

Run of Entrepreneur magazine on Flipboard (20% minimum SOV)
Mini – Mag Entrepreneur sponsorship (special editorial feature)*
Brand magazine (minimum spend and existing brand magazine required)*

*Restricted ad placement with premium and must run in Entrepreneur magazine.
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Rate Base: 600,000

advertising sales offices

Ryan Shea
President/COO

Justin Koenigsberger
Publisher

Lisa Murray
VP/Marketing

Paul Fishback
VP Franchise

New York
8 West 38th Street, Suite 1103
New York, New York 10018
1-800-707-5622
212/563-8080
Fax: 212/563-3852

Detroit
121 W. Long Lake Road
Suite 150
Bloomfield Hills, Michigan 48304
248/644-2786
Fax: 248/258-5492

Chicago
205 West Wacker Drive
Suite 1820
Chicago, Illinois 60606
312/464-1298
Fax: 312/923-0817

Irvine
18061 Fitch
Irvine, California 92614
1-800-864-6864
949/261-2325
Fax: 949/752-1180

San Francisco
115 Sansome Street,
Suite 888
San Francisco, CA 94104
415/433-6389
Fax: 415/433-0442

Atlanta
4350 Quail Ridge Way
Norcross, GA 30092
770/209-9858
Fax: 770/209-9881

UPDATED: 9/14
Mechanical Requirements
Printing Web Offset; Binding: Perfect Bound; Magazine Final Trim Size: Width 8” x Depth 10 3/4”
Live Matter: Keep all live matter 3/8” from trim, top, bottom, side and gutter.

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<th>TRIM (Width x Depth)</th>
<th>BLEED (Width x Depth)</th>
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<td>16 1/4” x 11”</td>
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<td>5 3/8” x 11”</td>
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<td>8” x 5 1/4”</td>
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<td>3 1/4” x 11”</td>
</tr>
</tbody>
</table>

*For critical spread crossovers, contact Entrepreneur Advertising Production Department.

FOLLOW THESE INSTRUCTIONS WHEN SUBMITTING MATERIALS.

All ads must be submitted through AdShuttle
1. Log on to www.adshuttle.com
2. Sign into or create your account
3. Click on “Ad Submission”
4. Select “Entrepreneur” from drop down menu
5. System will guide you through the process

General Digital Advertising Material Requirements
Every ad must have two (2) contract proofs regardless of delivery mode.
All contract proofs must be made to SWOP (Specifications Web Offset Publications) standards. SWOP standards are available at www.swop.org.

Press Ready PDF Files Only (PDF/X-1a)
Images
• Use high resolution images. 300 DPI is recommended.
• RGB and LAB color are unacceptable.
• Images should not have ICC profiles embedded.
• Avoid scaling images. If you must, do not scale below 50% or above 110%.
• Total Area Coverage should not exceed 300%.
• Avoid using JPEG images.

Fonts
• Always embed all fonts.
• Do not allow font substitutions.
• Do not use True Type fonts.

Colors
• Only use CMYK colors; convert spot colors to process.

Layout
• Build documents in Portrait mode without scaling or rotation.
• Remember, when bleed is required, provide 1/8 inch beyond the trim area.
• Do not allow marks to encroach upon the trim or bleed areas.

Transparency
• All transparent objects must be flattened at a high resolution.
• Avoid placing transparent objects on top of text or other critical vector objects.

Overprint
• Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

For detailed instructions on creating your ad using specific applications, click on the “Ad Creation Guide” or “Application Preset File” links on the AdShuttle Homepage. You may also call 1-866-774-5784 to contact the 24-hour AdShuttle support line.

Proof Specifications
All advertisers must submit two (2) high-end digital contract proofs that follow SWOP (Specifications Web Offset Publications) standards with their ad materials regardless of media delivery mode.

SEND PROOFS TO:
Attn: Mona Rifkin, Advertising Production Manager
Entrepreneur Magazine
18061 Fitch
Irvine, CA 92614
Tel.: 949-622-5271
E-mail: mrifkin@entrepreneur.com
Entrepreneur magazine cannot be responsible for any color or positioning variation if advertiser does not adhere to the above specifications. Proofs that do not meet SWOP criteria will be used for color break and content checking only.

INSERF INFORMATION
For supplied insert information, contact:
Paul Fishback, VP Franchise
Tel.: 949-622-5226
E-mail: pfishback@entrepreneur.com

UPDATED: 11/14