2016 PRINT MEDIA KIT

Entrepreneur

THE VOICE OF ENTREPRENEURSHIP

EDIT CALENDAR

JANUARY

10 Powerful Women to Watch

Balancing Your Checkbook While Running a Company

Starting the New Year: Inside the Work-Life Balance

AD CLOSE 11/10/2015
ON SALE 12/22/2015

FEBRUARY

A Look at the Top Creative Minds in Business

How Creativity Can Change Your Company's Performance

Inside the World of Cybercrime, Hackers and Other Bad Guys

AD CLOSE 12/10/2015
ON SALE 1/19/2016

MARCH

The Leadership Issue

25 Traits of a Successful Leader

Profiles in Courage: The Top 10 Up-and-Coming Leaders

Leadership and the Culture of Excellence

AD CLOSE 1/11/2016
ON SALE 2/23/2016

Entrepreneur's *StartUps*—Spring
AD CLOSE 1/14/2016
ON SALE 3/8/2016

APRIL

The Branding Issue

The Top Brands in America

Logos We Love

Your Story: How to Tell It

Social Media and Your Brand

AD CLOSE 2/10/2016
ON SALE 3/22/2016

MAY

The Marketing and Travel Issue

Business Travel Awards

Top Viral Marketing Campaigns

Sage Advice: How Marketing Impacts Your Bottom Line

AD CLOSE 3/10/2016
ON SALE 4/19/2016

JUNE

100 Brilliant Companies

The Evolution of an Idea (From A-Ha to Execution)

How to Create a Kickass Crowdfunding Campaign

AD CLOSE 4/11/2016
ON SALE 5/24/2016

Entrepreneur's *StartUps*—Summer
AD CLOSE 4/11/2016
ON SALE 6/7/2016

JULY

The Advice Issue

The Best (and Worst) Advice You'll Ever Get

Best Business Bars

Failure: How to Learn From It

AD CLOSE 5/10/2016
ON SALE 6/21/2016

AUGUST

The Design Issue

Top 25 Best Product Designs

The Office of the Future

Best Cities to Start a Business

AD CLOSE 6/10/2016
ON SALE 7/19/2016

SEPTEMBER

Young Millionaires

A Day in the Life: Launching in an Incubator

The Entrepreneurs Behind Fashion Week

AD CLOSE 7/11/2016
ON SALE 8/23/2016

OCTOBER

Commercial Vehicles

Top Colleges

Traits of Successful CEOs

AD CLOSE 8/10/2016
ON SALE 9/27/2016

Entrepreneur's *StartUps*—Winter
AD CLOSE 8/11/2016
ON SALE 10/11/2016

NOVEMBER

Entrepreneur 360™ Performance Index

VCs to Watch

Management vs Leadership

AD CLOSE 9/9/2016
ON SALE 10/25/2016

DECEMBER

Trends to Watch: The Markets, Ideas and Opportunities of 2017

How to Spot a Trend

Holiday Gift Guide

AD CLOSE 10/10/2016
ON SALE 11/22/2016

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

Ask the Esquire Guy
Mastering the fine art of business etiquette and style

Ethics
Advice on handling tricky work situations

Marketing
New ways of bringing in more customers

THE INNOVATORS

The people, companies and ideas driving change

TOOLS

Cool ways tech can help entrepreneurs grow

Shiny Object
Must-have gadgets that wow

Ask a Geek
Business tech questions answered

The Fix
How a 'trep turned the corner to a common business problem

MONEY

Where to get it, how to make it, how to keep it coming in

Ask the Money Guy
Answers from finance experts

Your Money
Personal finance for business owners

VC Viewpoint
Economics from a VC's perspective

UPDATED: 10/15 Note: Editorial Calendar subject to change without notice. *Subscribers receive the issue 7 days prior to the on-sale date.

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.

MAGAZINE

Rate Base
600,000

Total Audience
3 Million

Readers Per Copy*
4.89

Digital Circulation
63,000

3 MILLION READERS

DIGITAL

93 Million+
Monthly Page Views

936,000
Email Newsletter Subscribers

141,000
Email Opt-In Database

SOCIAL

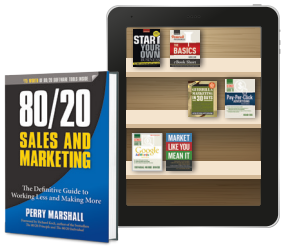
2,147,000+
1,391,000+
463,000+
1,924,000+
110,000+
54,000+

13 MILLION+ MONTHLY VISITORS

6.3 MILLION FOLLOWERS

EVENTS

BOOKS



100,000 ATTENDEES

2.1 MILLION COPIES SOLD

UPDATED: 8/15. Sources: Circulation numbers from AAM 12/14 Publisher's Statement. *MRI Spring 2015. Online statistics from Omniture. Social numbers as of 7/2015.

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 á 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

UPDATED: 8/15 Sources: Ipsos 2014. Rankings shown against the websites of all business magazines. *Entrepreneur.com survey.

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%

NUMBER ONE RANK AGAINST ALL BUSINESS MAGAZINES OR THEIR SITES AS RELEVANT

Updated 8/15. SOURCE: Ipsos 2014.

ANNUAL SIGNATURE ISSUE

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.

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.

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.

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.

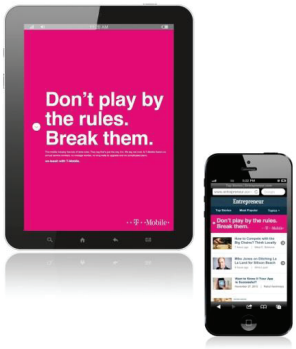
Partners on Every Path

Business and media partners join forces with Entrepreneur across all platforms to make a powerful connection to the innovative minds redefining business today.

Media Partners

BUSINESS INSIDER
THE GLOBE AND MAIL
REUTERS
YAHOO!
CNBC
FOX BUSINESS

Mobile/Social Affiliates



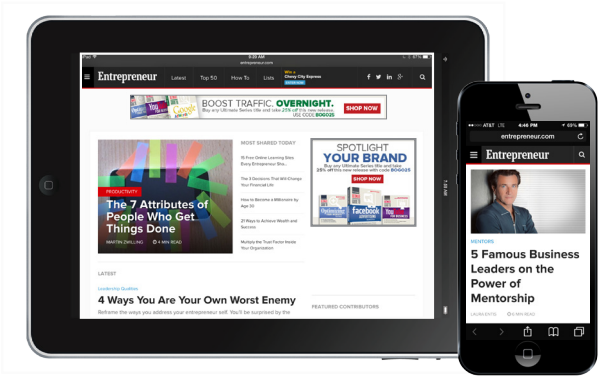
YouTube
LinkedIn

Distribution Channel Partners

Google currents
Zite
Flipboard
LinkedIn + pulse

UPDATED: 8/15 Note: All content is subject to change

MOBILE REACH



93M+
Page Views

13M+
Unique Visitors

Deliver Your Message Optimally Formatted

Provide these ad unit dimensions and your campaign can be designed to include exposure to business decision-makers on the mobile web. Plus, the same contextual targeting developed for your campaign can be carried over to the mobile experience.

Tablet Banner Ad Sizes: 728x90 - 300x600 - 300x250
Smartphone Banner Ad Sizes: 300x50 - 320x50 - 300x250

For more information, contact your Entrepreneur sales representative.

SMARTPHONES AND TABLETS

63K+
Readers/Issue

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.

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

DIGITAL EDITION

191K+
Active Readers

1.7M+
Flips

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.
SOURCE: Flipboard Visitor and Ad Report, June 2015.

FLIPBOARD

UPDATED: 8/15 *Digital Edition numbers shown as of March 2015 issue.

B&W	1x	3x	6x	9x	12x	18x	24x
Full Page	$62,625	$60,750	$59,480	$58,260	$56,365	$54,485	$53,245
2/3 Page	$46,965	$45,575	$44,635	$43,720	$42,310	$40,880	$39,935
1/2 Page	$37,580	$36,460	$35,700	$34,930	$33,830	$32,705	$31,950
1/3 Page	$25,060	$24,310	$23,785	$23,310	$22,585	$21,825	$21,300
2-Color							
Full Page	$75,105	$72,845	$71,370	$69,875	$67,570	$65,345	$63,840
2/3 Page	$56,355	$54,675	$53,540	$52,395	$50,730	$49,030	$47,925
1/2 Page	$45,080	$43,750	$42,835	$41,940	$40,615	$39,260	$38,335
1/3 Page	$30,055	$29,160	$28,550	$27,970	$27,055	$26,140	$25,560
4-Color							
Full Page	$83,480	$81,065	$79,315	$77,640	$75,135	$72,625	$67,005
2/3 Page	$62,605	$60,705	$59,465	$58,235	$56,355	$54,470	$53,205
1/2 Page	$50,080	$48,560	$47,560	$46,565	$45,050	$43,575	$42,570
1/3 Page	$33,395	$32,390	$31,725	$31,080	$30,045	$29,045	$28,370
Covers							
2nd Cover	$100,175	$97,280	$95,180	$93,170	$90,160	$87,150	$80,405
3rd Cover	$96,000	$93,225	$91,210	$89,285	$86,405	$83,520	$77,055
4th Cover	$104,350	$101,330	$99,145	$97,050	$93,920	$90,780	$83,755

Rate Base: 600,000

advertising sales offices

Ryan Shea
President/COO

Justin Koenigsberger
Publisher

Lucy Gekchyan
Associate Publisher, 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

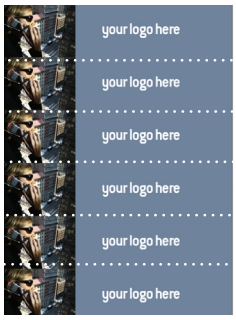
Irvine
18061 Fitch
Irvine, California 92614
1-800-864-6864
949/261-2325
Fax: 949/752-1180

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

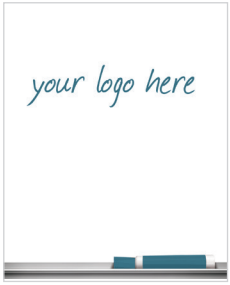
CREATIVE UNITS

6-Page Rolling Gate



Perforated Bookmarks

Full-Page Insert Card



Dry Erase

Report Card

Trading Cards

Right-Hand Gatefold

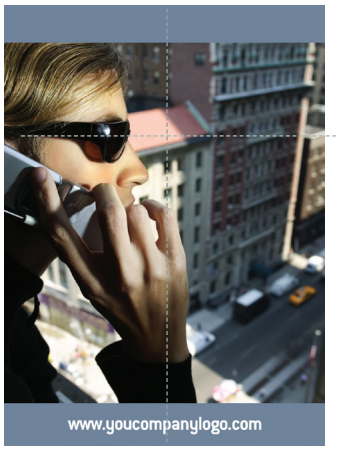
Double-Page Butterfly Gate

BRC

Tab Unit
(1 inch tab)

Right-Hand
1/2 Page Gatefold

French Door Unit



Poster—8 Page Fold-Out
(front and back)

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.

SPACE	NON-BLEED/LIVE IMAGE (Width x Depth)	TRIM (Width x Depth)	BLEED (Width x Depth)
Spread*	15 1/4" x 10"	16" x 10 3/4"	16 1/4" x 11"
1/2 Spread Horiz.*	15 1/4" x 4 3/4"	16" x 5 1/4"	16 1/4" x 5 5/8"
Full Page	7 1/4" x 10"	8" x 10 3/4"	8 1/4" x 11"
2/3 Page	4 5/8 x 10"	5" x 10 3/4"	5 3/8" x 11"
1/2 Page Horiz.	7 1/4" x 4 3/4	8" x 5 1/4"	8 1/4" x 5 7/8"
1/3 Page Square	4 5/8" x 4 5/8"	5" x 5 1/4"	5 5/8" x 5 5/8"
1/3 Page Vertical	2 1/4" x 10"	2 7/8" x 10 3/4"	3 1/4" x 11"

*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 Specifitions

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

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