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**
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**

2,740,000+

2,300,000+

1,300,000+

2,600,000+

190,000+

84,000+

**13 MILLION+ MONTHLY VISITORS**

**9.5 MILLION FOLLOWERS**

**EVENTS**

100,000 Attendees

**BOOKS**

2.1 Million Copies Sold

Deliver Your Message to Mobile Visitors
Provide these ad unit dimensions and your campaign can be designed to include exposure to business decision-makers on the mobile web. 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.

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.

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.
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.

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

INVENTORS
83.5% think of themselves as creative people

INFLUENCERS
54.9% say people often ask their advice about making a significant purchase

ADVENTURERS
73.0% say they’re risk-takers

TRENDSETTERS
93.6% like to stand out or take the lead in decision-making

GAME-CHANGERS
76.6% say they are usually one of the first among friends to try new tech products

DUAL CONSUMERS
56.6% purchase products for personal use based on brands from work

MOGULS
55.0% consider themselves entrepreneurs

THE BUSINESS NEXT DOOR
79.4% are active and always on the go

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: 58% / 42%
Online: 60% / 40%

AVERAGE AGE
Print: 43
Online: 38

HOUSEHOLD ASSET DECISION-MAKERS

Average HHI
P: $279,705
O: $405,934

Average Liquid Assets
P: $1,107,132
O: $1,136,876

Average HH Net Worth
P: $1,620,299
O: $1,712,910

COMPANY ASSET DECISION-MAKERS

Business Owner/Partner or C-Level Leader
P: 59.8%
O: 67.6%

Business-Purchase Decision-Maker
P: 69.3%
O: 66.0%

Average Company Revenue
P: $369 million
O: $331 million

AMBITIOUS & LUXURY-MINDED CONSUMERS

I Consider What I Do For A Living A Career Not Just A Job
P: 75.1%
O: 76.7%

Owning Good Quality Things Brings Me Enjoyment
P: 78.6%
O: 81.8%

I Still Have Some Money Left Over For a Little Indulgence
P: 76.8%
O: 79.4%

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

LEADERBOARD
The 970x90 and 970x250 offer a strong presence on any channel page. Increase your brand awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.

PUSHDOWN EXPANDER
The 970x90 makes an immediate impact on any channel page. Raise your response rate by placing your message next to the top-of-sight navigational bar. Expandable to 970x415

LARGE SKYSCRAPER OR ISLAND
The 300x250 and 300x600 run-of-site units are a strong presence. With ad placement on an article page, text will flow around your creative, giving the advertisement added impact.
ANIMATED
File size must be less than 50kb
For all ad units, maximum of 4 loops and 30 seconds

RICH MEDIA
All rich media is accepted—Doubleclick, Pointroll, Eyeblaster, etc.
File size must be less than 100kb.

MATERIALS
AD UNITS
Email to ads@entrepreneur.com
Due 3 business days prior to posting

EXPANSION DIMENSIONS
Available for Island, Leaderboard, Spacebar and Interstitial units. Details available
with online sales representatives.

THIRD-PARTY SERVED
All third-party ads accepted.

RATES
Entrepreneur.com rates are net cost per thousand (cpm) impressions.

contact information

Justin Koenigsberger  
Publisher  
t. 646/278-8491  
f. 212/563-3852  
justink@entrepreneur.com

Keith Bainbridge  
Integrated Media Director - Midwest  
t. 312/464-1298  
f. 312/923-0817  
bainbridge@entrepreneur.com

Patrick Notaro  
Southeast Digital Account Executive  
t. 646/278-8492  
f. 212/563-3852  
pnotaro@entrepreneur.com

Kris Kilfoil  
Managing Director,  
Western Sales Group  
t. 415/433-6389  
f. 415/433-0442  
kkilfoil@entrepreneur.com

Brian Speranzini  
Eastern Online Sales Manager  
t. 646/278-8483  
f. 212/563-3852  
brians@entrepreneur.com

Lori Flynn  
Midwest Ad Director  
t. 248/890-8888  
lflynn@entrepreneur.com

Leilani Provost  
Northwest Integrated Sales Manager  
t. 415/433-6388  
f. 415/889-6449  
lprovost@entrepreneur.com
**Peel Back**
(MUST BE CREATED AND HOSTED BY THIRD PARTY)
A peel fold will appear on the right hand corner and when hovered/clicked on, it will fold down with an ad.

Specs: Contact for more info

**Grey Scale Print**
The Entrepreneur.com web page will grey out and a new page will be printed from the leaderboard and take over.

Specs: Contact for more info

**Pushdown Expander**
A spacebar expander that can promote links or video.

Specs: Closed: 970x90
Open: 970x415

**Rovion**
Talking ads that appear on the bottom of the screen.

Specs: Contact for more info

**Synched Ads**
Leaderboard and Islands interact with each other.
Video

Visitors engage fully with your brand and messaging through video, ensuring you make an emotional connection that will be remembered long after viewing.

**VIDEO PRE-ROLL**
- 24 max fps
- Preferred file format: FLV (can convert most other file formats)
- Preferred aspect ratio: 4:3
- Note: all videos will be scaled to the player size

Entire width: 970×90

Entire width: 300×250
Interstitial

This bold unit places your advertising message upfront and center with absolutely no distractions.

**SPECs**

Must be served as a standard ad placement, not a custom third-party interstitial.

600x600 or 600x640, no expand, no close button required.

Max display time of 30 seconds.
Description
Advertisers can now own real estate on Entrepreneur.com through a content center sponsorship. This co-branded area is accessible through various campaign ad units. Excellent for branding, a content center typically raises click-through rates.

Content Sponsorship
Content supplied by client or written by Entrepreneur's editorial staff.

Advortorial
Client uses co-branded area for product promotion.

Resource Center
An interactive workshop centered around a theme complementary to the client’s objective.

CUSTOM CENTER SPECS
- One primary image
- No larger than 80 pixels in height
- File size less than 8K
- All product images can be linked

- Please provide referring URLs for all product images (additional customization subject to approval by publisher)
- Email to ads@entrepreneur.com
  Due 2 weeks prior to posting
Enjoy direct response from the business community through Entrepreneur.com’s 936,000 newsletter subscribers. Our opt in weekly newsletters provide a powerful opportunity to reach a targeted and highly responsive audience.

**SUBSCRIPTION**
**100% OPT-IN**
The opt-in subscription process ensures that recipients have indicated an interest in receiving more information on a particular business topic—a great vehicle for highly targeted direct response.

**NEWSLETTER TOPICS**
- Best of the Week
- Franchising
- Growing a Business
- Money
- Sales and Marketing
- Social Media
- Starting a Business
- Technology

**HEADLINE**
10 words
45 characters - no spaces
50 characters w/ spaces

**DECK**
15-17 words
60 characters - no spaces
75 characters w/ spaces

**RATES**
Entrepreneur.com rates are available at a flat rate. Please contact your local representative for pricing.

**MATERIALS**
E-mail to ads@entrepreneur.com
Due 3 days prior to posting

List size as of July 2015. Please contact your advertising sales representative for the latest number.

UPDATED: 2/16
Deliver Special Offers and Campaign Messages to Highly Engaged Buyers

Entrepreneur’s database allows targeted messages to be delivered to buyers who specifically elect to receive valuable communications from our advertising partners. We have over 141,000 unique opt-in email subscribers with an unprecedented 98% delivery rate, giving you the opportunity to connect with leaders actively seeking products, services, and offers that suit their lifestyles.

The delivery process for your creative message is handled by our team, and you can track results and measure campaign effectiveness within hours.

Requirements for Entrepreneur.com’s Opt-In Email List

Creative due 3 business days prior to campaign launch date. Entrepreneur.com requires a three business day turnaround time from receipt of the last of the following materials:

- Insertion order
- Creative files in plain text (.txt) and HTML (.htm or .html) format
- Physical postal address (no P.O. Boxes) in both
- Unsubscribe or opt-out link in both
- “Do Not E-mail” list
- Test list
- Seed list (optional)
- Quantity or list target
- Subject line