Entrepreneur MEDIA KIT 2019

FOR THE WORLD’S MOST DARING LEADERS

Elon Musk / Business Magnate and Investor
<table>
<thead>
<tr>
<th>JAN/FEB</th>
<th>MARCH</th>
<th>APRIL/MAY</th>
<th>JUNE</th>
<th>JUL/AUG</th>
<th>SEPTEMBER</th>
<th>OCTOBER/NOV</th>
<th>DECEMBER</th>
<th>STARTUPS MAGAZINE</th>
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</thead>
<tbody>
<tr>
<td><strong>Make This Your Year</strong></td>
<td><strong>The Growth Handbook</strong></td>
<td><strong>The Best Services for Business</strong></td>
<td><strong>The Technology Issue</strong></td>
<td><strong>The Money Issue</strong></td>
<td><strong>Young Millionaires</strong></td>
<td><strong>Top 100 Women Entrepreneurs</strong></td>
<td><strong>How to Succeed in 2020</strong></td>
<td><strong>Guiding Emerging Entrepreneurs Through the Inspiration, Launch and Critical First Few Years of Business</strong></td>
</tr>
<tr>
<td>AD CLOSE 11/21/18</td>
<td>ON SALE &amp; ONLINE RELEASE 01/15/19</td>
<td>AD CLOSE 02/26/19</td>
<td>AD CLOSE 04/09/19</td>
<td>AD CLOSE 05/21/19</td>
<td>AD CLOSE 07/09/19</td>
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<td>AD CLOSE 03/12/19</td>
</tr>
<tr>
<td>AD CLOSE 01/15/19</td>
<td>ON SALE &amp; ONLINE RELEASE 02/26/19</td>
<td>AD CLOSE 02/26/19</td>
<td>ON SALE &amp; ONLINE RELEASE 04/09/19</td>
<td>AD CLOSE 07/09/19</td>
<td></td>
<td></td>
<td></td>
<td>AD CLOSE 09/03/19</td>
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<tr>
<td>AD CLOSE 03/12/19</td>
<td>ON SALE 05/07/19</td>
<td>AD CLOSE 04/26/19</td>
<td>ON SALE 06/18/19</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AD CLOSE 03/12/19</td>
<td>ON SALE 09/06/19</td>
<td>AD CLOSE 09/06/19</td>
<td>ON SALE 10/29/19</td>
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<td></td>
<td></td>
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<tr>
<td><strong>GREEN ENTREPRENEUR</strong></td>
<td></td>
<td></td>
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<tr>
<td>Highlighting the business, technology, and lifestyle of the burgeoning cannabis industry</td>
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<tr>
<td>SPRING AD CLOSE</td>
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<td>SUMMER AD CLOSE</td>
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<tr>
<td>FALL AD CLOSE</td>
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<tr>
<td>WINTER AD CLOSE</td>
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</tr>
</tbody>
</table>

Note: Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date.
UPDATED: 12/18
Driving Entrepreneurship Forward

Entrepreneurship has become the ultimate playbook to success followed by business owners, c-suites and inspired minds from all walks of life. Through a diverse array of platforms and experiences, Entrepreneur remains the definitive media entity and partner to brands striving to make a powerful connection to this community.

**Magazine**/ 3 MM Readers Per Month

<table>
<thead>
<tr>
<th>Rate Base</th>
<th>Digital Subscribers</th>
<th>Readers Per Copy</th>
<th>Startups Issues</th>
</tr>
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<tbody>
<tr>
<td>500k</td>
<td>73k</td>
<td>5.22</td>
<td>3x</td>
</tr>
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</table>

**Digital and Mobile**/ 14MM Unique Visitors Per Month

<table>
<thead>
<tr>
<th>Monthly Page Views</th>
<th>Daily E-Newsletter Subscribers</th>
<th>Dedicated Email Subscribers</th>
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<tbody>
<tr>
<td>86MM</td>
<td>150k</td>
<td>420k</td>
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</table>

**Social**

<table>
<thead>
<tr>
<th>14MM Followers</th>
</tr>
</thead>
</table>

**Events**

<table>
<thead>
<tr>
<th>100k Attendees</th>
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</thead>
</table>

**Books**

<table>
<thead>
<tr>
<th>2.5MM Copies Sold</th>
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</table>

**International Reach**

Mexico, Philippines, MENA, India, South Africa, Georgia

**MEDIA PARTNERS**

msn

TIME

HEARST newspapers

YAHOO!

FINANCE

LINKEDIN

FOX BUSINESS

BUSINESS INSIDER

THE GLOBE AND MAIL

**DISTRIBUTION CHANNEL PARTNERS**

Apple News

Google Play Newsstand

SmartNews

Flipboard

Feedly

Reimagining the World Every Day

Entrepreneurs are the powerful icons we all know and love that make the world spin with innovation. They are the brilliant minds with a distinctive spirit and approach to life that only one media brand serves and supports—Entrepreneur.

<table>
<thead>
<tr>
<th>Affluent Leaders</th>
<th>B2B Decision-Makers</th>
<th>Unique Mindset</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average HHI</strong></td>
<td>Business Owners/</td>
<td><strong>Disrupters</strong></td>
</tr>
<tr>
<td>$419,800</td>
<td>Partners /C-Level</td>
<td>I am a risk-taker</td>
</tr>
<tr>
<td>Average Liquid Assets</td>
<td>60.5% Index: 208</td>
<td>72.2% Index: 154</td>
</tr>
<tr>
<td>$1.3 MM</td>
<td>Business Purchase</td>
<td><strong>Inspired Minds</strong></td>
</tr>
<tr>
<td>Average Net Worth</td>
<td>Decision-Maker</td>
<td>I consider myself an entrepreneur</td>
</tr>
<tr>
<td>$1.9 MM</td>
<td>66.6% Index: 155</td>
<td>50.0% Index: 214</td>
</tr>
<tr>
<td><strong>Dual Consumers</strong></td>
<td>Men/Women</td>
<td><strong>Innovators</strong></td>
</tr>
<tr>
<td>Choose brands used at work for personal use</td>
<td>65.3% / 34.7%</td>
<td>I like to stand out from others</td>
</tr>
<tr>
<td>56.4% Index: 177</td>
<td>Average Age</td>
<td>73.4% Index: 157</td>
</tr>
<tr>
<td>38</td>
<td></td>
<td><strong>Trailblazers</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I am usually one of the first of my friends to try new tech products</td>
</tr>
<tr>
<td></td>
<td></td>
<td>73.9% Index: 179</td>
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<tr>
<td></td>
<td></td>
<td><strong>Influencers</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I consider myself an opinion leader</td>
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<tr>
<td></td>
<td></td>
<td>81.9% Index: 143</td>
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</tbody>
</table>

Ranking against total brand footprint of all business titles. UPDATED: 8/18 Source: Ipsos 2018 Spring
When Hirschhorn’s son was born, her neighbor introduced her to the NoseFrida, a new kind of oral nasal aspirator in a product category that hadn’t been reinvented in decades. Seeing the value of the tool, she signed on as CEO, renamed the company Fridababy, and grew the product for two years – selling to enthusiastic retailers, parents and pediatricians. Since then, she’s added 18 smart new baby products sold in over 30,000 stores and tripled sales in a mere three years.
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.

**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

Entrepreneur is in this 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.

**Table of Contents**

- **Mobile Reach**
- **Deliver Your Message Optimally Formatted**
- **Entrepreneur Magazine Digital Edition**
- **Delivered Every Day**

**Entrepreneur 2019**

**SMARTPHONES & TABLETS**

86MM+ Page Views  
14MM+ Unique Visitors

**DIGITAL EDITION**

73K+ Readers/Issue

**FLIPBOARD**

191K+ Active Readers  
1.7MM+ Flips

**Updated:** 8/18 *Digital Edition numbers shown as of August 2018. ComScore 3/18
She is the only woman to have won an IndyCar race and the only woman to have won the Pole in NASCAR’s Daytona 500. In 2018, NASCAR notable Danica Patrick drove the final race of her career at the Indy 500 and is now focusing full-time on her entrepreneurial goals, having already written a health and fitness book, launched an apparel line and opened her own vineyard.
Partner with Our Dedicated Team of Content, Brand & Digital Strategists

Entrepreneur Partner Studio, the custom publishing and marketing division within Entrepreneur Media Inc., produces content that engages business owners and elevates the conversation for brands.

Writers, editors, designers and marketing strategists create highly original, in-demand content designed to resonate with partners’ target audiences and inspire action.

Visit entrepreneur.com/spotlight for current examples.

Content Formats

- Articles
- Infographics
- Special Reports
- Videos
- Webinars
- White Papers

Ideation & Development

Collaborate with Entrepreneur Partner Studio’s talented team to produce custom content based on your objectives.

Publication Strategy

Carefully planned release dates of targeted content throughout the year consistently and memorably imprint your brand with our audience.

Distribution

Content is distributed across Entrepreneur platforms, to newsletter subscribers and social communities. Extended distribution with our media partners offers even more exposure to your target.

Optimization

Multivariate headline testing optimizes toward the highest-performing content. Metrics-based reporting and data inform future efforts.
Fieri is a celebrity chef superstar phenomenon—with a career that now also includes running a winery and authoring a shelf-load of best-selling books in addition to owning more than 60 restaurants. Fieri’s philosophy on running a giant company goes back to what he learned in restaurants as a chef. There, everything relies upon the strength of a team.
Meet the Influencers

Entrepreneur Network is partnered with hundreds of top YouTube channels in the business vertical and provides program partners with social reach across their platforms and Entrepreneur.com (14 MM).

Meet the influencers igniting conversations and engaging leaders. Brand partners can be integrated into their popular shows and aligned with the most followed content across the world of entrepreneurship, technology, travel, and more.
Entrepreneur Elevator Pitch gives real entrepreneurs the opportunity to pitch their businesses to investors. The catch? They have one minute to do it—the length of their actual elevator ride up to the boardroom to meet their potential funders.

A screen inside the elevator counts down: 59, 58, 57... as the entrepreneur makes her pitch and the elevator begins the trip to the top floor. If the pitch is accepted, the elevator doors open and our entrepreneur reaches the boardroom with the investors waiting to ask questions.

If the pitch fails to get investors’ attention, they hear a voice in the elevator that says, “Good try... Going down!”

Learn more and become a part of the popular show helping entrepreneurs acquire the financial capital and media exposure they need to elevate their success.

Watch the show at: entrepreneur.com/elevatorpitch

Distributed on: Apple TV, Roku, Amazon Fire TV, YouTube
Podcast Network

The Voices of Entrepreneurship

Connect with the dynamic voices behind these and more featured podcasts to align with today’s unique perspectives on entrepreneurship. Each show offers the opportunity to immerse your brand into relevant conversations for leaders driving business forward.

Problem Solvers

*Entrepreneur* magazine’s editor in chief tells the stories of real founders that solved real problems in their businesses, helping listeners get through any obstacle in their own ventures.

The Playbook

Sports 1 Marketing CEO David Meltzer interviews icons from sports and beyond who’ve translated their success and tactics on the field into serial business achievements.

Entrepreneur Weekly

Dynamic media personality and host Alan Taylor equips fans with the critical information necessary to grow their businesses in this interview-style show with practical advice.

How Success Happens

A rotating cast of Entrepreneur editors chat with polar explorers, ultra-marathoners, authors, artists and a range of other unique personalities to better understand the traits that make excellence possible.

Listen to these and more shows at: [entrepreneur.com/listen](https://entrepreneur.com/listen)
Creating Meaningful Connections With Dynamic Experiences Worldwide

Under the EntrepreneurEXPO umbrella, Entrepreneur hosts a variety of events ranging from intensive seminars to all-day expos and conferences. Each branded series is tailored to fit a unique mission based on the targeted business audience, whether it’s by delivering practical advice or encouraging thought-provoking dialogue. These custom events simultaneously create memorable learning experiences for attendees and invaluable brand engagement for sponsors.

Entrepreneur Live

For over a decade, Entrepreneur has hosted an annual full-day conference sharing the most forward-thinking practices with highly respected keynotes and industry experts. These events help established business owners learn new ways to sustain success and push business to the next level.

Propelify Innovation Festival

Propelify Innovation Festival will be back for its fourth year in May 2019, uniting over 10,000 entrepreneurs, innovators, influencers, marketers, designers, and investors from all over the Northeast. Attendees experience a day of thought-provoking conversations, technology innovations, live music performances, food, hi-fives, and fun.

Women’s Business Workshops

Entrepreneur hosts special events for women who want actionable advice and practical tools to grow and scale their businesses. These intensive bootcamps include panel discussions, Q&As with successful women entrepreneurs, and immersive, hands-on exercises with speakers and experts in brand strategy, growth, financing, and more.
### Digital Ad Specs

#### HORIZONTAL PLACEMENTS

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<th>Description</th>
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<th>Subsequent Load</th>
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<th>Orientation</th>
<th>Z-index</th>
<th>Audio</th>
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<td>100-2999</td>
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<td>10mb</td>
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#### DAILY NEWSLETTERS

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<th>Words</th>
<th>Characters</th>
<th>Max Image</th>
<th>Contact your sales representatives for more details</th>
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</thead>
<tbody>
<tr>
<td>150k</td>
<td></td>
<td></td>
<td>10 words</td>
<td>25</td>
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<td>950x322</td>
<td>no or minimal text in image</td>
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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.

<table>
<thead>
<tr>
<th>SPACE</th>
<th>NON-BLEED/LIVE IMAGE (Width x Depth)</th>
<th>TRIM (Width x Depth)</th>
<th>BLEED (Width x Depth)</th>
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<tr>
<td>Spread*</td>
<td>15 1/4” x 10”</td>
<td>16” x 10 3/4”</td>
<td>16 1/4” x 11”</td>
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<tr>
<td>1/2 Spread Horiz.*</td>
<td>15 1/4” x 4 3/4”</td>
<td>16” x 5 1/4”</td>
<td>16 1/4” x 5 5/8”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 1/4” x 10”</td>
<td>8” x 10 3/4”</td>
<td>8 1/4” x 11”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4 5/8” x 10”</td>
<td>5” x 10 3/4”</td>
<td>5 3/8” x 11”</td>
</tr>
<tr>
<td>1/2 Page Horiz.</td>
<td>7 1/4” x 4 3/4”</td>
<td>8” x 5 1/4”</td>
<td>8 1/4” x 5 7/8”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4 5/8” x 4 5/8”</td>
<td>5” x 5 1/4”</td>
<td>5 5/8” x 5 5/8”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2 1/4” x 10”</td>
<td>2 7/8” x 10 3/4”</td>
<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. 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.

SEND PROOFS TO:
Attn: Mona Rifkin, 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.

INSERT INFORMATION
For supplied insert information, contact:
Paul Fishback, VP Franchise
Tel.: 949-622-5226
E-mail: pfishback@entrepreneur.com
Advertising Sales Contacts / Entrepreneur 2019

UNITED STATES

Ryan Shea
CEO

Bill Shaw
President

Lucy Gekchyan
Assoc. Publisher, Marketing

East Coast

Brian Speranzini
SVP of National Sales
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brians@entrepreneur.com

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Mike Lindsay
West Coast Ad Director
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mlindsay@entrepreneur.com

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