NEW THINKING IN BUSINESS

INSPIRING BOLD
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>HIGHLIGHTS</th>
<th>AD CLOSE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td><strong>Mindfulness for Entrepreneurs</strong> Don’t Hustle Non-Stop. Here’s Our Guide to a Balanced Work Life.</td>
<td>12.02.19</td>
<td>01.14.20</td>
</tr>
<tr>
<td></td>
<td>+ <strong>New Ways to Make Money This Year</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Digital: The Best Business Ideas for 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Event Spotlight: Propelize Futures Exhibition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td><strong>The Best Small-Business Tools</strong> We Test the Best Resources and Services to Help Businesses Grow.</td>
<td>01.15.20</td>
<td>02.25.20</td>
</tr>
<tr>
<td></td>
<td>+ <strong>Investment Guide for Entrepreneurs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Digital: Success Strategies From the Greatest Entrepreneurs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April/May</td>
<td><strong>The Customer Obsession Issue</strong> How to Serve Your Customer (And the Brands That Do It Best)</td>
<td>02.26.20</td>
<td>04.07.20</td>
</tr>
<tr>
<td></td>
<td>+ <strong>Solopreneurs’ Guide to Success</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Digital: How to Be a Great Leader</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td><strong>The Technology Issue</strong> Solutions to Tech Challenges and Future Tech Trends to Know Today.</td>
<td>04.09.20</td>
<td>05.19.20</td>
</tr>
<tr>
<td></td>
<td>+ <strong>Best Destinations for Entrepreneurs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Digital: Tips from Travel Entrepreneurs and IG Influencers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul/Aug</td>
<td><strong>The Escapes Issue</strong> Travel, Relax, and Find Inspiration Outside the Office</td>
<td>05.20.20</td>
<td>06.30.20</td>
</tr>
<tr>
<td></td>
<td>+ <strong>How to Raise Money—From Investors, Banks, and More</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Digital: The Best Conferences to Attend This Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td><strong>Young Millionaires</strong> Meet the Next Generation of Leaders</td>
<td>07.09.20</td>
<td>08.18.20</td>
</tr>
<tr>
<td></td>
<td>+ <strong>Customer Service: How to Master It</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Digital: Smartest Marketing Campaigns (Ad Week)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct/Nov</td>
<td><strong>Top 100 Women Entrepreneurs</strong> A Special Report on the Women Entrepreneurs Leading the Way</td>
<td>08.20.20</td>
<td>09.29.20</td>
</tr>
<tr>
<td></td>
<td>+ <strong>Guide to Commercial Vehicles</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Digital: How to Sell Things Online</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Event Spotlight: Propelize Festival</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td><strong>How to Succeed in 2021</strong> The Trends, Topics, and Ideas That Will Dominate Next Year</td>
<td>10.08.20</td>
<td>11.17.20</td>
</tr>
<tr>
<td></td>
<td>+ <strong>Top Colleges for Entrepreneurs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Digital: Entrepreneur 360: Our Annual List of the Best Entrepreneurial Companies in America</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**startups**

Guiding Emerging Entrepreneurs Through the Inspiration, Launch and the Critical First Few Years of Business

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>01.22.20</td>
<td>03.17.20</td>
</tr>
<tr>
<td>Summer</td>
<td>04.22.20</td>
<td>06.23.20</td>
</tr>
<tr>
<td>Fall</td>
<td>07.15.20</td>
<td>09.08.20</td>
</tr>
</tbody>
</table>

**Green Entrepreneur**

Highlighting the Business, Technology, and Lifestyle of the Burgeoning Cannabis Industry

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>03.12.20</td>
<td>05.05.20</td>
</tr>
<tr>
<td>Fall</td>
<td>09.10.20</td>
<td>11.03.20</td>
</tr>
</tbody>
</table>

Note: Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date. UPDATED: 10/19.
## At a Glance

**Fueling the Entrepreneurial Community**

Entrepreneurs are business owners, creators and thought leaders everywhere building exciting ventures, reshaping entire industries for the better, and rewriting the rules of success. Entrepreneur helps them grow their businesses and realize their best selves and lives through inspiring stories of real people, valuable resources, how-to content, books, podcasts, videos, coaching and more.

### Media Partners and Distribution Channels

- msn
- HEO-logo
- YAHOO FINANCE
- linkedin
- BUSINESS INSIDER
- Read it on Apple News
- SmartNews
- Flipboard
- feedly
- cheddar
- REACH TV
- TV

---

**International Reach**  
Mexico, MENA, India, Georgia, APAC, Europe

### At a Glance

**Magazine**

- **3.3 MM** Readers Per Month
- **500K** Rate Base
- **86K** Digital Subscribers
- **5.76** Readers Per Copy
- **3x** Startups
- **2x** Green Entrepreneur

**Digital & Mobile**

- **14 MM** Unique Visitors Per Month
- **86 MM** Monthly Page Views
- **140K** Daily E-Newsletter Subscribers
- **500K** Dedicated Email Subscribers
- **13 MM** Social Followers
- **145K** Average Downloads

**Events**

- **100K** Attendees
- **2.5 MM** Copies Sold

**Podcasts**

- **145K** Average Downloads

---

Neil and Rachel Blumenthal

Neil Blumenthal cofounded Warby Parker, the industry disruptor that sells trendy prescription eyeglasses and has grown to nearly 100 stores and 2,000 employees. His wife, Rachel, launched Rockets of Awesome, offering boxes of personalized, 12-piece clothing sets for kids ages 3 to 12 at the start of every season. They are each other’s closest confidants and together manage their busy schedules to achieve work-life balance.
Entrepreneurs are the independent leaders designing the future with their groundbreaking innovations, ventures, and missions. They are brilliant minds with a distinctive spirit and approach to life that only one media brand serves and supports—Entrepreneur.

### Affluent Leaders

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men/Women</td>
<td>62.1% / 37.9%</td>
</tr>
<tr>
<td>Average Age</td>
<td>40</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$350k</td>
</tr>
</tbody>
</table>

**Marium Naficy**
Founder and CEO, Minted

### Decision-Makers

<table>
<thead>
<tr>
<th>Decision-Maker</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Owner/Partner or C-Level Executive</td>
<td>58.9% / Index: 203</td>
</tr>
<tr>
<td>Business Purchase DM</td>
<td>65.5% / Index: 151</td>
</tr>
<tr>
<td>Take the Lead In Decision-Making</td>
<td>83.8% / Index: 125</td>
</tr>
</tbody>
</table>

**Brian Scudamore**
CEO, O2E

### Influencers

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like to Stand Out from Others</td>
<td>67.1% / Index: 147</td>
</tr>
<tr>
<td>Opinion Leader</td>
<td>75.3% / Index: 136</td>
</tr>
<tr>
<td>Identify as an Entrepreneur</td>
<td>50.6% / Index: 210</td>
</tr>
</tbody>
</table>

**Lilly Singh**
Comedian and Actress

### Consumers

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>First to Try New Products or Services</td>
<td>71.7% / Index: 150</td>
</tr>
<tr>
<td>Business Purchases Influence Personal Choices</td>
<td>53.9% / Index: 167</td>
</tr>
</tbody>
</table>

**Raphael Farasat**
Founder and CEO, Truffle

---

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.
Bobbi Brown

Her simple line of lipsticks blossomed into the billion-dollar company Bobbi Brown Cosmetics. Since then, she’s started a new path with an editorial site (justBOBBI) and boutique hotel (The George). Bobbi also has a new podcast (Long Story Short) and a film and photo studio (18Label), with even more to come. Building multiple new brands has taught her that a second act isn’t so different from the first act, she says: At its heart, everything an entrepreneur does is just about doing.
Elevator Pitch

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
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.
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 events simultaneously create memorable learning experiences for attendees and invaluable brand engagement for sponsors.

**Business Success Strategies**
Entrepreneur hosts a series of half-day events engaging influencers and entrepreneurs in a mix of riveting Q&As, presentations and panel discussions moderated by our award-winning editors.

**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 unites 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.
Green Entrepreneur is focused on the entrepreneurship, business, technology, and lifestyle of the burgeoning cannabis industry.

Connect with cannabis thought leaders, innovators and consumers through engaging experiences across multiple platforms.

**Green Entrepreneur Podcast**

10k Average Downloads

Hear stories of entrepreneurs who’ve found success in the growing cannabis market and how they’re navigating the exciting but unpredictable Green Rush.

**Social Community**

16k Green Followers

E-Newsletters

5k Subscribers

The latest insights and strategies are shared each week with entrepreneurs in the green industry.

• Events • Marketplace Listings
• Videos • Dedicated Emails • Webinars
• Custom Content (Print and Online)
Kal Vepuri knew Hero, his medical company that helps people manage their medications, had no room for error if it was going to be worthy of consumers’ trust. He waited to launch until he was sure Hero could deliver a seamless user experience, and in doing so, found a passionate consumer base.
Digital Ad Specs

**Pre-Roll Placement**

- **FILE TYPE**: 3rd Party VAST or 1st Party (mp4 or mov)
- **MAX FILE**: 10 mb
- **DURATION**: 15 seconds
- **MAX FRAME**: 30
- **CLICK**: Yes

**Daily Newsletters**

- **DATABASE**: Native Integration
- **NATIVE INTEGRATION**: 120k Subscribers
  - **Headline**: 10 words max, 50 characters max.
  - **Deck**: 25 words max, 115 characters max.
  - **Image**: 600x338 (no or minimal text in image)

**Dedicated Emails**

- **LIST SIZE**: 400k Names
- **SEND**: 200k
  - Contact your sales representatives for more details

---

**Global Specs**

- **FILE FORMATS**: .jpg, .gif, .png, HTML5
- **MAX FILE**: 300kb
- **ANIMATION**: 15 seconds, Max 3 Loops
- **IN-BANNER VIDEO/AUDIO REQUIREMENTS**:
  - User Initiated Sound
  - Pause & Mute Controls
- **RICH MEDIA REQUIREMENTS**:
  - All Rich Media must be 3rd-party served (includes expanding and video ads)
  - Expansion must be user initiated and close on mouse-off
  - Audio must be muted by default
  - Max pixels: 5
- **RECOMMENDATIONS**:
  - AMPHTML Ads Highly Recommended:
    - Average 10% higher Viewability
    - Double the CTR on Average
    - Learn More About AMP HTML Ads [Here](#) and [Here](#)

---

**Standard Banners**

- 728x90
- 970x90
- 300x600
- 300x250
- 320x50

**High-Impact Units**

- 970x250
- 1200x250

**Database**

- Article Break-In
- In-Article Parallax
- Skin
- Mobile Interscroller

**In-Banner Video/Audio Requirements**

- User Initiated Sound
- Pause & Mute Controls

---

**Updated: 11/19**
Print Creative Units

6-Page Rolling Gate

Full-Page Insert Card

Dry Erase

Report Card

Trading Cards

Right-Hand Gatefold

Double-Page Butterfly Gate

Tab Unit
(1 inch tab)

Right-Hand 1/2 Page Gatefold

French Door Unit

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

UPDATED: 11/19
## 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>
</tr>
</thead>
<tbody>
<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>
</tr>
<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

**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.

See the Ad Creation Guide

**SEND PROOFS TO:**
Attn: Mona Rifkin, Production Manager
Entrepreneur Magazine
18061 Fitch Irvine, CA 92614 Tel.: 949-622-5271
E-mail: m rifkin@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.
Andrew Ofstad was a product manager at Google, where he was measured by the number of launches he executed. Then he and two co-founders decided to launch their own product: Airtable. Last year the collaborative workflow company hit $20 million in revenue and raised $100 million in Series C funding.
Advertising Sales Contacts

**UNITED STATES**

- **Ryan Shea**
  CEO
- **Bill Shaw**
  President
- **Lucy Gekchyan**
  Assoc. Publisher, Marketing

**East Coast**

- **Brian Speranzini**
  SVP of National Sales
  Office: 646/278-8483
  brians@entrepreneur.com

- **James Clauss**
  National Sales Director, Print
  Office: 646/278-8484
  jclauss@entrepreneur.com

- **Stephen Trumpy**
  Integrated Account Director (Northeast)
  Office: 516/508-8837
  stephent@entrepreneur.com

- **New York Office**
  462 7th Avenue Floor 11
  New York, NY 10018
  Office: 212/464-8080
  Fax: 212/563-3852

- **Michigan**
  Dave Woodruff
  Midwest Director of Sales
  Office: 248/703-3870
dwoodruff@entrepreneur.com

**West Coast**

- **Mike Lindsay**
  West Coast Ad Director
  Office: 310/493-4708
  mlindsay@entrepreneur.com

- **Paul Fishback**
  VP Franchise Ad Sales
  Office: 949/622-5225
  pfishback@entrepreneur.com

- **Irvine, CA Headquarters**
  18061 Fitch
  Irvine, California 92614
  Office: 800/864-6864
  949/264-2325
  Fax: 949/752-1180

**INTERNATIONAL**

**Mexico**

- **Erika Magaña**
  Commercial Director
  Office: +525521286885
  emagana@g21.com.mx

**Middle East/ North Africa**

- **Wissam Younane**
  BNC Publishing
  Office: +971504737889
  Wissam@bncpublishing.net

**India**

- **Sachin Marya**
  Account Manager
  Office: +91 8800605454
  sachin@franchiseindia.com

**Georgia**

- **Alexsandre Siradze**
  Executive Director
  Office: +995 599 13 45 10
  alex@entrepreneur.ge

**APAC, Europe**

- **Brian Speranzini**
  SVP of National Sales
  Office: 646/278-8483
  brians@entrepreneur.com