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

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

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<tr>
<th>ISSUE</th>
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<td>Summer</td>
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<td>Fall</td>
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**Green Entrepreneur**

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

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<tr>
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<td>Fall</td>
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Note: Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date. UPDATED: 01/20.
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.

### At a Glance

**Fueling the Entrepreneurial Community**

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<tr>
<th>Magazine</th>
<th>Digital &amp; Mobile</th>
<th>Events</th>
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<tr>
<td>- 4 MM Readers Per Month</td>
<td>- 14 MM Unique Visitors Per Month</td>
<td>- 100K Attendees</td>
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<td>- 500K Rate Base</td>
<td>- 86 MM Monthly Page Views</td>
<td>- Books</td>
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<td>- 86K Digital Subscribers</td>
<td>- 140K Daily E-Newsletter Subscribers</td>
<td>- 2.5 MM Copies Sold</td>
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<td>- 7.17 Readers Per Copy</td>
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<td>- 3x Startups</td>
<td>- 13 MM Social Followers</td>
<td>- 145K Average Downloads</td>
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<tr>
<td>- 2x Green Entrepreneur</td>
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**International Reach** / Mexico, MENA, India, Georgia, APAC, Europe

**Media Partners and Distribution Channels**

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<tr>
<th>msn</th>
<th>NEARST newspapers</th>
<th>YAHOO! FINANCE</th>
<th>LinkedIn</th>
<th>BUSINESS INSIDER</th>
<th>Apple News</th>
<th>PBS TV</th>
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</thead>
</table>

**SmartNews** | **Flipboard** | **feedly** | **cheddar** | **REACHTV** | **TV**

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.
Audience Insights

Connect With the World’s Innovators

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

Men/Women
62.1% / 37.9%

Average Age
40

Average HHI
$350k

Marium Naficy
Founder and CEO, Minted

Decision-Makers

Business Owner/Partner or C-Level Executive
58.9% / Index: 203

Business Purchase DM
65.5% / Index: 151

Take the Lead In Decision-Making
83.8% / Index: 125

Brian Scudamore
CEO, O2E

Influencers

Like to Stand Out from Others
67.1% / Index: 147

Opinion Leader
75.3% / Index: 136

Identify as an Entrepreneur
50.6% / Index: 210

Lilly Singh
Comedian and Actress

Consumers

First to Try New Products or Services
71.7% / Index: 150

Business Purchases Influence Personal Choices
53.9% / Index: 167

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.

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**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.
ENTREPRENEUR FOR LIFE

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
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.

**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.

**Habits & Hustle**
Habits and Hustle helps share the stories, habits, and rituals of people’s journeys on living fulfilled lives. Host Jennifer Cohen interviews thought leaders, entrepreneurs, and overall extraordinary people who share their insight about normally hidden factors that have made a difference in their success.

**How Success Happens**
Listeners get insights from some of today’s brightest entrepreneurial minds sharing how they overcame challenges and used them as learning experiences to create success.

**Action and Ambition**
Host Andrew Medal goes behind the scenes to learn the backstories, mindsets, and actions of the world’s most ambitious people.

**Get a Real Job**
Entrepreneur.com’s editorial director Dan Bova chats with entrepreneurs in unusual fields no one seems to consider “a real job,” giving listeners get a rare glimpse into the real-life ups and downs experienced by comedians, treasure hunters, craft brewers and more.

Listen to these and more shows at: entrepreneur.com/listen
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.

**Green Entrepreneur Magazine**

2 Annual Issues / 90k Distribution
+ Green 100
+ Best Budtenders

**GreenEntrepreneur.com**

225k Monthly Visitors

• 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**

### Standard Banners
- 728x90
- 970x90
- 300x600
- 300x250
- 320x50

### High-Impact Units
- 970x250
- 1200x250
- Article Break-In
- In-Article Parallax
- Skin
- Mobile Interscroller

### Global Specs

| FILE FORMATS | .jpg, .gif, .png, HTML5 |
| MAX FILE SIZE | 300kb |
| ANIMATION | 15 seconds, Max 3 Loops |

**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](#).

### Pre-Roll Placement
- **FILE TYPE**: 3rd Party VAST or 1st Party (mp4 or mov)
- **MAX FILE SIZE**: 10 mb
- **DURATION**: 15 seconds
- **MAX FRAME RATE**: 30
- **CLICK THROUGH**: 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 MAX**: 200k
- Contact your sales representatives for more details.
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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*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.

UPDATE: 11/19
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.

Photo Courtesy of Airtable
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SVP of National Sales
Office: 646/278-8483
brians@entrepreneur.com
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<td><strong>2nd Cover</strong></td>
<td>$83,145</td>
<td>$80,742</td>
<td>$78,999</td>
<td>$77,331</td>
<td>$74,833</td>
<td>$72,335</td>
<td>$66,736</td>
</tr>
<tr>
<td><strong>3rd Cover</strong></td>
<td>$79,680</td>
<td>$77,377</td>
<td>$75,704</td>
<td>$74,107</td>
<td>$71,716</td>
<td>$69,322</td>
<td>$63,956</td>
</tr>
<tr>
<td><strong>4th Cover</strong></td>
<td>$86,611</td>
<td>$84,104</td>
<td>$82,290</td>
<td>$80,552</td>
<td>$77,954</td>
<td>$75,347</td>
<td>$69,517</td>
</tr>
</tbody>
</table>

Rate Base: 500,000

UPDATED: 11/19
INDUSTRY PIONEER

Michelle Pfeiffer

Michelle Pfeiffer created a brand called Henry Rose, a gender-neutral fine-fragrance company, and produced a few historic firsts for the industry. Henry Rose is the first fine-fragrance company to reveal all its ingredients, and the first to earn two leading organizations’ environmental and safety certifications.