Entrepreneur 2020 Media Kit
INSPIRING BOLD
NEW THINKING IN BUSINESS
<table>
<thead>
<tr>
<th>Issue/Jan/Feb</th>
<th>Highlights</th>
<th>Ad Close</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mindfulness for Entrepreneurs</td>
<td>Don't Hustle Non-Stop. Here's Our Guide to a Balanced Work Life.</td>
<td>New Ways to Make Money This Year</td>
<td>12.02.19</td>
</tr>
</tbody>
</table>

| March | The Best Small-Business Tools | We Test the Best Resources and Services to Help Businesses Grow. | 01.15.20 | 03.03.20 |
| | Investment Guide for Entrepreneurs | Digital: Success Strategies From the Greatest Entrepreneurs | 12.02.19 | 01.14.20 |

| April/May | The Customer Obsession Issue | How to Serve Your Customer (And the Brands That Do It Best) | 02.26.20 | 04.07.20 |
| | Solopreneurs’ Guide to Success | Digital: How to Be a Great Leader | 12.02.19 | 01.14.20 |

| June | The Technology Issue* | Solutions to Tech Challenges and Future Tech Trends to Know Today. | 04.09.20 | 05.19.20 |
| | Best Destinations for Entrepreneurs | Digital: Tips from Travel Entrepreneurs and IG Influencers | 12.02.19 | 01.14.20 |

| Jul/Aug | Celebrating the Entrepreneurial Spirit | Recognizing 137 Entrepreneurs Who Have Stepped Up to Serve Their Communities | 05.28.20 | 07.07.20 |
| | Hiring and Managing from Far Away | Digital: Minority Entrepreneurship | 12.02.19 | 01.14.20 |

| September | Young Millionaires | Meet the Young Leaders Who Are Building a New, Better Normal | 08.04.20 | 09.01.20 |

| Oct/Nov | Top 100 Women Entrepreneurs | A Special Report on the Women Entrepreneurs Leading the Way | 08.31.20 | 10.06.20 |

| December | The Future of Entrepreneurship | The Trends, Topics, and Ideas That Will Dominate Next Year | 10.19.20 | 11.24.20 |
| | Top Colleges for Entrepreneurs | 12.02.19 | 01.14.20 |

**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>09.21.20</td>
<td>10.27.20</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>

*Not Published. Note: Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date. UPDATED: 07/20.
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.

Magazine

4 MM
Readers Per Month

500K / Rate Base

86K / Digital Subscribers

7.17 / 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

Events

100K
Attendees

Books

2.5 MM
Copies Sold

Podcasts

145K
Average Downloads

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

Media Partners and Distribution Channels

msn  HEARST newspapers  YAHOO! finance  LinkedIn  BUSINESS INSIDER  Read it on Apple News  GE

SmartNews  Flipboard  feedly  cheddar  REACH 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.
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>Category</th>
<th>Men/Women</th>
<th>Average Age</th>
<th>Average HHI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men/Women</td>
<td>62.1% / 37.9%</td>
<td>40</td>
<td>$350k</td>
</tr>
</tbody>
</table>

### Decision-Makers

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

### Influencers

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

### Consumers

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

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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.

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Smartphones & Tablets

<table>
<thead>
<tr>
<th>86MM+</th>
<th>14MM+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>Unique Visitors</td>
</tr>
</tbody>
</table>

Digital Edition

| 86K+ |
| Circulation |

Flipboard

| 191K+ |
| Active Readers |

| 1.7MM+ |
| Flips |

UPDATED 11/19. *Digital Edition numbers based on 6/19 AAM Publisher’s Statement.*
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.
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.

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

Visit entrepreneur.com/spotlight for current examples.

Updated: 11/19
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.

**Connect With the Cannabis Community**

**Green Entrepreneur Magazine**
- 2 Annual Issues / 90k Distribution
  - Green 100
  - Best Budtenders

**GreenEntrepreneur.com**
- 225k Monthly Visitors

**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**

<table>
<thead>
<tr>
<th>File Type</th>
<th>3rd Party VAST or 1st Party (mp4 or mov)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max File Size</td>
<td>10 mb</td>
</tr>
<tr>
<td>Duration</td>
<td>15 seconds</td>
</tr>
<tr>
<td>Max Frame Rate</td>
<td>30</td>
</tr>
<tr>
<td>Click Through</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Global Specs**

<table>
<thead>
<tr>
<th>File Formats</th>
<th>.jpg, .gif, .png, HTML5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max File Size</td>
<td>300kb</td>
</tr>
<tr>
<td>Animation</td>
<td>15 seconds, Max 3 Loops</td>
</tr>
</tbody>
</table>
| 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**

<table>
<thead>
<tr>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
</tr>
<tr>
<td>970x90</td>
</tr>
<tr>
<td>300x600</td>
</tr>
<tr>
<td>300x250</td>
</tr>
<tr>
<td>320x50</td>
</tr>
</tbody>
</table>

**High-Impact Units**

<table>
<thead>
<tr>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>970x250</td>
</tr>
<tr>
<td>1200x250</td>
</tr>
<tr>
<td>Article Break-In</td>
</tr>
<tr>
<td>In-Article Parallax</td>
</tr>
<tr>
<td>Skin</td>
</tr>
<tr>
<td>Mobile Interscroller</td>
</tr>
</tbody>
</table>

**Daily Newsletters**

<table>
<thead>
<tr>
<th>Database Native Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>120k Subscribers</td>
</tr>
<tr>
<td>Headline: 10 words max, 50 characters max.</td>
</tr>
<tr>
<td>Deck: 25 words max, 115 characters max.</td>
</tr>
<tr>
<td>Image: 600x338 (no or minimal text in image)</td>
</tr>
</tbody>
</table>

**Dedicated Emails**

<table>
<thead>
<tr>
<th>List Size Send Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>400k Names</td>
</tr>
<tr>
<td>Contact your sales representatives for more details</td>
</tr>
</tbody>
</table>

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

- 6-Page Rolling Gate
- Full-Page Insert Card
- Dry Erase
- Report Card
- Full-Page Insert Card
- Dry Erase
- Report Card
- Trading Cards
- Right-Hand Gatefold
- Double-Page Butterfly Gate
- 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 7.75” x Depth 10.5”
Live Matter: Keep all live matter 1/4” from trim.

<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” x 10”</td>
<td>15.5” x 10.5”</td>
<td>15.75” x 10.75”</td>
</tr>
<tr>
<td>1/2 Spread Horiz.*</td>
<td>15” x 4.75”</td>
<td>15.5” x 5.125”</td>
<td>15.75” x 5.25”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.25” x 10”</td>
<td>7.75” x 10.5”</td>
<td>8” x 10.75”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5” x 9.75”</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 Page Horiz.</td>
<td>7” x 4.75”</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.625” x 4.625”</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2” x 9.75”</td>
<td>N/A</td>
<td>N/A</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: 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.

Insert Information

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

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
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.
United States

Ryan Shea  
CEO

Bill Shaw  
President

Lucy Gekchyan  
Assoc. Publisher, Marketing

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Brian Speranzini  
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Office: 646/278-8483  
brians@entrepreneur.com
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