IN THE BUSINESS OF
CHANGING THE WORLD

Entrepreneur 2022
<table>
<thead>
<tr>
<th>Jan/Feb</th>
<th>Habits of the Most Successful Entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>ON SALE</td>
</tr>
<tr>
<td>12/02/21</td>
<td>01/11/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>March</th>
<th>How to Start, Run and Grow Your Side Hustle</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>ON SALE</td>
</tr>
<tr>
<td>01/19/22</td>
<td>03/01/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>April/May</th>
<th>Small Biz Goes Big</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>ON SALE</td>
</tr>
<tr>
<td>03/03/22</td>
<td>04/12/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>June</th>
<th>Tech Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>ON SALE</td>
</tr>
<tr>
<td>04/06/22</td>
<td>05/10/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>July/Aug</th>
<th>How to Build a Brand With Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>ON SALE</td>
</tr>
<tr>
<td>05/24/22</td>
<td>07/05/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>September</th>
<th>Young Millionaires</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>ON SALE</td>
</tr>
<tr>
<td>07/13/22</td>
<td>08/16/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Oct/Nov</th>
<th>100 Women of Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>ON SALE</td>
</tr>
<tr>
<td>08/24/22</td>
<td>10/04/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>December</th>
<th>The Future of Entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>ON SALE</td>
</tr>
<tr>
<td>10/12/22</td>
<td>11/22/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>Getting the Word Out</td>
</tr>
<tr>
<td></td>
<td>AD CLOSE</td>
</tr>
<tr>
<td></td>
<td>01/21/22</td>
</tr>
<tr>
<td></td>
<td>ON SALE</td>
</tr>
<tr>
<td></td>
<td>03/22/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUMMER</th>
<th>Brand or Bust!</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AD CLOSE</td>
</tr>
<tr>
<td></td>
<td>04/20/22</td>
</tr>
<tr>
<td></td>
<td>ON SALE</td>
</tr>
<tr>
<td></td>
<td>06/14/22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FALL</th>
<th>Closing the Deal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AD CLOSE</td>
</tr>
<tr>
<td></td>
<td>07/13/22</td>
</tr>
<tr>
<td></td>
<td>ON SALE</td>
</tr>
<tr>
<td></td>
<td>09/13/22</td>
</tr>
</tbody>
</table>

Note: Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date. UPDATED: 09/21.
Building a Better Future

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.

Felicity Yost and Carolyn Witte, Cofounders of Tia

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Digital &amp; Mobile</th>
<th>Events, Books &amp; Podcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.6MM Magazine Readers</td>
<td>20MM Unique Visitors Per Month</td>
<td>Thousands of Engaging Conversations</td>
</tr>
<tr>
<td>500K Rate Base</td>
<td>49MM Monthly Page Views</td>
<td>100s Of Virtual Events in 6 Months</td>
</tr>
<tr>
<td>87K Digital Subs</td>
<td>150K Daily E-Newsletter Subs</td>
<td>100s Of Titles From Entrepreneur Press</td>
</tr>
<tr>
<td>4 Readers Per Copy</td>
<td>638K Dedicated Email Subs</td>
<td>195k Average Podcast Network Downloads</td>
</tr>
<tr>
<td>3x Startup Issues</td>
<td>15MM Social Followers</td>
<td></td>
</tr>
</tbody>
</table>

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

Media Partners and Distribution Channels

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**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men/Women</td>
<td>69.4%</td>
<td>152</td>
</tr>
<tr>
<td>Average Age</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Average HHI</td>
<td>$409k</td>
<td></td>
</tr>
</tbody>
</table>

**Decision-Makers**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>RANKED #1 Business Owner/Partner/ C-Level Executive</td>
<td>68.5%</td>
<td>199</td>
</tr>
<tr>
<td>RANKED #1 Business Purchase Decision-Maker</td>
<td>77.9%</td>
<td>163</td>
</tr>
<tr>
<td>RANKED #1 Take the Lead in Decision-Making</td>
<td>83.8%</td>
<td>122</td>
</tr>
</tbody>
</table>

**Influencers**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>RANKED #1 Like to Stand Out from Others</td>
<td>69.9%</td>
<td>152</td>
</tr>
<tr>
<td>RANKED #1 Opinion Leader</td>
<td>80.5%</td>
<td>144</td>
</tr>
<tr>
<td>RANKED #1 Identify as an Entrepreneur</td>
<td>61.9%</td>
<td>219</td>
</tr>
</tbody>
</table>

**Consumers**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>RANKED #1 First to Try New Products or Services</td>
<td>77.4%</td>
<td>157</td>
</tr>
<tr>
<td>RANKED #1 Business Purchases Influence Personal Choices</td>
<td>77.9%</td>
<td>163</td>
</tr>
</tbody>
</table>

Source: Ipsos 2021 Fall. Rankings against total brand footprints of all business titles. Updated 10/21
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.

See Spotlight Examples

How it Works

Each Stage of Entrepreneur’s Native Program is Designed to Meet Our Partners’ Goals

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

**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.

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

**Optimization**
Multivariate headline testing optimizes toward the highest-performing content. Metrics-based reporting and data inform future efforts.

CONTENT FORMATS

- Articles
- Infographics
- Social Experiences
- Videos
- Webinars
- White Papers

UPDATED: 10/21
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.

**Be a Part of the Suspenseful Show With One Critical Minute to Make It**

Based on data from the latest season (7).
The Voices of Entrepreneurship

Connect with the dynamic voices behind these 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.

Listen to Podcasts Now

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.
Listen now

How Success Happens
Host Robert Tuchman features some of today’s brightest entrepreneurial minds talking about overcoming challenges and using them as learning experiences to create success.
Listen now

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 a rare glimpse into the real-life ups and downs experienced by comedians, treasure hunters, craft brewers and more.
Listen now

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

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 what has made a difference in their success.
Listen now

Behind the Review
Hosted by Yelp’s Small Business Expert, Emily Washcovick, Behind the Review features conversations with reviewers and business owners about their experiences—whether it was one star or five stars—giving listeners behind-the-scenes insights into what was really going on.
Listen now

Available on:
Creating Meaningful Experiences

Entrepreneur hosts a variety of events ranging from intensive virtual seminars to fireside chats 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.

Virtual Events
Entrepreneur hosts hundreds of instructional webinars and engaging dialogue discussions online. These special events bring together influencers and entrepreneurs in a mix of riveting Q&As, presentations and panel discussions.

Propelify Festival
Propelify Innovation Festival empowers innovators to leverage technology and build solutions towards a brighter future. This event unites thousands of entrepreneurs who invent the future in an immersive experience.

Propelify Futures
The first-ever Propelify Futures will showcase innovative ideas, products and services at scale, right inside NYC’s Oculus in Spring 2022.

Elevator Pitch Experience
Founders come for the chance to be cast on an upcoming season of Entrepreneur’s hit show and learn how to prepare a masterful pitch that wins over investors, customers and future partners.

Women’s 100
Entrepreneur’s special event coinciding with its annual 100 women of impact issue will share insights on business growth and leadership. Attendees will connect in an atmosphere of collaboration and partnership.

Entrepreneur Live
Entrepreneur hosts a conference sharing the most forward-thinking practices with highly respected keynotes and industry experts. These events help today’s leaders learn new ways to push business to the next level.

UPDATED: 11/21

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

145k
GreenEntrepreneur.com monthly visitors

10k
Average podcast downloads

7k
E-newsletter subscribers

51k
Social followers

40k
Green Entrepreneur magazine distribution

Green Entrepreneur Magazine
Single Issue Publication / 40k Distribution
• Green 100 • Best Budtenders

GreenEntrepreneur.com
145k Monthly Visitors

Social Community
51k Green Followers

E-Newsletters
7k Subscribers
The latest insights and strategies are shared each week with entrepreneurs in the green industry.

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.

Plus
• Events • Webinars
• Marketplace Listings
• Videos • Dedicated Emails
• Custom Content (Print and Online)
• Dedicated Sections in Entrepreneur Magazine

UPDATED: 11/21
# Digital Ad Specs

**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>
<tr>
<td>IN-BANNER VIDEO/AUDIO REQUIREMENTS</td>
<td>User initiated sound, pause &amp; mute controls</td>
</tr>
<tr>
<td>RICH MEDIA REQUIREMENTS</td>
<td>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</td>
</tr>
<tr>
<td>RECOMMENDATIONS</td>
<td>AMPHTML ads highly recommended. They average 10% higher viewability and double the CTR on average. Learn more about AMPHTML ads <a href="#">here</a> and <a href="#">here</a>.</td>
</tr>
</tbody>
</table>

**Standard Banners**

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

**High-Impact Units**

- 970x250, Article Break-In, In-Article Parallax, Skin, Mobile Interscroller

**Skins**

- 280x900 on both sides of the content well (2 separate assets)

**Daily Newsletters**

- Database: 120k subscribers
- Native Integration:
  - Headline: 10 words, 50 characters max
  - Deck: 25 words, 115 characters max
  - Image: 600x338 (no or minimal text in image)

**Dedicated Emails**

- List Size: 600k names
- Send Max: 200k

**Pre-Roll**

- File Type: 3rd Party VAST or 1st Party (mp4 or mov)
- Max File Size: 10 mb
- Duration: 15 seconds max
- Frame Rate: 30 frames max
- Click Through: Yes
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 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.

INSERT INFORMATION
For supplied insert information, contact:
Mona Rifkin, Advertising Production Manager
Tel.: 949-622-5271
E-mail: mrfikin@entrepreneur.com

SEND PROOFS TO:
Attn: Mona Rifkin, Production Manager
Entrepreneur Magazine
18061 Fitch Irvine, CA 92614
Tel.: 949-622-5271
E-mail: mrfikin@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: 09/21
United States

BUSINESS

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

WEST COAST

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

Liane Caruso
Sr. Vice President, Franchising
Office: 813/786-0206
lcaruso@entrepreneur.com

Brent Davis
Sr. Director of Franchise Sales
Office: 949/622-7126
bdavis@entrepreneur.com

Simran Toor
Director of Franchise Sales
Office: 949/622-7163
stoor@entrepreneur.com

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

ATLANTA

Kelly Hediger
Account Manager
Office: 770/209-9858
Fax: 770/209-9881
khediger@samssouth.com

MICHIGAN

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

CHICAGO

Steven Newman
Midwest Director,
Strategic Partnerships
Office: 312/897-1002
snewman@entrepreneur.com

International

MEXICO

Erika Magaña
Commercial Director
Office: +525521286865
emagana@g21.com.mx

MIDDLE EAST/ NORTH AFRICA

Wissam Younane
BNC Publishing
Office: +971504737889
Wissam@bnepublishing.net

INDIA

Preetima Bhardwaj
Account Manager
Office: +91 8588898248
bpreetima@franchiseindia.net

GEORGIA

Alexandre 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

UPDATED: 10/21