IN THE BUSINESS OF
CHANGING THE WORLD

Entrepreneur 2022
EDIT CALENDAR

Jan/Feb
Habits of the Most Successful Entrepreneurs
AD CLOSE 12/02/21 ON SALE 01/11/22

March
How to Start, Run and Grow Your Side Hustle
AD CLOSE 01/19/22 ON SALE 03/01/22

April/May
Small Biz Goes Big
AD CLOSE 03/03/22 ON SALE 04/12/22

June
Tech Issue
AD CLOSE 04/06/22 ON SALE 05/10/22

July/Aug
How to Build a Brand With Purpose
AD CLOSE 05/24/22 ON SALE 07/05/22

September
Young Millionaires
AD CLOSE 07/13/22 ON SALE 08/16/22

Oct/Nov
100 Women of Impact
AD CLOSE 08/24/22 ON SALE 10/04/22

December
The Future of Entrepreneurship
AD CLOSE 10/12/22 ON SALE 11/22/22

STARTUPS

<table>
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<tr>
<th>TOPIC</th>
<th>AD CLOSE</th>
<th>ON SALE</th>
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<tr>
<td>SPRING</td>
<td>01/21/22</td>
<td>03/22/22</td>
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<tr>
<td>SUMMER</td>
<td>04/20/22</td>
<td>06/14/22</td>
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<tr>
<td>FALL</td>
<td>07/13/22</td>
<td>09/13/22</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: 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

Magazine
2.6MM Magazine Readers
- 500K Rate Base
- 87K Digital Subs
- 4 Readers Per Copy
- 3x Startup Issues

Digital & Mobile
20MM Unique Visitors Per Month
- 49MM Monthly Page Views
- 150K Daily E-Newsletter Subs
- 638K Dedicated Email Subs
- 15MM Social Followers

Events, Books & Podcasts
Thousands of Engaging Conversations
- 100s Of Virtual Events in 6 Months
- 100s Of Titles From Entrepreneur Press
- 195k Average Podcast Network Downloads

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

**Men/Women**

- 69.4% / 30.6%

**Average Age**

- 40

**Average HHI**

- $409k

### Decision-Makers

**RANKED #1**

- Business Owner/Partner/ C-Level Executive
  
  - 68.5%  
  - Index 199

**RANKED #1**

- Business Purchase Decision-Maker
  
  - 77.9%  
  - Index 163

**RANKED #1**

- Take the Lead in Decision-Making
  
  - 83.8%  
  - Index 122

### Influencers

**RANKED #1**

- Like to Stand Out from Others
  
  - 69.9%  
  - Index 152

**RANKED #1**

- Opinion Leader
  
  - 80.5%  
  - Index 144

**RANKED #1**

- Identify as an Entrepreneur
  
  - 61.9%  
  - Index 219

### Consumers

**RANKED #1**

- First to Try New Products or Services
  
  - 77.4%  
  - Index 157

**RANKED #1**

- Business Purchases Influence Personal Choices
  
  - 77.9%  
  - Index 163

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

7k
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.

51k
Social Community
51k Green Followers

40k
Green Entrepreneur
magazine distribution

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

Plus
• Events • Webinars
• Marketplace Listings
• Videos • Dedicated Emails
• Custom Content (Print and Online)
• Dedicated Sections in Entrepreneur Magazine
**FILE FORMATS**
.jpg, .gif, .png, HTML5

**MAX FILE SIZE**
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. They average 10% higher viewability and double the CTR on average. Learn more about AMPHTML ads here and here.
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>
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</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>
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<tr>
<td>2/3 Page</td>
<td>4.5” x 9.75”</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>1/2 Horiz.</td>
<td>7” x 4.75”</td>
<td>N/A</td>
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<tr>
<td>1/3 Page Square</td>
<td>4.625” x 4.625”</td>
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<tr>
<td>1/3 Page Vertical</td>
<td>2” x 9.75”</td>
<td>N/A</td>
<td>N/A</td>
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</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

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.

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.

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.

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.

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: 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.

UPDATED: 09/21
<table>
<thead>
<tr>
<th>Region</th>
<th>Location</th>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
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<tr>
<td>United States</td>
<td></td>
<td>Ryan Shea</td>
<td>CEO</td>
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<td></td>
<td></td>
<td>Bill Shaw</td>
<td>President</td>
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<tr>
<td></td>
<td></td>
<td>Lucy Gekchyan</td>
<td>Assoc. Publisher, Marketing</td>
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<tr>
<td></td>
<td>EAST COAST</td>
<td>Brian Speranzini</td>
<td>SVP of National Sales</td>
<td>646/278-8483</td>
<td><a href="mailto:brians@entrepreneur.com">brians@entrepreneur.com</a></td>
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<tr>
<td></td>
<td></td>
<td>James Clauss</td>
<td>National Sales Director, Print</td>
<td>646/278-8484</td>
<td><a href="mailto:jclauss@entrepreneur.com">jclauss@entrepreneur.com</a></td>
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<tr>
<td></td>
<td></td>
<td>Stephen Trumpy</td>
<td>Integrated Account Director (Northeast)</td>
<td>516/508-8837</td>
<td><a href="mailto:stephent@entrepreneur.com">stephent@entrepreneur.com</a></td>
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<tr>
<td></td>
<td></td>
<td>Brent Davis</td>
<td>Sr. Director of Franchise Sales</td>
<td>949/622-7163</td>
<td><a href="mailto:bdavis@entrepreneur.com">bdavis@entrepreneur.com</a></td>
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<tr>
<td></td>
<td></td>
<td>Simran Toor</td>
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<tr>
<td></td>
<td></td>
<td>Irvine, CA Headquarters</td>
<td></td>
<td>800/864-6864</td>
<td>949/264-2325</td>
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<tr>
<td>International</td>
<td></td>
<td>Brian Speranzini</td>
<td>SVP of National Sales</td>
<td>646/278-8483</td>
<td><a href="mailto:brians@entrepreneur.com">brians@entrepreneur.com</a></td>
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<tr>
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<td>MIDDLE EAST/ NORTH AFRICA</td>
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<tr>
<td></td>
<td></td>
<td>Wissam Younane</td>
<td>BNC Publishing</td>
<td>+971504737889</td>
<td><a href="mailto:Wissam@bncpublishing.net">Wissam@bncpublishing.net</a></td>
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</tbody>
</table>