Empowering All Entrepreneurs

Entrepreneur | 2024 MEDIA KIT
2024 EDIT CALENDAR

JANUARY/FEBRUARY
- The Self Improvement Issue
- Franchise 500®
  Ad Close: 11/28/23 | Materials Due: 12/08/23 | On Sale: 01/16/24

MARCH/APRIL
- The Side Hustle Issue
  Ad Close: 01/20/24 | Materials Due: 02/02/24 | On Sale: 03/05/24

MAY/JUNE
- The Road to the First $1 Million in Revenue
  Ad Close: 03/17/24 | Materials Due: 03/29/24 | On Sale: 04/30/24

JULY/AUGUST
- America's Favorite Mom & Pop Shops
  Ad Close: 06/02/24 | Materials Due: 06/14/24 | On Sale: 07/16/24

SEPTEMBER/OCTOBER
- Champions of Small Business
  Ad Close: 08/04/24 | Materials Due: 08/16/24 | On Sale: 09/17/24

NOVEMBER/DECEMBER
- The Future of Entrepreneurship
- Top Entrepreneurial Schools
  Ad Close: 09/29/24 | Materials Due: 10/11/24 | On Sale: 11/12/24

SPRING
  Guiding Emerging Entrepreneurs Through the Inspiration, Launch and Critical First Few Years of Business
  Ad Close: 01/31/24 | Materials Due: 02/23/24 | On Sale: 03/26/24

SUMMER
  Ad Close: 04/18/24 | Materials Due: 05/10/24 | On Sale: 06/11/24

FALL/WINTER
  Ad Close: 06/27/24 | Materials Due: 07/19/24 | On Sale: 08/20/24

Note: Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date. UPDATED: 10/23
The Pulse of Entrepreneurship
Entrepreneur connects with millions of innovative minds across every platform and medium.

MEDIA PARTNERS AND DISTRIBUTION CHANNELS

ENTREPRENEUR.COM
20 MM Monthly UVs
- Premium Entrepreneur Insider Members
- Green Entrepreneur, Women Entrepreneur and Young Entrepreneur Channels
- International Editions: Mexico, Latin America, Mena, India & Georgia

SOCIAL
16 MM Followers
- Access to Experts in Live Conversations
- Join Our Community On: Facebook, X, LinkedIn, YouTube, Instagram, Tik Tok, Pinterest and Snapchat

ENTREPRENEUR TV
On Linear, AVOD, and Streaming Platforms
- Original Programming and Custom Productions
- 10+ Seasons of Entrepreneur Elevator Pitch

EVENTS
100K Event Attendees
- Virtual Workshops, Conversations & Events
- Tentpole and Custom In-Person Experiences
- Monthly Motivations with 1,500 Live Attendees

EMAIL & NEWSLETTERS
440K Subscribers
- 200K Dedicated Email List
- 200K LinkedIn Newsletter
- 40K Entrepreneur Daily Newsletters

MAGAZINE
3.6 MM Magazine Readers
- 6x Annual Digital and Print Issues
- 375K Rate Base
- 5.5 Readers Per Copy
- 3x Entrepreneur's Startups Issues

PODCASTS
4.1 MM Monthly Downloads
- 12+ Popular Shows and Host Personalities
- Available on All Major Streaming Audio Platforms

BOOKS
Over 2.5 MM Books Sold
- Entrepreneur Books
- Print, Digital and Audio Content

Get to Know Today’s Transformative Leaders

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
- Average Age: 38
- Ranked #1 Average HHI: $575,500
- Ranked #1 Identify As An Entrepreneur: 62.8% Index 206

BUSINESS DECISION-MAKERS
- Ranked #1 Business Owner/Partner/C-Level Executive: 73.7% Index 192
- Ranked #1 Business Purchase Decision-Maker: 77.3% Index 160

INFLUENCERS
- Ranked #1 Influence Others’ Behaviors, Opinions and Thoughts on Business Issues: 67.7% Index 181
- Ranked #1 First to Try New Products or Services: 78.4% Index 156

Founder, Droga5 | David Droga
Founder & CEO, Viome | Naveen Jain
Co-Founders, DIBS | Jeff Lee & Courtney Shields
CEO, Favor | Liz Meyendick
CEO & Founder, Equip | Kristina Saffran

CEO & Co-Founder, Cart.com | Omair Tariq

Ipsos 2023 Fall. Rankings against total brand footprints of all business titles. UPDATED: 10/23
Entrepreneur’s exciting new network inspires, informs, and celebrates the people shaping the future of business. Generate visibility with both in-program and interstitial brand integration opportunities featured against premium content.

**TV Content for Inspired Minds**

Entrepreneur.com/TV as well as a growing list of linear, AVOD, and streaming platform partners like these.

**Where to Watch**

- FreeCast
- TCL Channel
- Scripps FreeVee
- Sling
- Amazon Prime Video
- PLEX
- Fire TV
- LG

**FEATURED SHOWS**

- That Will Never Work
  - Talk Show
- Mindvalley Talks
  - Inspiration
- Never Settle
  - Show
- Habits and Hustle with Jennifer Cohen
  - Talk Show
- Tech Talk
  - Documentary
- Start Up
  - Documentary
- Unfiltered with Jessica Abo
  - Interview
- The CEOs
  - Documentary

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

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 their 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 NOW

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Distribution Partners

BizTV, ReachTV, CheddarTV, AWE, Roku, FreeCast, TCL Channel, Local Now, Amazon Prime Video, Byron Allen Entertainment, Fire TV, FreeVee, GalaxyTv, The Grio, LG, Plex

2024 ELEVATOR PITCH

26.7MM Video Views

10.9MM Social Reach

81.1% Video Completion Rate

Based on data from the latest season (9). UPDATED: 10/23
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.
Bespoke Content Marketing Solutions for Your Brand

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

2024 PARTNER STUDIO

Ideation & Development
Distribution
Publication Strategy
Optimization

CONTENT FORMATS
- Articles
- Infographics
- Videos
- White Papers
- Webinars
- Social Experiences
Dynamic Content Engaging
16 MM Followers Across
Every Major Social Platform

Sponsor partners can leverage Entrepreneur’s
dedicated social team and influencer network to share
stories, insights and messages that drive action with
our communities.
Signature Experiences
Entrepreneur hosts a variety of events ranging from intensive virtual seminars to fireside chats and conferences.

2024 EVENTS

- **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.

- **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 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.

- **GROWTH DAY LA**: Led by sought-after high-performance coach Brendon Burchard, 1,500 of the most ambitious leaders across the country come together to sharpen their mindsets and design their lives to align with their ultimate visions.

- **ELEVATOR PITCH EXPERIENCE**: Entrepreneurs 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.

- **ENTREPRENEUR LIVE**: Entrepreneur's signature conference shares the most forward-thinking practices with highly respected keynotes and industry experts. Ambitious leaders learn new ways to push business to the next level.
Dedicated to Sustainability in Business

Green Entrepreneur offers tips and strategies for entrepreneurs striving to incorporate more sustainable practices in their businesses or whose ventures are in green industries. From eco-friendly hacks to the latest in electric vehicles, Green Entrepreneur offers insight on everything entrepreneurs need to keep their businesses at the forefront of developments impacting their success.
2024 DIGITAL AD SPECS

GLOBAL SPECS

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 CIR on average. Learn more about AMPHTML ads here and here.

STANDARD BANNERS
728x90, 970x90, 300×600, 300×250, 320×50

HIGH-IMPACT UNITS
970×250, Article Break-In, Full Width Unit, Skin, Mobile Interscroller

DEDICATED EMAILS
List Size: 200k names
Send Max: 100k

DAILY NEWSLETTERS
Database: 40k subscribers
Native Integration
• Headline: 10 words, 50 characters max
• Deck: 25 words, 115 characters max
• Image: 600×338 (no or minimal text in image)

LINKEDIN NEWSLETTERS
Frequency: Weekly
List Size: 200k 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

UPDATED: 10/23
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.

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

INSERT INFORMATION
For supplied insert information, contact:
Mona Rifkin, Advertising Production Manager
E-mail: mrifkin@entrepreneur.com

SEND PROOFS TO:
Attn: Mona Rifkin, Advertising Production Manager
Entrepreneur Magazine
2 Executive Cir Ste 150 Irvine, CA 92614
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: 10/23
## 2024 SALES CONTACTS

### UNITED STATES

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

#### CHICAGO
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#### MICHIGAN
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#### ATLANTA
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### WEST COAST

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### UPDATED: 10/23