



# Empowering All Entrepreneurs

Entrepreneur | 2024 MEDIA KIT





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

Entrepreneur's  
startups

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

SPRING

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.



**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



**EMAIL & NEWSLETTERS**  
440k Subscribers

- 200K Dedicated Email List
- 200K LinkedIn Newsletter
- 40K Entrepreneur Daily Newsletters



**SOCIAL**  
16 MM Followers

- Access to Experts in Live Conversations
- Join Our Community On: [Facebook](#), [X](#), [LinkedIn](#), [YouTube](#), [Instagram](#), [Tik Tok](#), [Pinterest](#) and [Snapchat](#)



**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



**ENTREPRENEUR TV**  
On Linear, AVOD, and Streaming Platforms

- Original Programming and Custom Productions
- 10+ Seasons of Entrepreneur Elevator Pitch



**PODCASTS**  
4.1 MM Monthly Downloads

- 12+ Popular [Shows](#) and Host Personalities
- Available on All Major Streaming Audio Platforms



**EVENTS**  
100K Event Attendees

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



**BOOKS**  
Over 2.5 MM Books Sold

- [Entrepreneur Books](#)
- Print, Digital and Audio Content

## MEDIA PARTNERS AND DISTRIBUTION CHANNELS



Sources: MRI Spring 2023. AAM 6/23 Statement. Social numbers as of 10/23.



# 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.

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



Founder, Droga5 | David Droga

### 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  
Opinion Leader  
80.8% Index 148

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 & CEO, Viome | Naveen Jain



Co-Founders, DIBS | Jeff Lee & Courtney Shields



CEO, Favor | Liz Meyerdirk



CEO & Founder, Equip | Kristina Saffran





# TV Content for Inspired Minds


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.

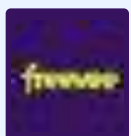
## Where to Watch


Watch on [Entrepreneur.com/TV](#) as well as a growing list of linear, AVOD, and streaming platform partners like these.

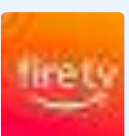
 FreeCast


 TCL Channel


 Scripps


 FreeVeve

 Plex

 Fire TV

 LG

 Sling

 Amazon Prime Video

### FEATURED SHOWS



That Will Never Work  
  
Talk Show



Mindvalley Talks  
  
Inspiration



Never Settle Show  
  
Talk Show

EMMY WINNER



Entrepreneur Elevator Pitch  
  
Contest



Habits and Hustle with Jennifer Cohen  
  
Talk Show



Tech Talk  
  
Documentary



Start Up  
  
Documentary

EMMY WINNER



Unfiltered with Jessica Abo  
  
Interview



The CEOs  
  
Documentary



# 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


### Distribution Partners


 BizTV

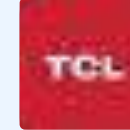
 ReachTV


 CheddarTV


 AWE


 Roku


 FreeCast

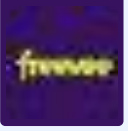
 TCL Channel


 Local Now

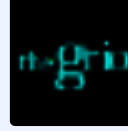
 Amazon Prime Video


 Byron Allen Entertainment


 Fire TV

 FreeVeve

 GalxyTV

 The Grio

 LG

 Plex



26.7MM	10.9MM	81.1%
Video Views	Social Reach	Video Completion Rate





# 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.

4.1 MILLION DOWNLOADS PER MONTH

AVAILABLE ON:



CLICK IMAGES TO LISTEN NOW






# Bespoke Content Marketing Solutions for Your Brand

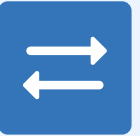
Entrepreneur Partner Studio, the custom publishing and marketing division within Entrepreneur Media Inc., produces content that engages business owners and elevates the conversation for brands.

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




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.


FOLLOW ENTREPRENEUR ON:






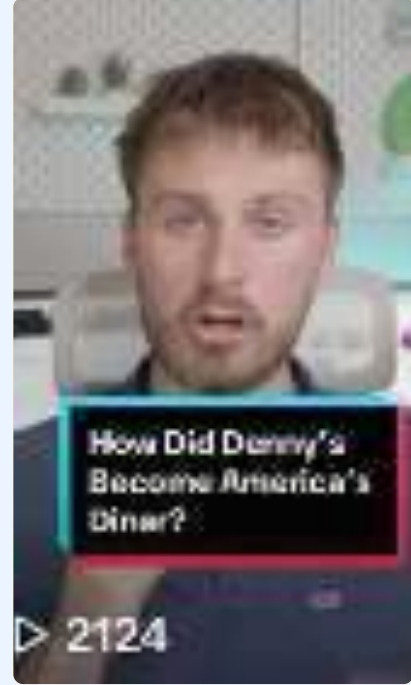
THOUGHT LEADERSHIP






ACCESS TO EXPERTS





BUSINESS BREAKDOWNS





INTERVIEWS





STORYTELLING






ADVICE






INFLUENCERS






POLLS







WORKSHOPS






INSPIRATION





CELEBRATION






EDUCATION






FACTS TO KNOW





TRIVIA





# Signature Experiences

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



## 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.



## 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.



## 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.

















## ENTREPRENEUR LIVE

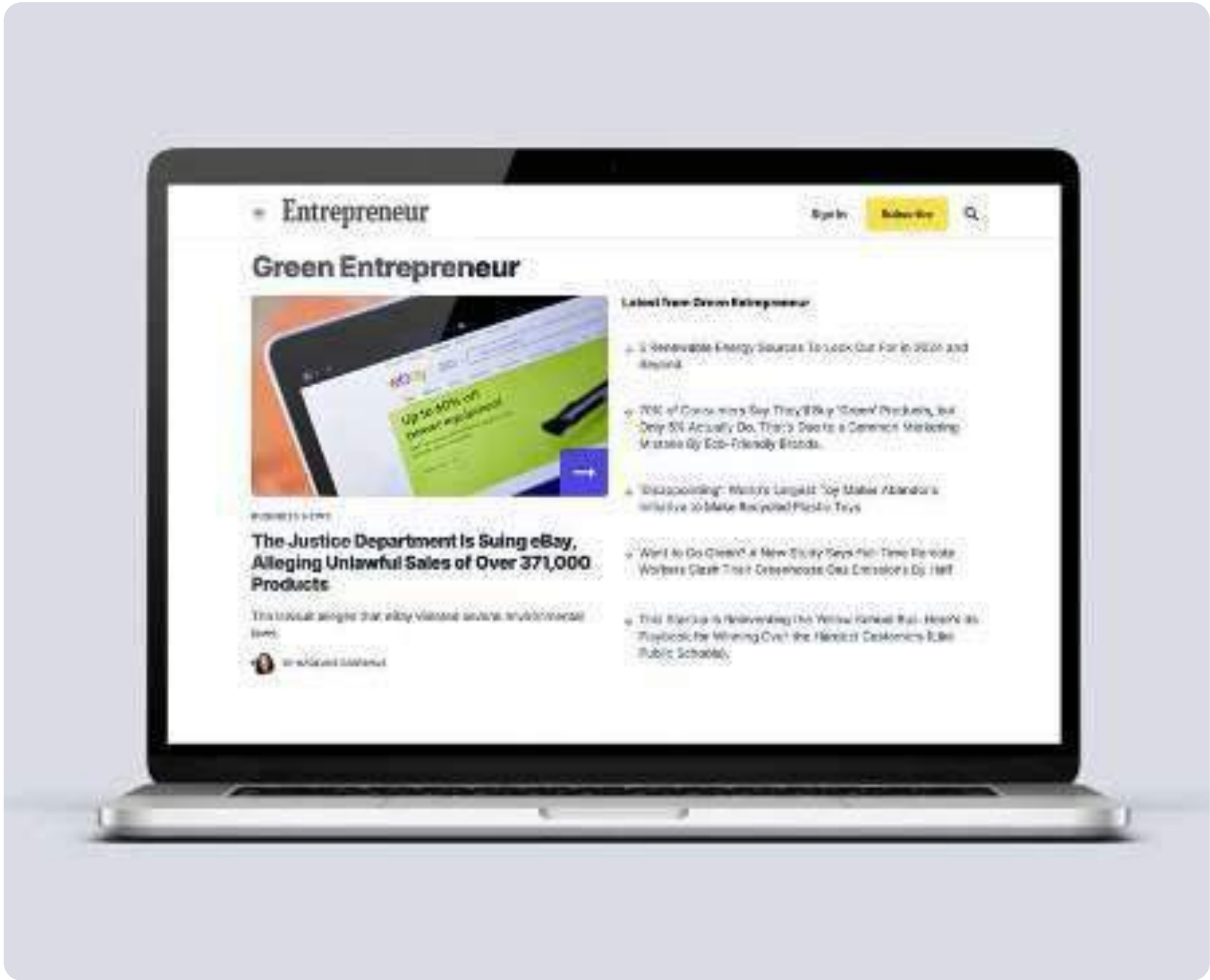
Entrepreneur's signature conference shares the most forward-thinking practices with highly respected keynotes and industry experts. Ambitious leaders learn new ways to push business to the next level.



# 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.

- **GREEN HACKS**
- **REGULATIONS**
- **SUSTAINABILITY**
- **CLIMATE**
- **ENVIRONMENT**
- **NET ZERO**
- **ECO TRAVEL**
- **ESG**
- **GREEN ENTREPRENEURS**
- **SHOPPING GREEN**
- **RENEWABLE ENERGY**
- **GREEN CULTURE**
- **EATING GREEN**
- **ELECTRIC VEHICLES**
- **ECO DESIGN**



Standard Ad Sizes: 728×90, 970×90, 300×600, 300×250, 320×50

High-Impact Units: 970×250, Article Break-In, Full-Width Unit, Skin, Mobile Interscroller





STANDARD BANNERS

728×90, 970×90, 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

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 <a href="#">here</a> and <a href="#">here</a> .



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.

Space	Non-Bleed/Live Image (WIDTH X DEPTH)	Trim (WIDTH X DEPTH)	Bleed (WIDTH X DEPTH)
Spread*	15” x 10”	15.5” x 10.5”	15.75 × 10.75”
1/2 Spread Horiz.*	15” x 4.75”	15.5” x5.125”	15.75” x 5.25”
Full Page	7.25” x 10”	7.75” x 10.5”	8” x 10.75”
2/3 Page	4.5” x 9.75”	N/A	N/A
1/2 Horiz.	7” x 4.75”	N/A	N/A
1/3 Page Square	4.625” x 4.625”	N/A	N/A
1/3 Page Vertical	2” x 9.75”	N/A	N/A

\*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](http://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](http://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](mailto: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](mailto: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.





UNITED STATES

BUSINESS

Ryan Shea  
CEO

Bill Shaw  
President

Lucy Gekchyan  
Assoc. Publisher, Marketing

CHICAGO

Steven Newman  
Midwest Director,  
Strategic Partnerships

Office: 312/897-1002  
snewman@entrepreneur.com

MICHIGAN

Dave Woodruff  
Midwest Director of Sales

Office: 248/703-3870  
dwoodruff@entrepreneur.com

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

Rikki Paribello  
Senior Account Director

Office: 914/441-5184  
rparibello@entrepreneur.com

Krissy Cirello  
Account Director

Office: 845/642-2553  
kcirello@entrepreneur.com

ATLANTA

Kelly Hediger  
Account Manager

Office: 770/209-9858  
Fax: 770/209-9881  
khediger@samssouth.com

WEST COAST

Mike Lindsay  
West Coast Ad Director

Office: 310/493-4708  
mlindsay@entrepreneur.com

Brent Davis  
VP, Franchise Sales

Office: 949/622-7126  
bdavis@entrepreneur.com

Cassidy Ford  
Director, Franchise Sales

Office: 254/644-1503  
cford@entrepreneur.com

Headquarters  
2 Executive Cir Ste 150  
Irvine, CA 92614

Office: 800/864-6864  
949/264-2325

INTERNATIONAL

APAC, EUROPE

Brian Speranzini  
SVP of National Sales

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

GEORGIA

Alexsandre Siradze  
Executive Director

Office: +995 599 13 45 10  
alex@entrepreneur.ge

INDIA

Preetima Bhardwaj  
Account Manager

Office: + 91 8588898248  
bpreetima@franchiseindia.net

MIDDLE EAST/NORTH AFRICA

Wissam Younane  
BNC Publishing

Office: +971504737889  
Wissam@bncpublishing.net