Helping People Change Their Lives and the World

Entrepreneur’s approach is both thoughtful and practical. But above all, it’s human. We power people and we do it with storytelling and heart. Across our platforms, the passionate leaders of today turn to us to find real ideas, resources, and solutions from experts and entrepreneurial peers on today’s evolving business challenges. This solutions-driven environment and trust that surrounds the Entrepreneur brand extends to those of our advertising partners.

- **3.2MM** Magazine Readers
- **20MM** Unique Visitors Per Month
- **100K** Event Attendees
- **2.5MM** Book Copies Sold
- **15MM** Social Followers

**INTERNATIONAL EDITIONS:** MEXICO, LATIN AMERICA, MENA, INDIA, & GEORGIA

**MAGAZINE**
- 3.2MM Magazine Readers
  - 375K Rate Base
  - 97K Digital Subs
  - 4.3 Readers Per Copy
  - 3x Startup Issues

**DIGITAL AND SOCIAL**
- 20MM Unique Visitors Per Month
  - 25MM Monthly Page Views
  - 157K Daily E-Newsletter Subs
  - 720K Dedicated Email Subs
  - 15MM Social Followers

**PODCASTS, BOOKS AND EVENTS**
- Thousands of Engaging Conversations
  - 172K Average Podcast Network Downloads
  - 100s Of Titles From Entrepreneur Press
  - 100s Of Virtual Events

**MEDIA PARTNERS AND DISTRIBUTION CHANNELS**

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<th>Issue</th>
<th>Title</th>
<th>On Sale Date</th>
<th>Ad Close Date</th>
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<td>Habits of the Most Successful Entrepreneurs</td>
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<td>JANUARY/FEBRUARY</td>
<td>Franchise 500®</td>
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<td>MARCH/APRIL</td>
<td>Best Business Apps</td>
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<td>MARCH/APRIL</td>
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<td>MAY/JUNE</td>
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<td>MAY/JUNE</td>
<td>Turning Ideas Into Reality</td>
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<td>SEPTEMBER/OCTOBER</td>
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<td>SEPTEMBER/OCTOBER</td>
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<td>NOVEMBER/DECEMBER</td>
<td>The Future of Entrepreneurship</td>
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<td>NOVEMBER/DECEMBER</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: 09/22
### Meet the People Building for Tomorrow

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.

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<th><strong>AFFLUENT LEADERS</strong></th>
<th><strong>BUSINESS DECISION-MAKERS</strong></th>
<th><strong>INFLUENCERS</strong></th>
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<tr>
<td><strong>Average Age</strong></td>
<td><strong>Ranked #1</strong></td>
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<tr>
<td>40</td>
<td><strong>Business Owner/Partner/C-Level Executive</strong></td>
<td><strong>Opinion Leader</strong></td>
</tr>
<tr>
<td><strong>Ranked #1</strong></td>
<td><strong>75.5% Index 193</strong></td>
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<td><strong>Average HHI</strong></td>
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<tr>
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<td><strong>Influence Others’ Behaviors, Opinions and Thoughts on Business Issues</strong></td>
</tr>
<tr>
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<td><strong>80.6% Index 162</strong></td>
<td><strong>73.2% Index 189</strong></td>
</tr>
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<td><strong>Identify As An Entrepreneur</strong></td>
<td></td>
<td><strong>Ranked #1</strong></td>
</tr>
<tr>
<td><strong>66.3% Index 204</strong></td>
<td></td>
<td><strong>First to Try New Products or Services</strong></td>
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<td><strong>78.8% Index 154</strong></td>
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**AFFLUENT LEADERS**
- Average Age: 40
- Average HHI: $470,600
- Identify As An Entrepreneur: 66.3% Index 204

**BUSINESS DECISION-MAKERS**
- Ranked #1: Business Owner/Partner/C-Level Executive 75.5% Index 193
- Business Purchase Decision-Maker: 80.6% Index 162

**INFLUENCERS**
- Ranked #1: Opinion Leader 82.3% Index 149
- Influence Others’ Behaviors, Opinions and Thoughts on Business Issues: 73.2% Index 189
- First to Try New Products or Services: 78.8% Index 154

Source: Ipsos 2022 Fall. Rankings against total brand footprints of all business titles. UPDATED: 09/22
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 that includes:

- Original shows with insight on topics ranging from high-stakes investment to tips for success, and more
- Behind-the-scenes looks at major brands, practical financial strategies, and much more
- Entertaining interviews with leaders of tech, franchising, products, social media, and the world of celebrity business
- Docu-style, in-depth looks at how modern founders and business owners are innovating their fields

**WHERE TO WATCH**
Watch on Entrepreneur.com/TV as well as a growing list of linear, AVOD, and streaming platform partners like these.
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
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 172K AVERAGE NETWORK DOWNLOADS PER EPISODE!

AVAILABLE ON: Apple Podcasts, Spotify, Stitcher

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

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

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

LAUNCH YOUR BUSINESS
Starting a business can feel daunting and confusing, but it doesn’t have to be. Business strategist Terry Rice provides emerging entrepreneurs with the critical guidance needed to start a business, save time and avoid burnout.

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

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
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

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

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

**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.

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

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**CONTENT FORMATS**

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

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.

Space Non-Bleed/Live Image Trim Bleed
(SIZE X DEPTH) (SIZE X DEPTH) (SIZE X DEPTH)

Spread* 15" x 10" 15.5" x 10.5" 15.75 x 10.75"
1/2 Spread Horiz.* 15" x 4.75" 15.5" x 5.125" 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.

SEND PROOFS TO:
Attn: Mona Rifkin, Production Manager
Entrepreneur Magazine
2 Executive Cir Ste 150 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.

UPDATE: 09/23
2023 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, 300x600, 300x250 320x50

HIGH-IMPACT UNITS
970x250, Article Break-In, In-Article Parallax, Skin, Mobile Interscroller

SKINS
280x901 on both sides of the content well (2 separate assets)

DAILY NEWSLETTERS
Database: 157k 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: 720k 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: 09/23
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- Bill Shaw
  - President
- Lucy Gekchyan
  - Assoc. Publisher, Marketing

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### UPDATED: 09/23