FORGING A NEW FUTURE
TOGETHER
Entrepreneur | 2023 MEDIA KIT
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.

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**MAGAZINE**

- 3.2MM Magazine Readers
  - 375K Rate Base
  - 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

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**MEDIA PARTNERS AND DISTRIBUTION CHANNELS**
2023 EDIT CALENDAR

JANUARY/FEBRUARY
- Habits of the Most Successful Entrepreneurs
- Franchise 500®
Ad Close: 11/28/22 | On Sale: 01/17/23

MARCH/APRIL
- Best Business Apps
- How to Achieve Greatness
Ad Close: 01/20/23 | On Sale: 03/07/23

MAY/JUNE
- Best Incubators/Accelerators
- Turning Ideas Into Reality
Ad Close: 03/17/23 | On Sale: 05/02/23

JULY/AUGUST
- The Sustainability Issue
- Best Side Hustles
Ad Close: 06/02/23 | On Sale: 07/18/23

SEPTEMBER/OCTOBER
- 100 Women of Influence
Ad Close: 08/04/23 | On Sale: 09/19/23

NOVEMBER/DECEMBER
- The Future of Entrepreneurship
Ad Close: 09/29/23 | On Sale: 11/14/23

SPRING
- Guiding Emerging Entrepreneurs Through the Inspiration, Launch and Critical First Few Years of Business
Ad Close: 01/31/23 On Sale: 03/28/23

SUMMER
Ad Close: 04/18/23 On Sale: 06/13/23

FALL/WINTER
Ad Close: 06/27/23 On Sale: 08/22/23

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.

9 Count | Alex Hofman

Fresh Prints | Josh Arbit, Jolijt Tamamah, Jacob Goodman
Shippo | Laura Behrens Wu
ShearShare | Courtney and Tye Caldwell
Fractional | Stella Han and Carlos Treviño
Stax | Suneera Madhani

**AFFlUENT LEADERS**

- Average Age
  - 40

**BUSINESS DECISION-MAKERS**

- Ranked #1
  - Business Owner/Partner/C-Level Executive
  - 75.5% Index 193

- Ranked #1
  - Business Purchase Decision-Maker
  - 80.6% Index 162

**INFLUENCERS**

- Ranked #1
  - Influence Others’ Behaviors, Opinions and Thoughts on Business Issues
  - 73.2% Index 189

- Ranked #1
  - 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
2023 ENTREPRENEUR TV

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 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

Entrepreneur TV

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

FEATURED SHOWS
Content featuring some of the biggest personalities, mavericks and celebrities in entrepreneurship.

That Will Never Work
Talk Show

My Story with Rohan Brown
Testimonial

Never Settle Show
Talk Show

Entrepreneur Elevator Pitch
Contest

Habits and Hustle with Jennifer Cohen
Talk Show

Tech Talk
Documentary

Start Up
Documentary

Unfiltered with Jessica Abo
Interview

Chicago CEOs
Documentary

UPDATED: 09/23
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.
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

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

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

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**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.

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**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.

2023 EVENTS

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.

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.

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 influential women issue will share insights on business growth and leadership. Attendees will connect in an atmosphere of collaboration and partnership.
All-New Channel
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.
## 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

<table>
<thead>
<tr>
<th>Spread*</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>1/2 Spread Horiz.*</td>
<td>15&quot; x 4.75&quot;</td>
<td>15.75&quot; x 5.25&quot;</td>
<td>N/A</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.25&quot; x 10&quot;</td>
<td>7.75&quot; x 10.5&quot;</td>
<td>8&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5&quot; x 9.75&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 Horiz.</td>
<td>7&quot; x 4.75&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.625&quot; x 4.625&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2&quot; x 9.75&quot;</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](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.

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.

### 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.

**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.

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**For supplied insert information, contact:**
Mona Rifkin, Advertising Production Manager
Tel.: 949-622-5271 | E-mail: mrifkin@entrepreneur.com
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](#).

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**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***

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

AMPHTML ads highly recommended. They average 10% higher viewability and double the CIR on average. Learn more about AMPHTML ads [here](#) and [here](#).
2023 SALES CONTACTS

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UPDATED: 09/23