



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

- Artificial Intelligence

Ad Close: 06/02/24 | Materials Due: 06/14/24 | On Sale: 07/16/24



SEPTEMBER/OCTOBER

- America's Favorite Mom & Pop Shops

Ad Close: 08/04/24 | Materials Due: 08/16/24 | On Sale: 09/17/24



NOVEMBER/DECEMBER

- Entrepreneur® of 2024
- 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

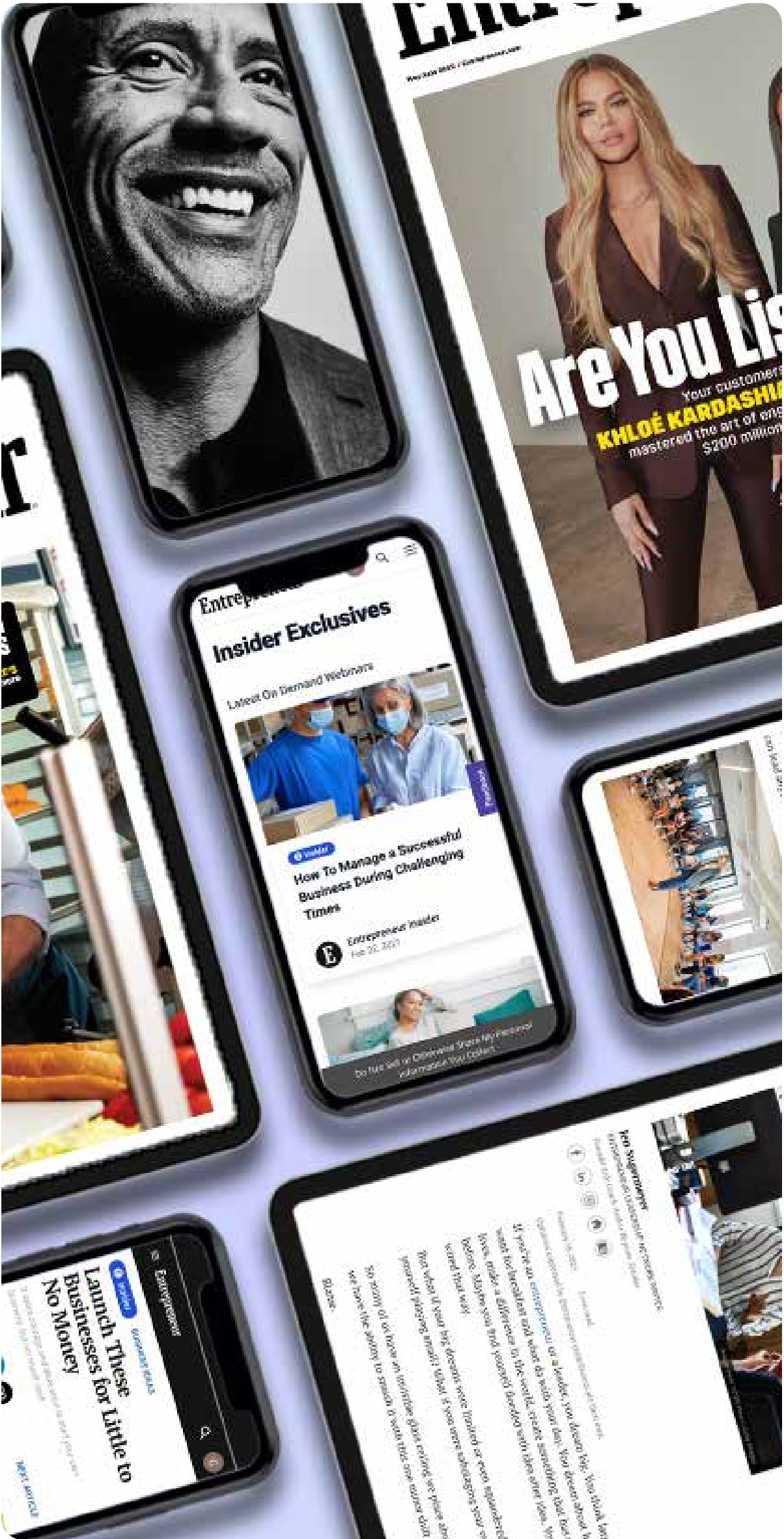
Ad Close: 01/31/24
Materials Due: 02/23/24
On Sale: 03/26/24

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



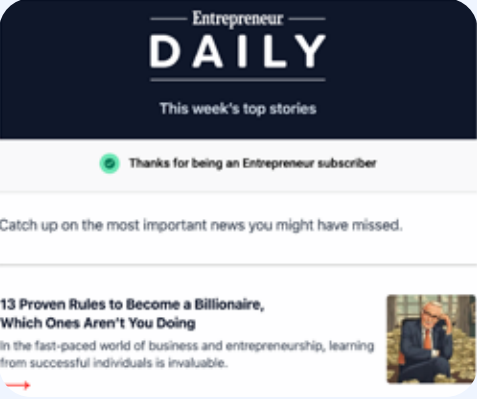
The Pulse of Entrepreneurship

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

- Newsletter: 135K Global Subscribers
- Dedicated Emails: 50K US Emails
- LinkedIn Newsletter: 200K US Subscribers



SOCIAL
16 MM Followers

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



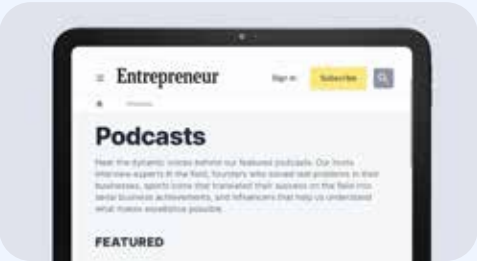
MAGAZINE
3.6 MM Magazine Readers

- 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 | Omair 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


 FreeVee

 Plex

 Fire TV

 LG

 Sling

 Amazon Prime Video

FEATURED SHOWS



That Will
Never
Work

Talk
Show



Mindvalley
Talks

Inspiration



EMMY WINNER

Never
Settle
Show

Talk
Show



Entrepreneur
Elevator
Pitch

Contest



Habits and
Hustle with
Jennifer
Cohen

Talk
Show



Tech
Talk

Documentary



EMMY WINNER

Start Up

Documentary



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



DistroTV



CheddarTV



Roku
Under Entrepreneur TV in the Roku App



28.6 MM

Video Views

10 MM

Social Reach

81.5%

Video Completion Rate



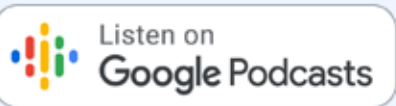
The Voices of Entrepreneurship

Connect with the dynamic voices behind these featured podcasts to align with today’s unique perspectives on entrepreneurship.

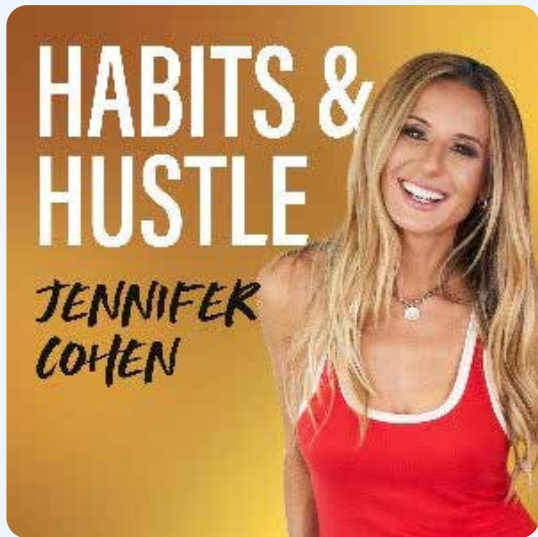
Each show offers the opportunity to immerse your brand into relevant conversations for leaders driving business forward.

4.1 MILLION DOWNLOADS PER MONTH

AVAILABLE ON:



CLICK IMAGES TO LISTEN NOW




Bespoke Content Marketing Solutions for Your Brand

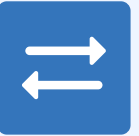
Entrepreneur Partner Studio, the custom publishing and marketing division within Entrepreneur Media Inc., produces content that engages business owners and elevates the conversation for brands.

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

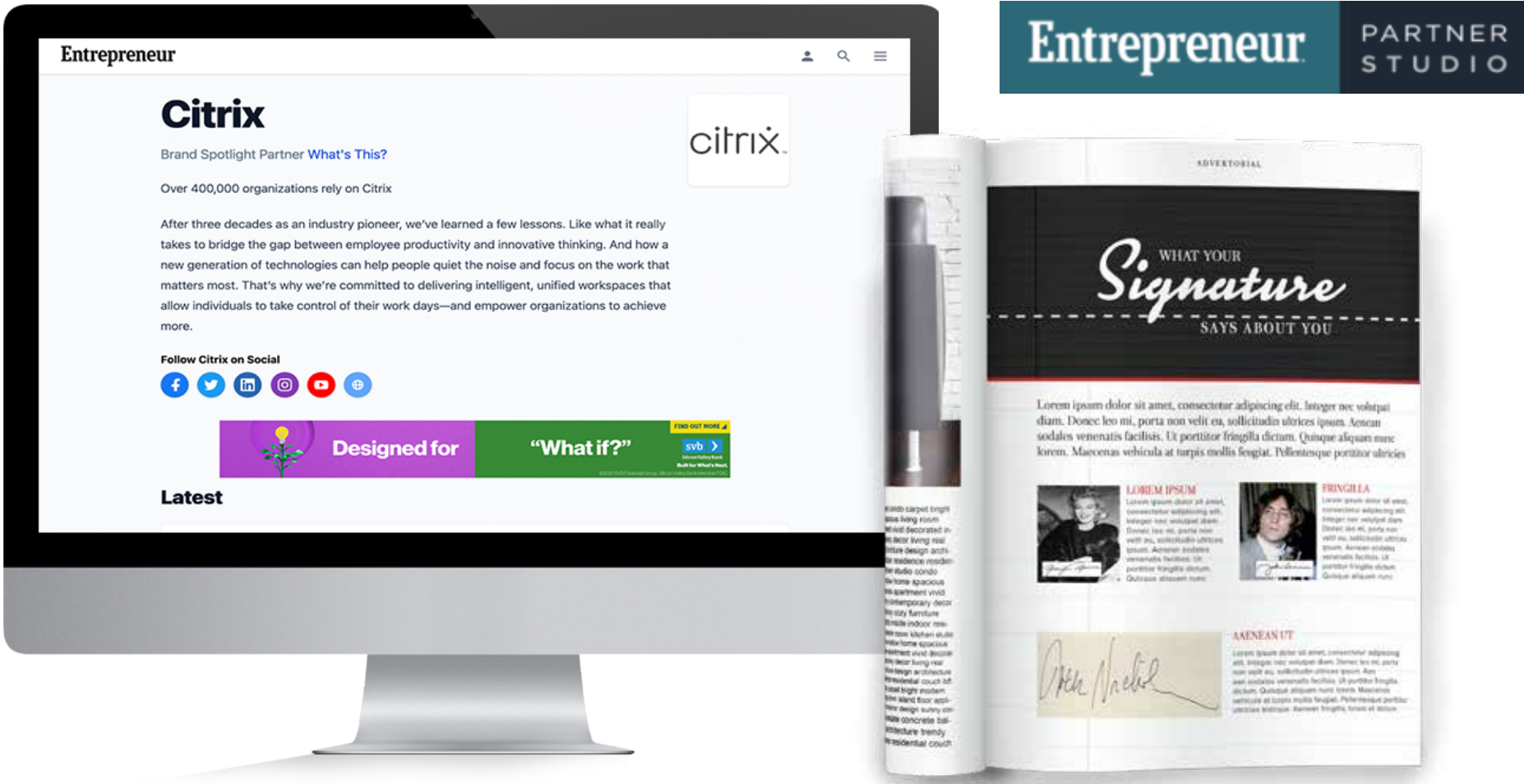


Publication Strategy



Optimization



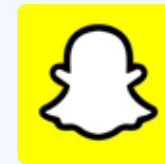





- CONTENT FORMATS
- Articles
 - Infographics
 - Videos
 - White Papers
 - Webinars
 - Social Experiences




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





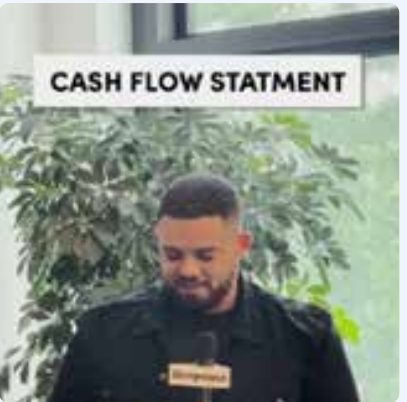
EDUCATION






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.


















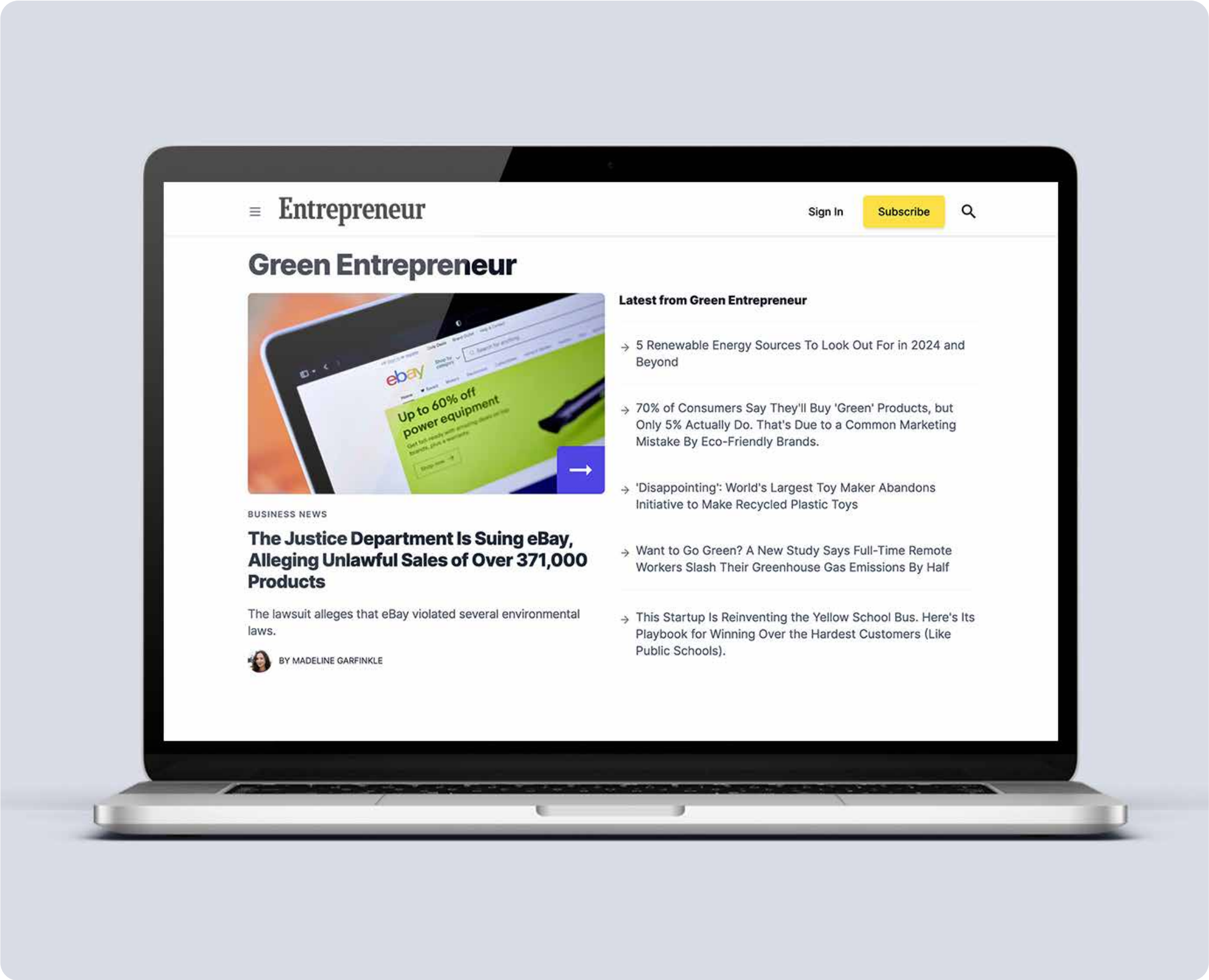
ENTREPRENEUR LIVE

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

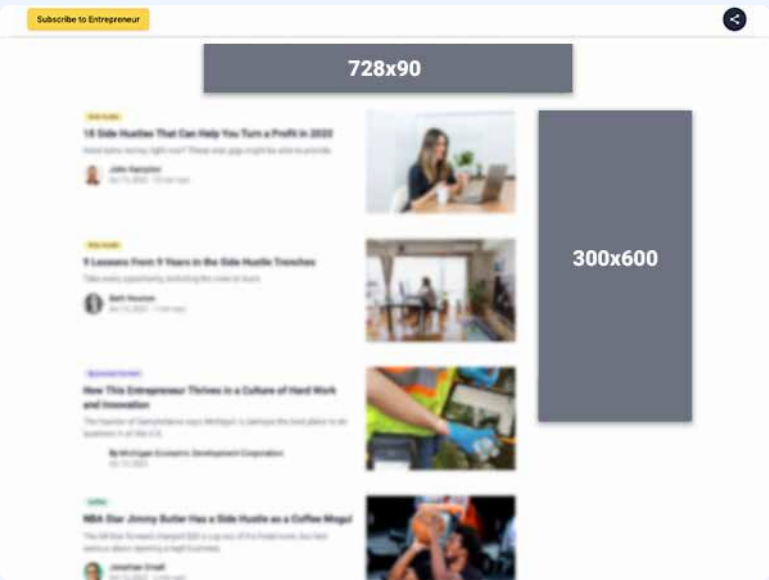
Green Entrepreneur offers tips and strategies for entrepreneurs striving to incorporate more sustainable practices in their businesses or whose ventures are in green industries. From eco-friendly hacks to the latest in electric vehicles, Green Entrepreneur offers insight on everything entrepreneurs need 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**



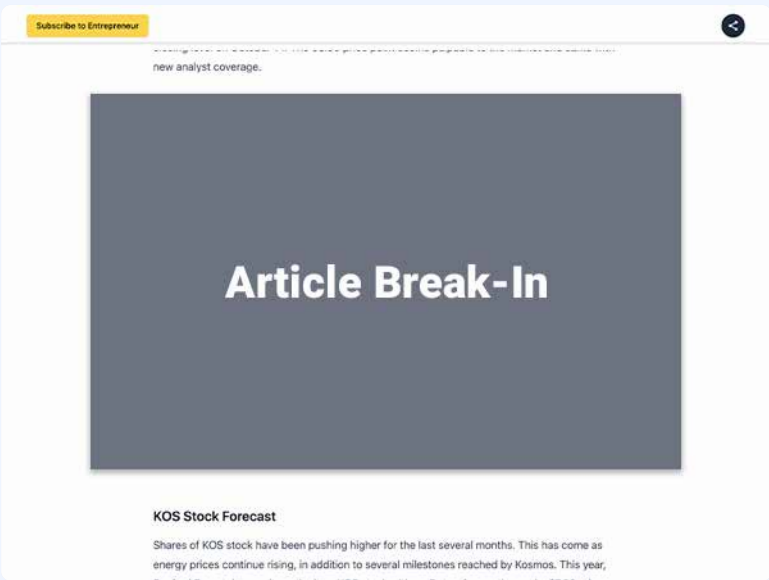
Standard Ad Sizes: 728×90, 970×90, 300×600, 300×250, 320×50

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



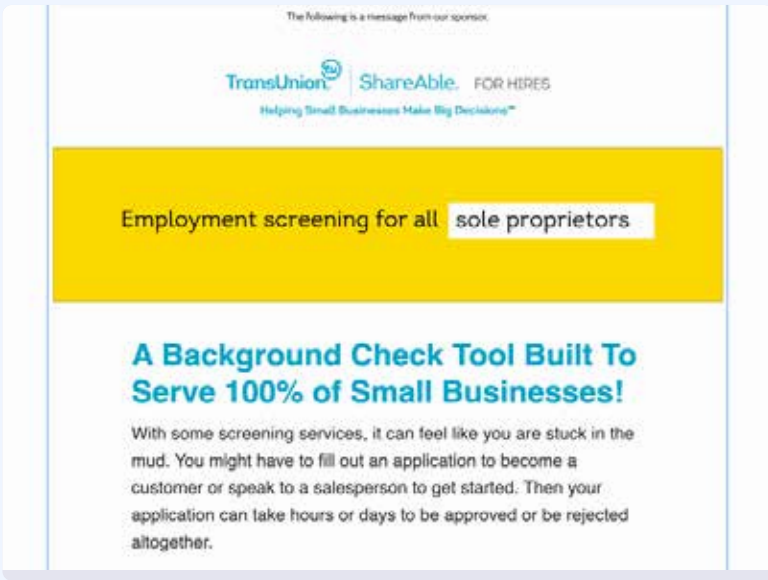
STANDARD BANNERS

728×90, 970×90, 300×600,
300×250, 320×50



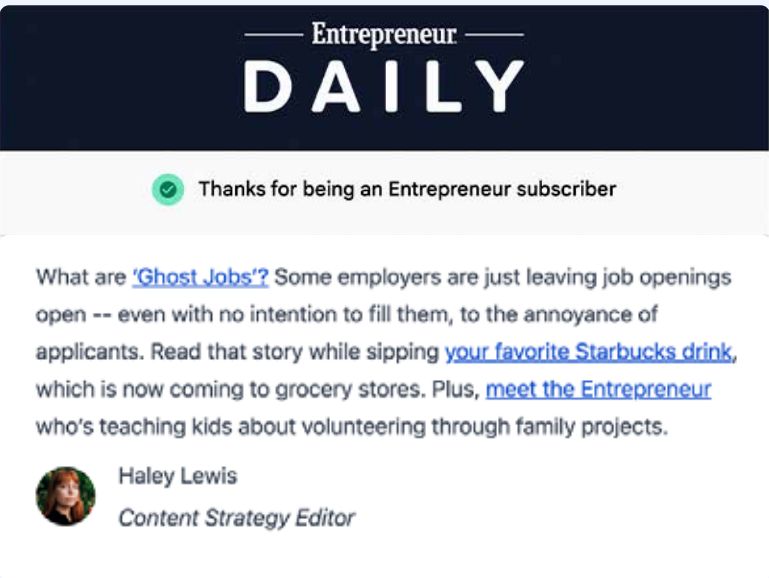
HIGH-IMPACT UNITS

[970×250](#), [Article Break-In](#), [Full Width Unit](#), [Skin](#), [Mobile Interscroller](#)



DEDICATED EMAILS

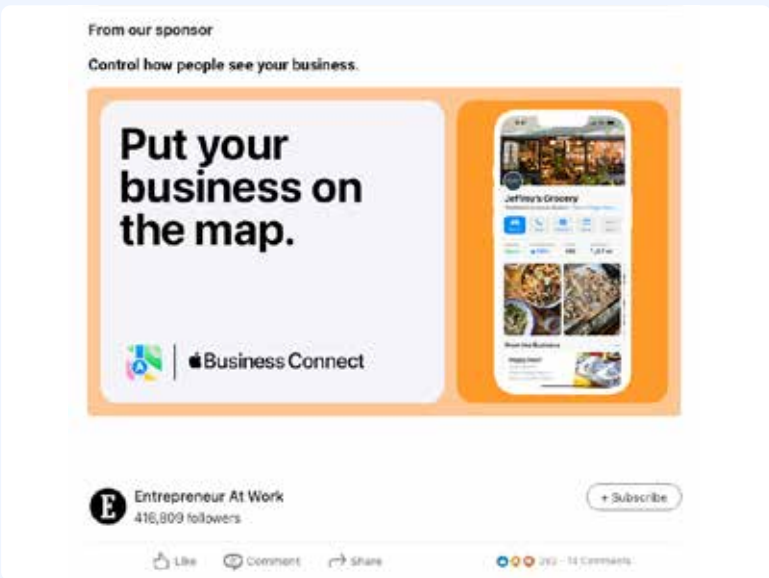
List Size: 50k US Emails
Send Max: 50k



DAILY NEWSLETTERS

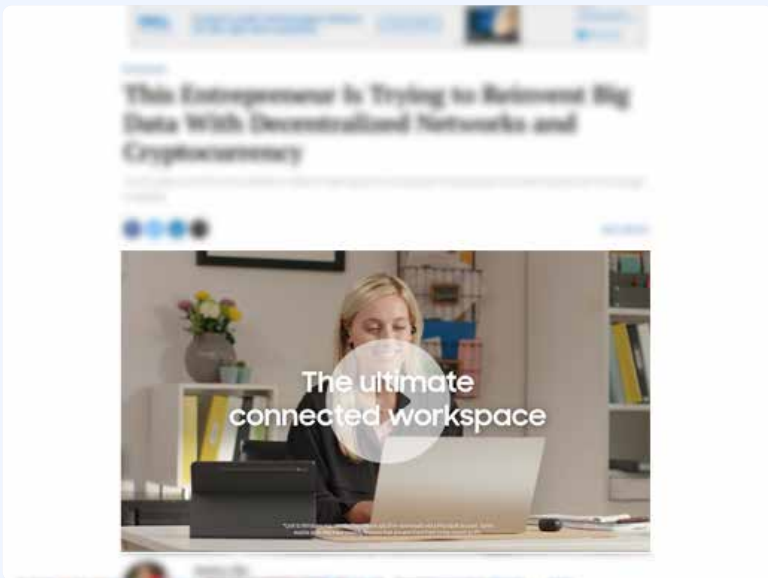
Database: 135K Global Subscribers
[Native Integration](#)

- **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 US Subscribers
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
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Max File Size	300kb
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Animation	15 seconds, max 3 loops
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In-Banner Video/Audio Requirements	User Inithated sound, pause & mute controls
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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
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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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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
- 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.



UNITED STATES

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President

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Guide Emerging Entrepreneurs Through the First Few Years of Business


Published just three times a year with a distribution of 137,000 per issue, *Entrepreneur’s Startups* provides millions of emerging businesses with the hands-on information, inspiration and guidance they need for the initial years of launch.

P4C	\$25,000	1/2 Page	\$17,500	1/3 Page	\$11,500
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SPRING

Ad Close: 01/31/24
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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





4-Color	1x	3x	6x	9x	12x	18x	24x
Full Page	\$51,966	\$50,463	\$49,373	\$48,331	\$46,772	\$45,209	\$41,711
2/3 Page	\$38,972	\$37,789	\$37,017	\$36,251	\$35,081	\$33,908	\$33,120
1/2 Page	\$31,175	\$30,229	\$29,606	\$28,987	\$28,044	\$27,125	\$26,500
1/3 Page	\$20,789	\$20,163	\$19,749	\$19,347	\$18,703	\$18,080	\$17,660

Covers							
2nd Cover	\$62,359	\$60,557	\$59,249	\$57,998	\$56,125	\$54,251	\$50,052
3rd Cover	\$59,760	\$58,033	\$56,778	\$55,580	\$53,787	\$51.992	\$47,967
4th Cover	\$64,958	\$63,078	\$61,718	\$60,414	\$58,466	\$56,510	\$52,138

RATE BASE: 375,000