Empowering All Entrepreneurs

Entrepreneur | 2024 MEDIA KIT
# 2024 Edit Calendar

<table>
<thead>
<tr>
<th>Season</th>
<th>Issue Description</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>On Sale</th>
</tr>
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| **JANUARY/FEBRUARY** | • The Self Improvement Issue
• Franchise 500®                                                                 | 11/28/23      | 12/08/23      | 01/16/24    |
| **MARCH/APRIL**   | • The Side Hustle Issue                                                                 | 01/20/24      | 02/02/24      | 03/05/24    |
| **MAY/JUNE**      | • The Road to the First $1 Million in Revenue                                       | 03/17/24      | 03/29/24      | 04/30/24    |
| **JULY/AUGUST**   | • Artificial Intelligence                                                            | 06/02/24      | 06/14/24      | 07/16/24    |
| **SEPTEMBER/OCTOBER** | • America's Favorite Mom & Pop Shops                                               | 08/04/24      | 08/16/24      | 09/17/24    |
| **NOVEMBER/DECEMBER** | • Entrepreneur® of 2024
• Top Entrepreneurial Schools                                                          | 09/29/24      | 10/11/24      | 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.

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

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

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

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

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

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

73.7% Index 192

67.7% Index 181

80.8% Index 148

62.8% Index 206

78.4% Index 156

Founder, Droga5 | David Droga

Founder & CEO, Viome | Naveen Jain

Co-Founders, DIBS | Jeff Lee & Courtney Shields

CEO, Favor | Liz Meyerdink

CEO & Founder, Equip | Kristina Saffran

Founder, Droga5 | David Droga

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

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

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

**FEATURED SHOWS**

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

**Where to Watch**

FreeCast, TCL Channel, Scripps, FreeVee, Sling, Amazon Prime Video, LG, Sling TV, Fire TV
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
- CheddarTV
- DistroTV
- Roku

Based on data from the latest season (10). UPDATED 1/24
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.

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

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

2024 EVENTS

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.
### 2024 DIGITAL AD SPECS

#### STANDARD BANNERS
- 728x90, 970x90, 300x600, 300x250, 320x50

#### HIGH-IMPACT UNITS
- 970x250 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: 600x338 (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

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>File Formats</strong></td>
<td>.jpg, .gif, .png, HTML5</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>300kb</td>
</tr>
<tr>
<td><strong>Animation</strong></td>
<td>15 seconds, max 3 loops</td>
</tr>
<tr>
<td><strong>In-Banner Video/Audio Requirements</strong></td>
<td>User Initiated sound, pause &amp; mute controls</td>
</tr>
<tr>
<td><strong>Rich Media Requirements</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Recommendations</strong></td>
<td>AMPHTML ads highly recommended. They average 10% higher viewability and double the CIR on average. Learn more about AMPHTML ads here and here.</td>
</tr>
</tbody>
</table>

**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&quot; x 10&quot;</td>
<td>15.5&quot; x 10.5&quot;</td>
<td>15.75 x 10.75&quot;</td>
</tr>
<tr>
<td>1/2 Spread Horiz.*</td>
<td>15&quot; x 4.75&quot;</td>
<td>15.5&quot; x 5.125&quot;</td>
<td>15.75&quot; x 5.25&quot;</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.

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
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