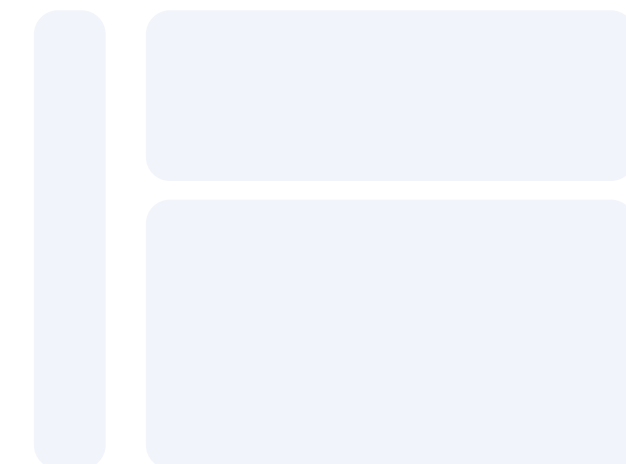
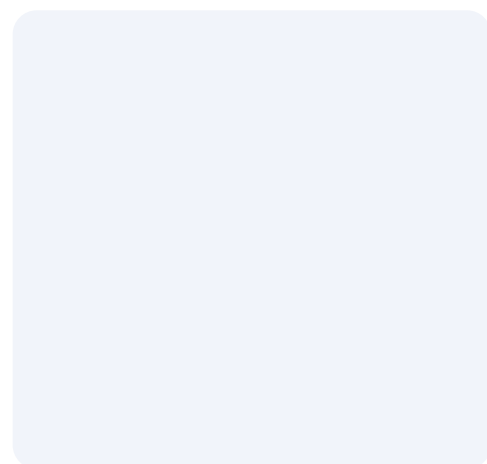
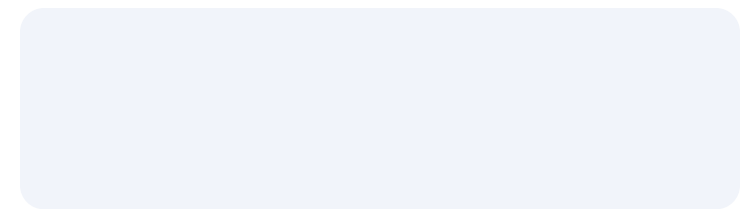


FORGING A NEW FUTURE
TOGETHER
 Entrepreneur | 2023 MEDIA KIT



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.

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

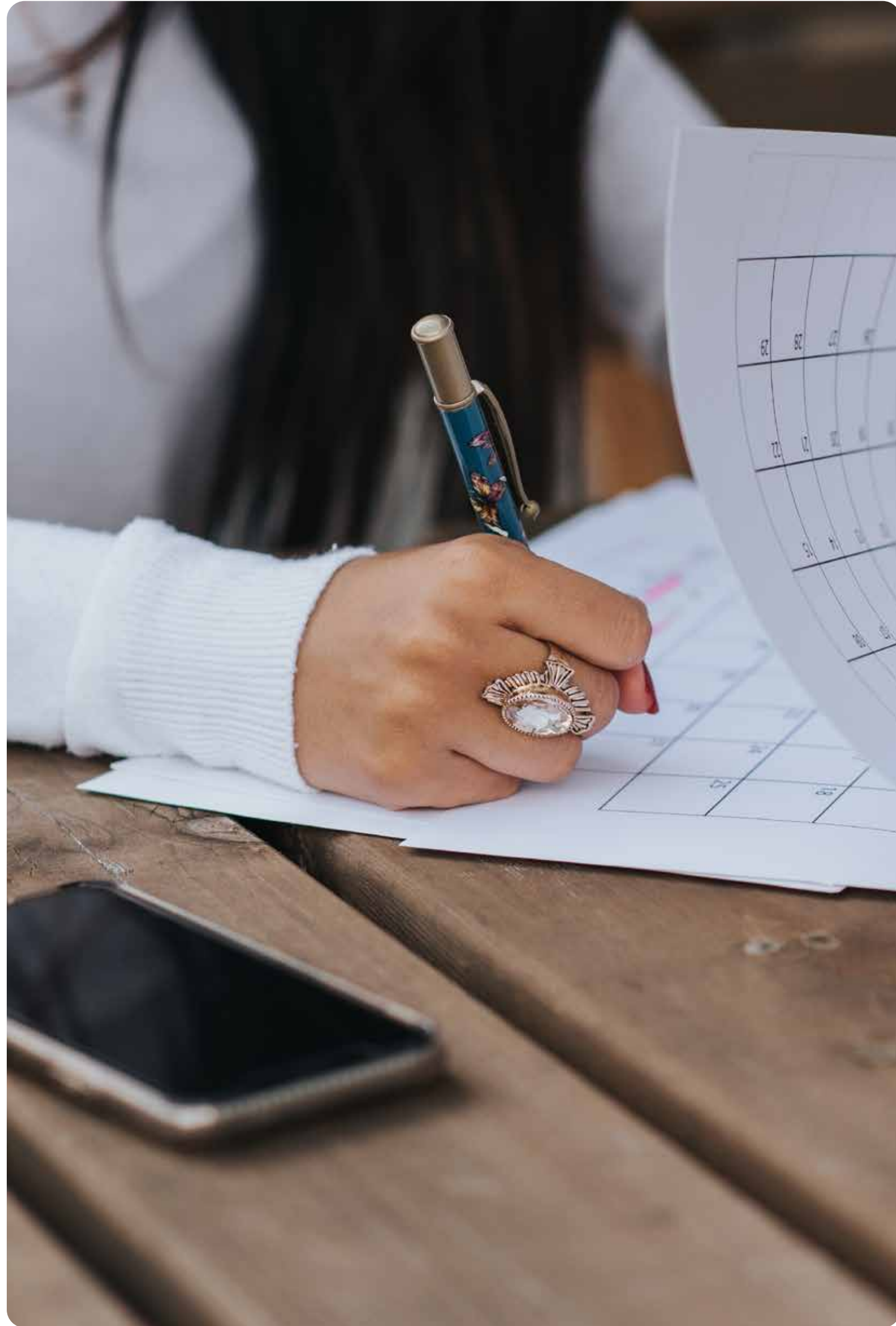

- 25MM Monthly Page Views
- 157K Daily E-Newsletter Subs
- 720K Dedicated Email Subs
- 15MM Social Followers

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




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

Entrepreneur's startups

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

SPRING

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

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 Tamanaha, Jacob Goodman

AFFLUENT LEADERS

Average Age
40

Ranked #1
Average HHI
\$470,600

Ranked #1
Identify As An Entrepreneur
66.3% Index 204

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
Opinion Leader
82.3% Index 149

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



Shippo | Laura Behrens Wu



ShearShare | Courtney and Tye Caldwell



Fractional | Stella Han and Carlos Treviño



Stax | Suneera Madhani

TV Content for Inspired Minds

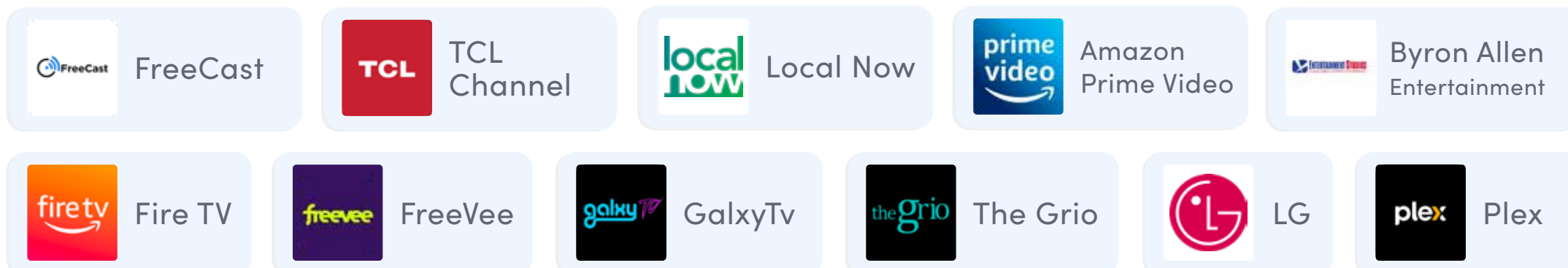
Entrepreneur’s exciting new network inspires, informs, and celebrates the people shaping the future of business. Generate visibility with both in-program and interstitial brand integration opportunities featured against premium content that includes:

- + 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

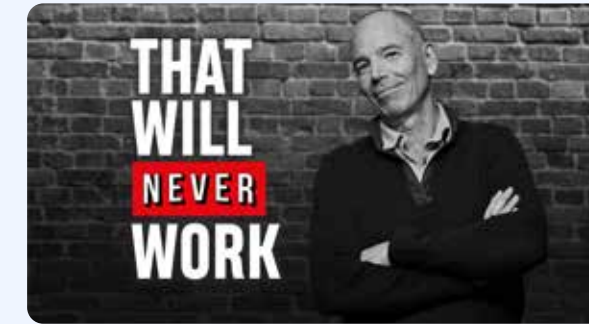
WHERE TO WATCH

Watch on [Entrepreneur.com/TV](https://www.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
EMMY WINNER



Entrepreneur
Elevator Pitch
Contest



Habits and Hustle with
Jennifer Cohen
Talk Show



Tech Talk
Documentary



Start Up
Documentary

EMMY NOMINEE



Unfiltered with
Jessica Abo
Interview



Chicago 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.

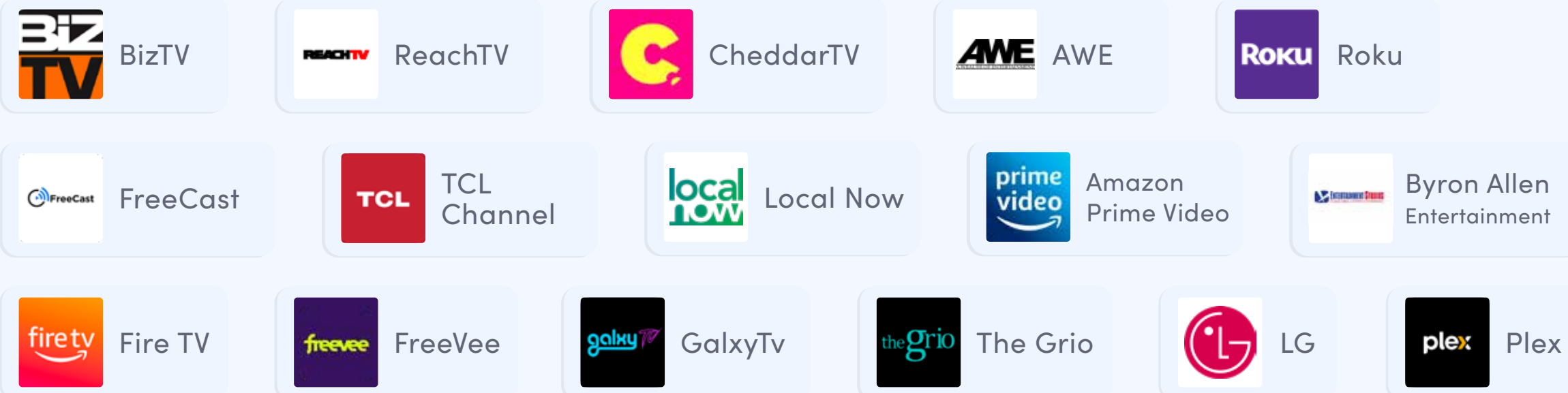
A screen inside the elevator counts down: 59, 58, 57... as the entrepreneur makes their pitch and the elevator begins the trip to the top floor. If the pitch is accepted, the elevator doors open and our entrepreneur reaches the boardroom with the investors waiting to ask questions.

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



25.6MM	4.2MM	6.2MM	75%
Video Views	Social Video Views	Social Reach	Completion Rate

Based on data from the latest season (7).



The Voices of Entrepreneurship

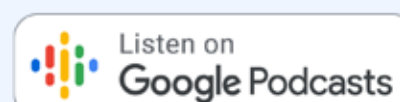
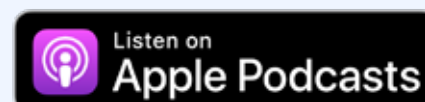
Connect with the dynamic voices behind these featured podcasts to align with today's unique perspectives on entrepreneurship.

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:



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.

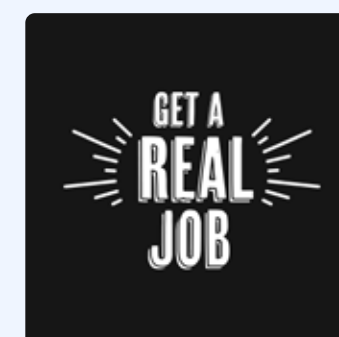
LISTEN NOW



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



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 get 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.

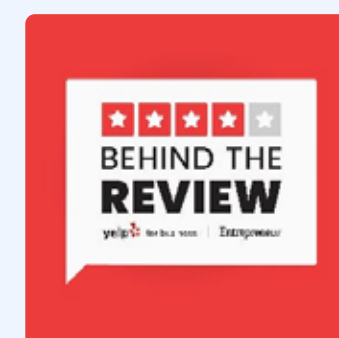
LISTEN NOW



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



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



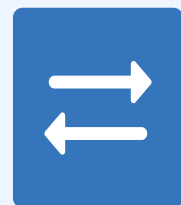
Ideation & Development

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.



CONTENT FORMATS

Articles

Infographics

Videos

Webinars

White Papers

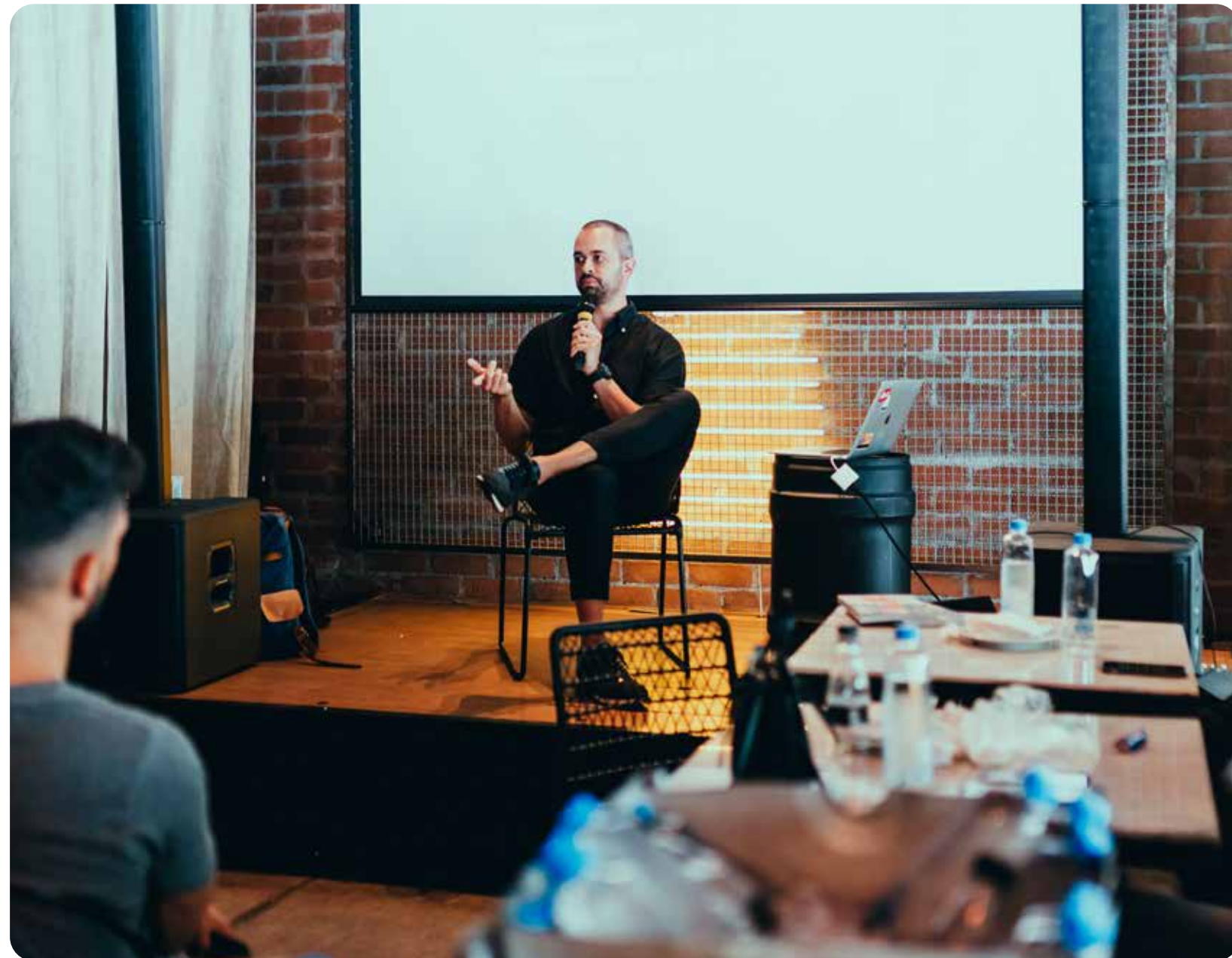
Social Experiences



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.



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 vent 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.

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 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.



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](#)

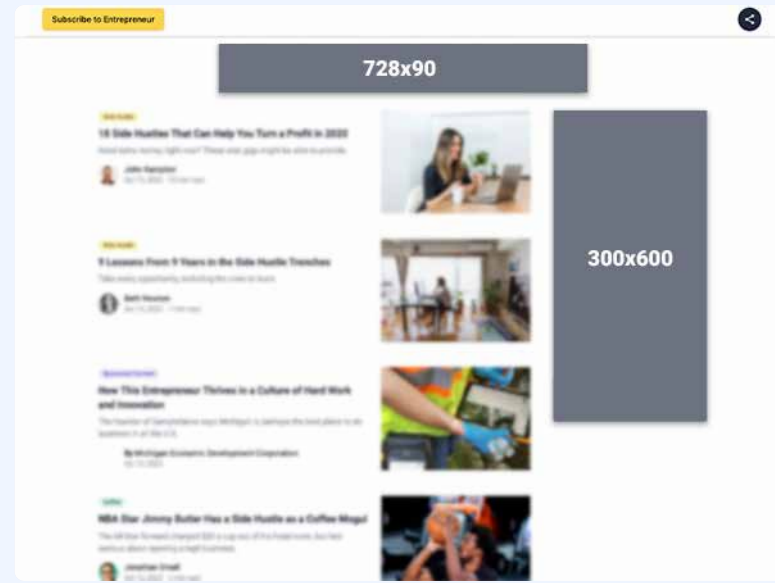
INSERT INFORMATION

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

SEND PROOFS TO:

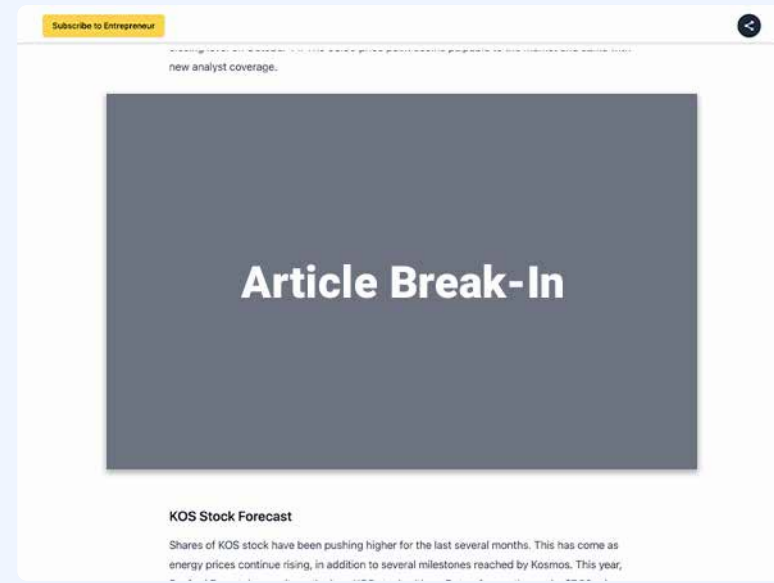
Attn: **Mona Rifkin, Production Manager**
Entrepreneur Magazine
 2 Executive Cir Ste 150 Irvine, CA 92614
 Tel.: 949-622-5271 | E-mail: mrifkin@entrepreneur.com

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.



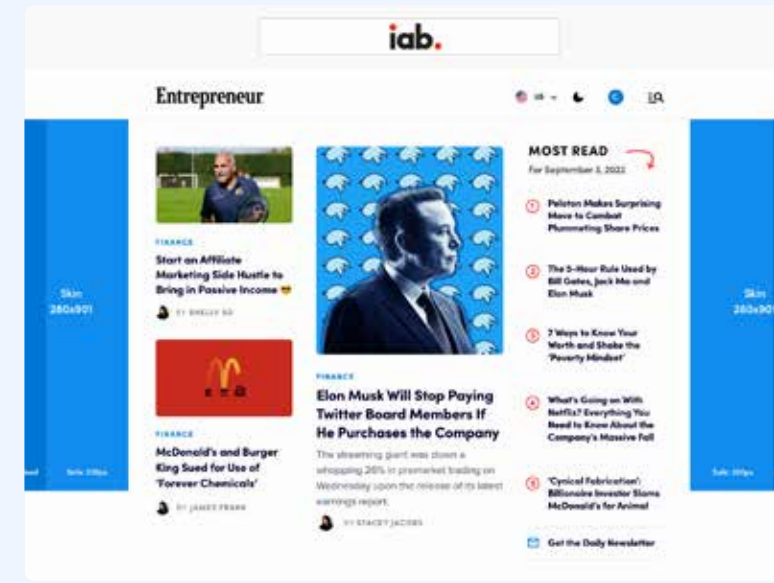
STANDARD BANNERS

728x90, 970x90, 300x600,
300x250 320x50



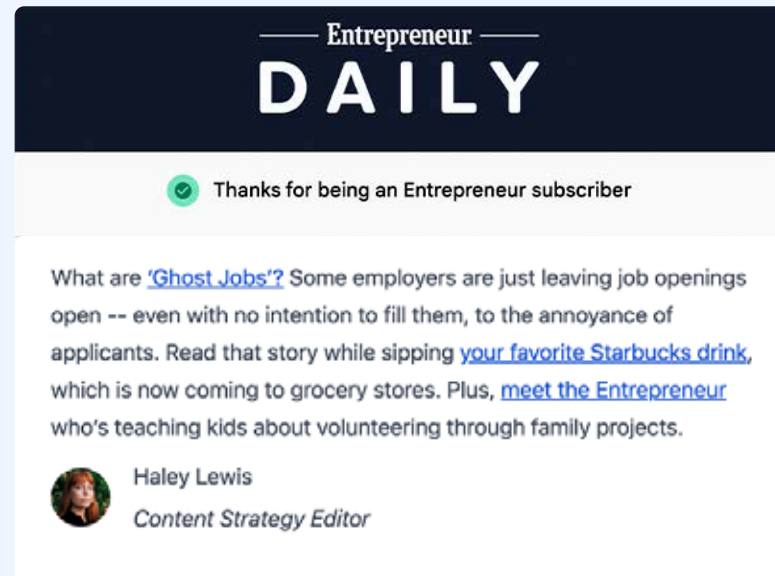
HIGH-IMPACT UNITS

970x250, Article Break-In, In-Article
Parallax, Skin, Mobile Interscroller



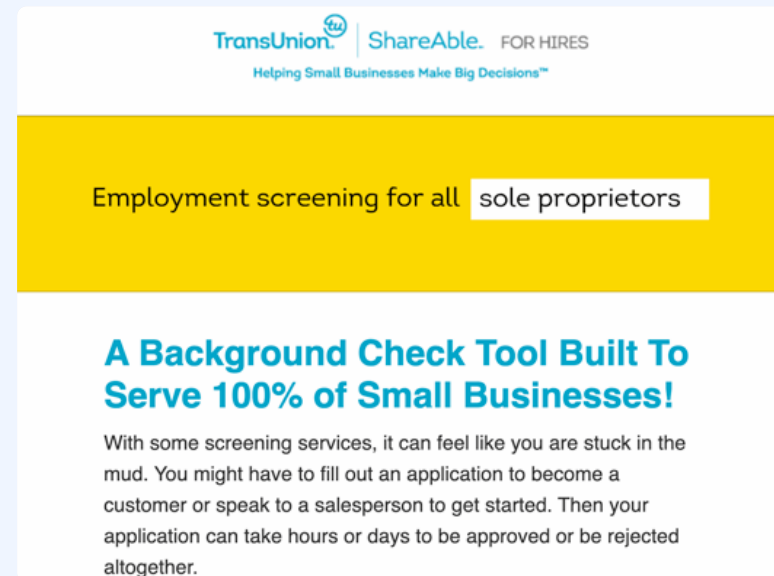
SKINS

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



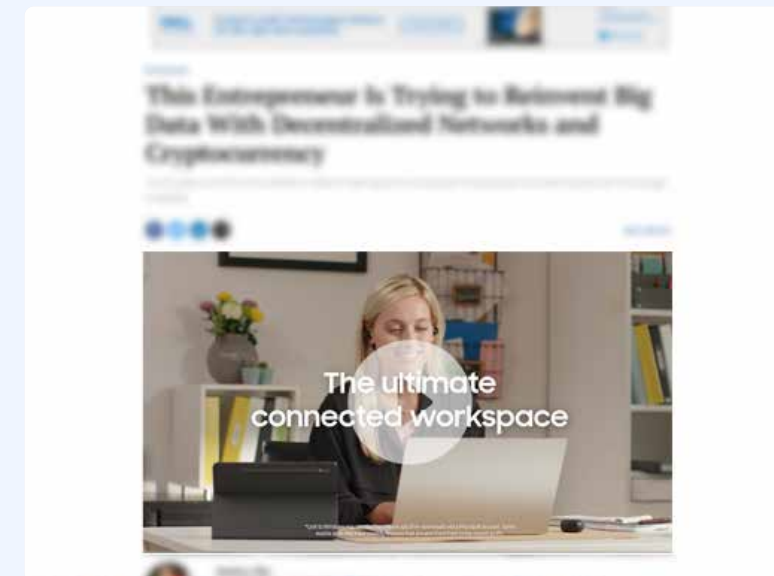
DAILY NEWSLETTERS

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

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](#).



UNITED STATES

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President

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