

# 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.

<b>3.2MM</b>	<b>20MM</b>	<b>100K</b>	<b>2.5MM</b>	<b>15MM</b>
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

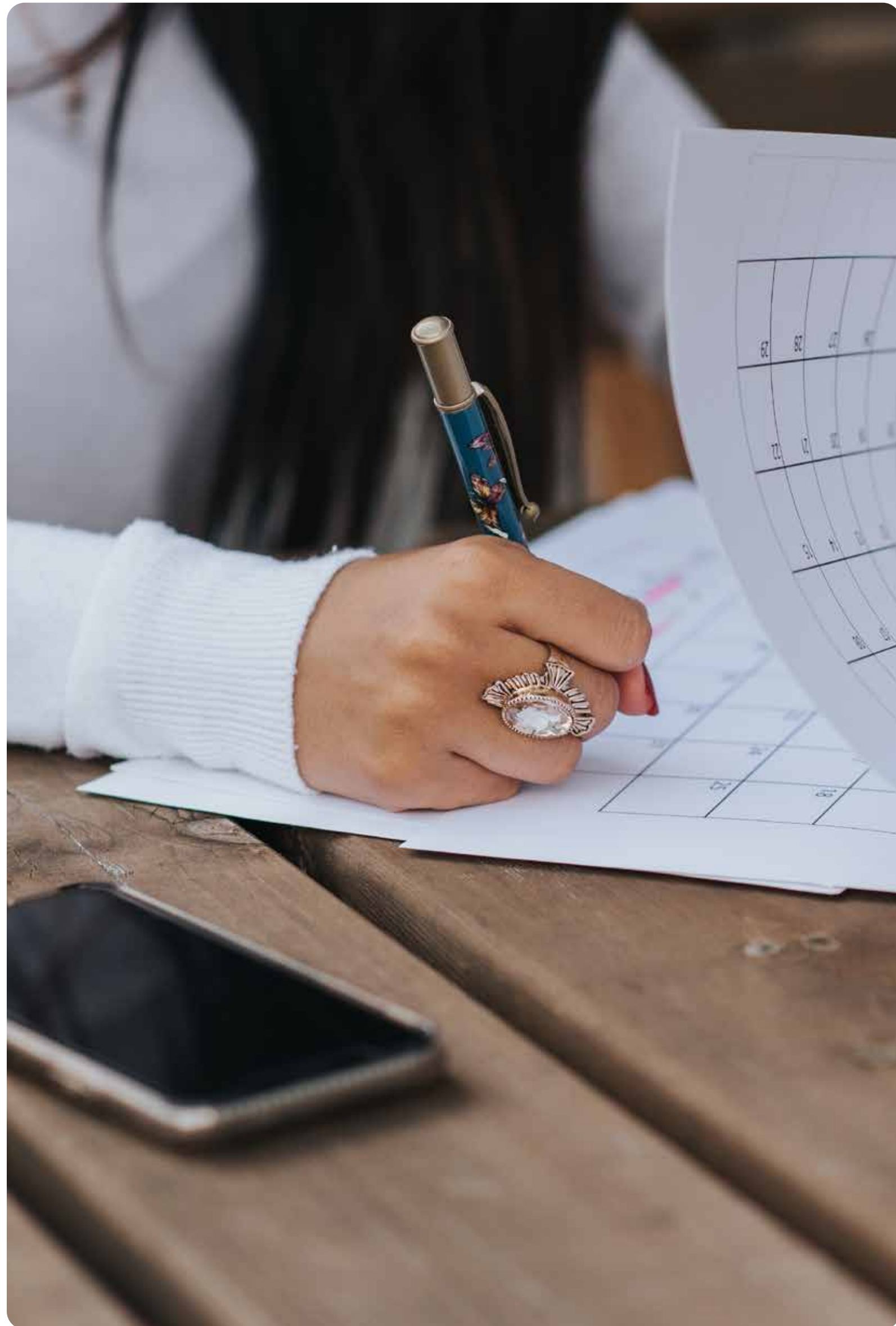

**PODCASTS, BOOKS AND EVENTS**  
 Thousands of Engaging Conversations

- 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

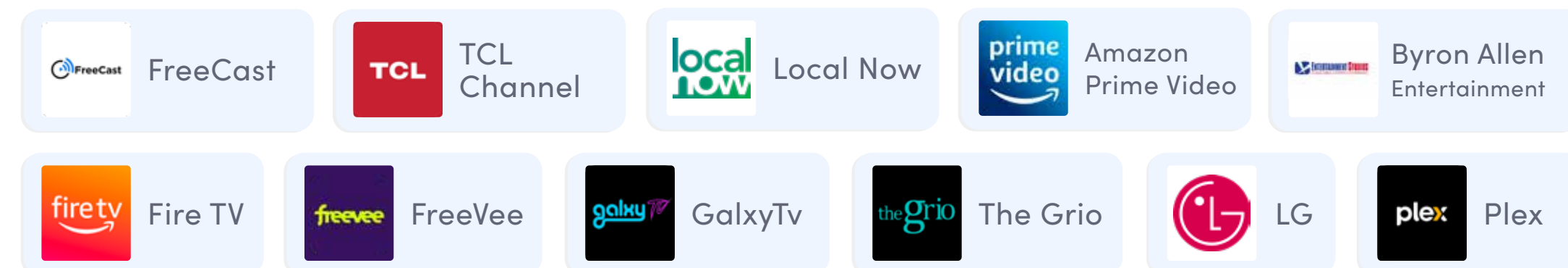
Entrepreneur’s exciting new network inspires, informs, and celebrates the people shaping the future of business. Generate visibility with both in-program and interstitial brand integration opportunities featured against premium content that includes:

- + 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

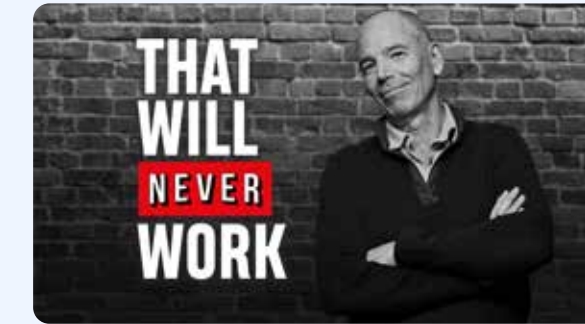
### WHERE TO WATCH

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.

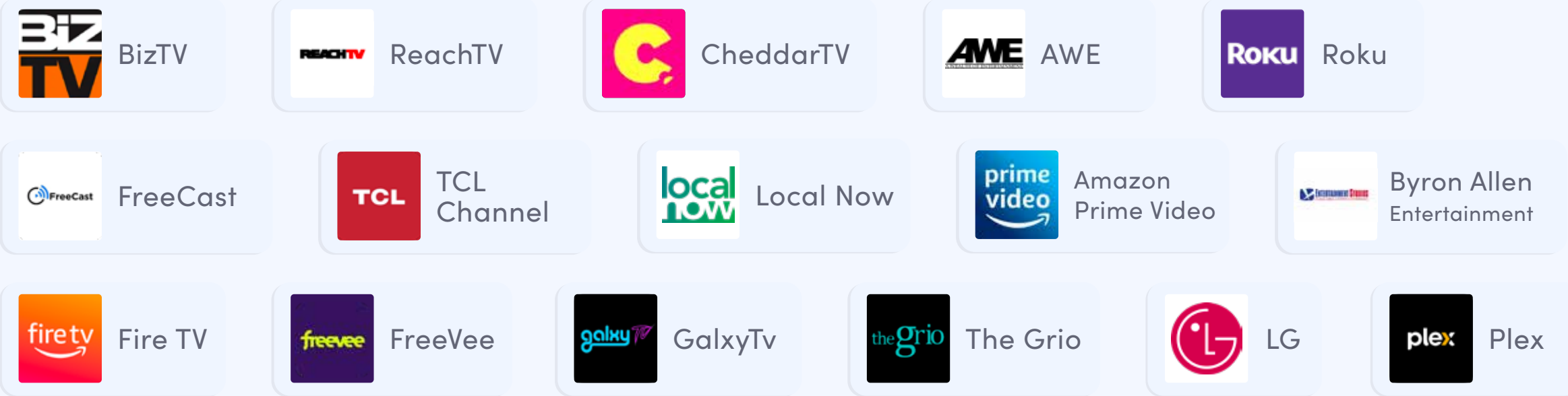
A screen inside the elevator counts down: 59, 58, 57... as the entrepreneur makes their pitch and the elevator begins the trip to the top floor. If the pitch is accepted, the elevator doors open and our entrepreneur reaches the boardroom with the investors waiting to ask questions.

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.

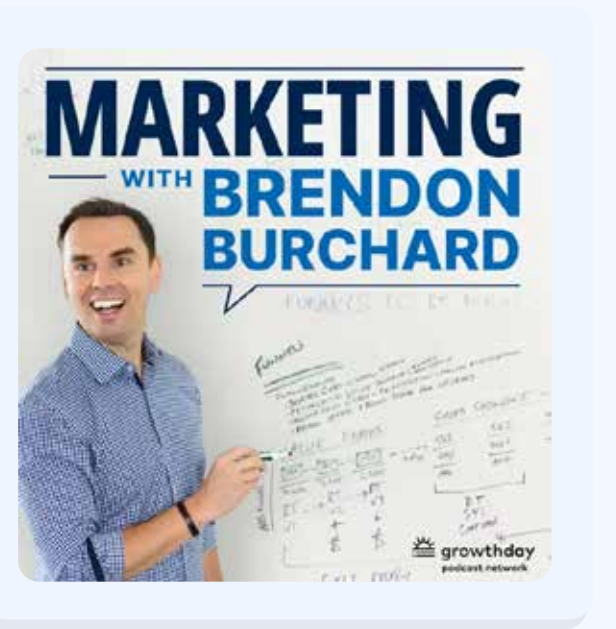
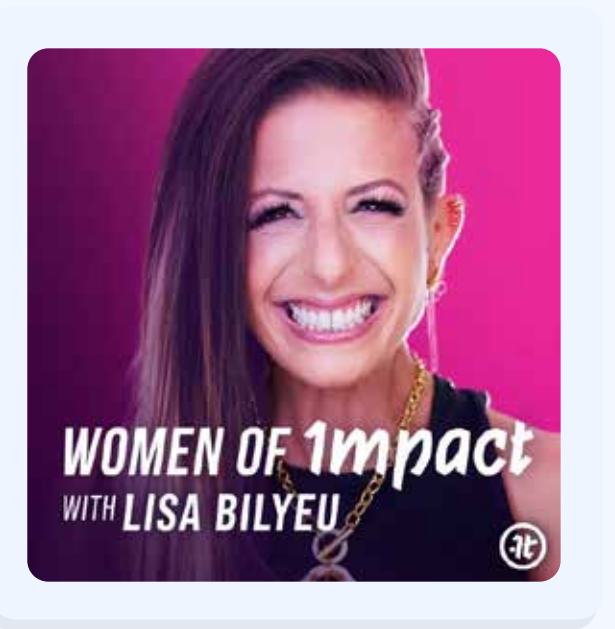
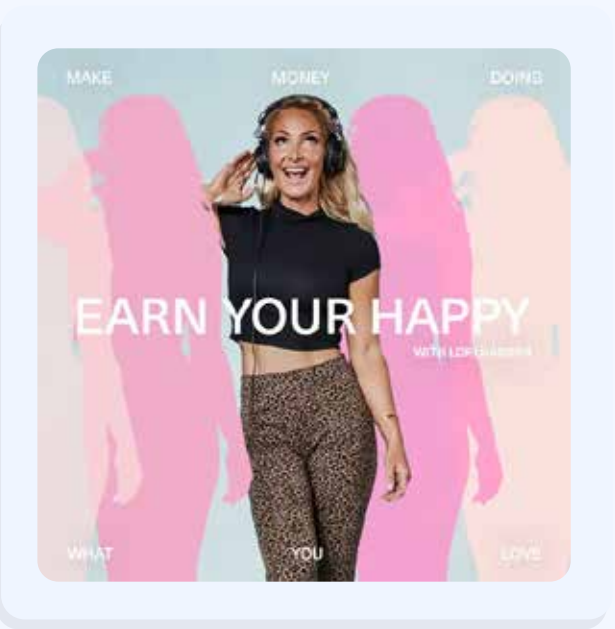
Each show offers the opportunity to immerse your brand into relevant conversations for leaders driving business forward.

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



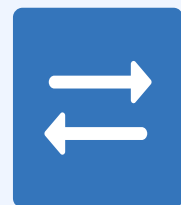
### Ideation & Development

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

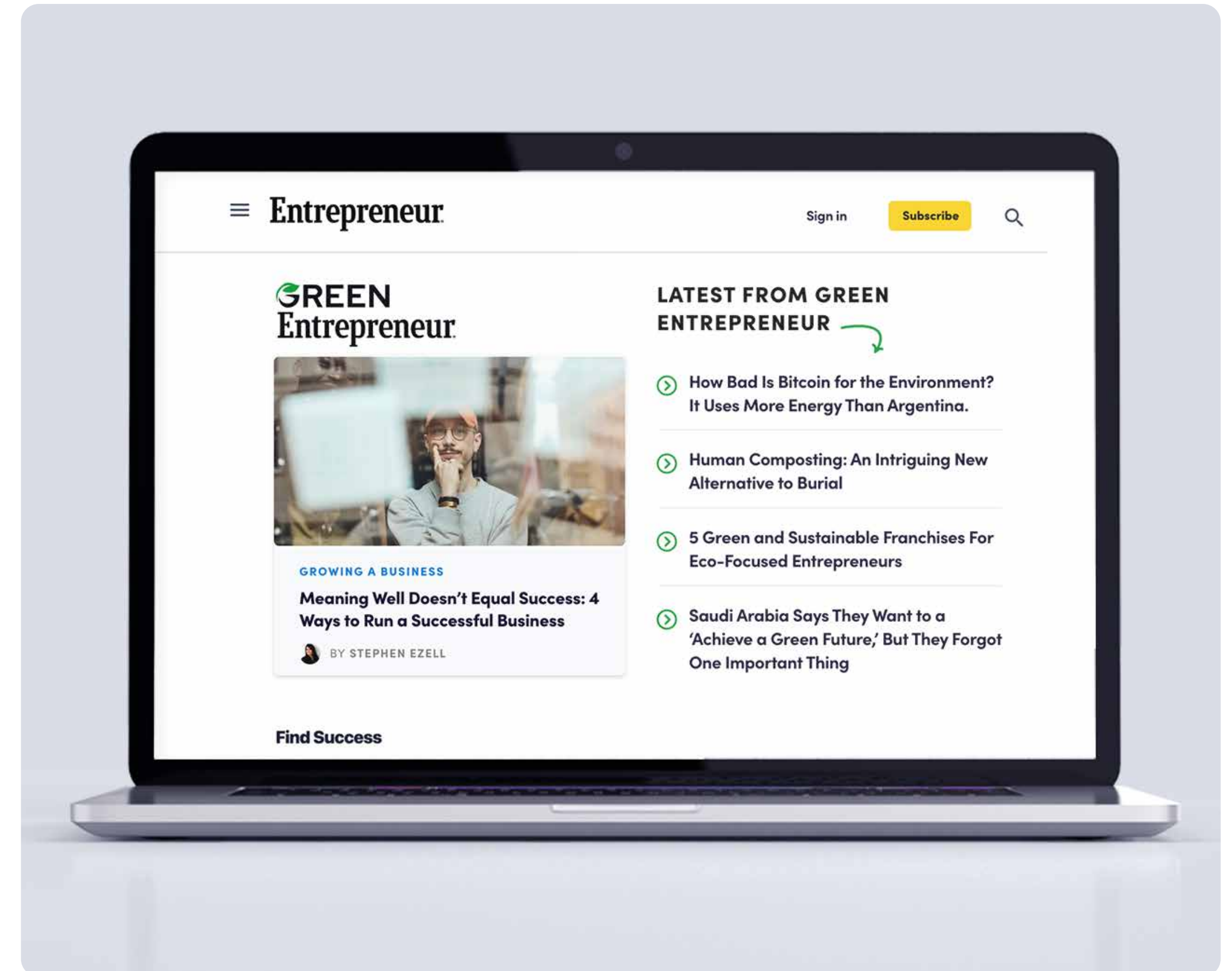
Entrepreneur's special event coinciding with its annual 100 influential women issue will share insights on business growth and leadership. Attendees will connect in an atmosphere of collaboration and partnership.



## 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.

- |   |  |  |
|---|--|--|
|  <b>GREEN HACKS</b>      |  <b>REGULATIONS</b>         |  <b>SUSTAINABILITY</b>        |
|  <b>CLIMATE</b>         |  <b>ENVIRONMENT</b>        |  <b>NET ZERO</b>             |
|  <b>ECO TRAVEL</b>     |  <b>ESG</b>               |  <b>GREEN ENTREPRENEURS</b> |
|  <b>SHOPPING GREEN</b> |  <b>RENEWABLE ENERGY</b>  |  <b>GREEN CULTURE</b>       |
|  <b>EATING GREEN</b>   |  <b>ELECTRIC VEHICLES</b> |  <b>ECO DESIGN</b>          |



Standard Ad Sizes: 728x90, 970x90, 300x600, 300x250, 320x50

High-Impact Units: 970x250, Article Break-In, Full-Width Unit, Skin, Mobile Interscroller



## 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](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.

### 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](mailto:mrifkin@entrepreneur.com)

## SEND PROOFS TO:

Attn: Mona Rifkin, Production Manager

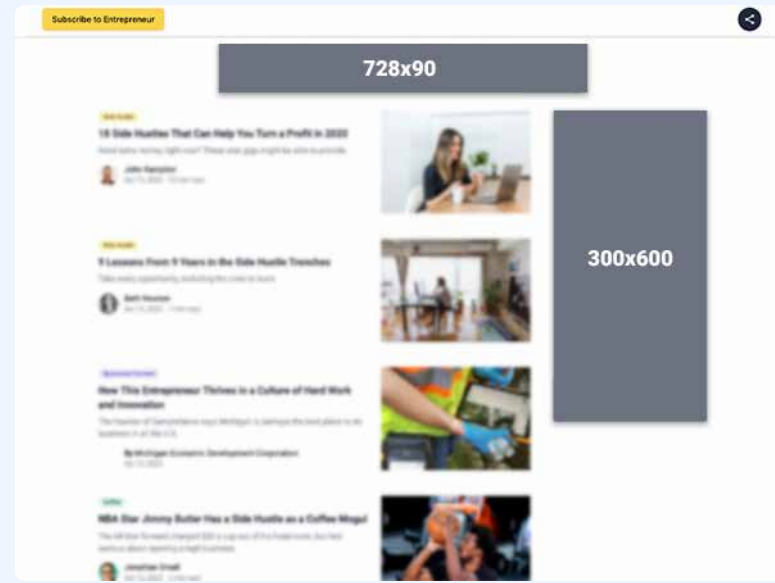
Entrepreneur Magazine

2 Executive Cir Ste 150 Irvine, CA 92614

Tel.: 949-622-5271 | E-mail: [mrifkin@entrepreneur.com](mailto:mrifkin@entrepreneur.com)

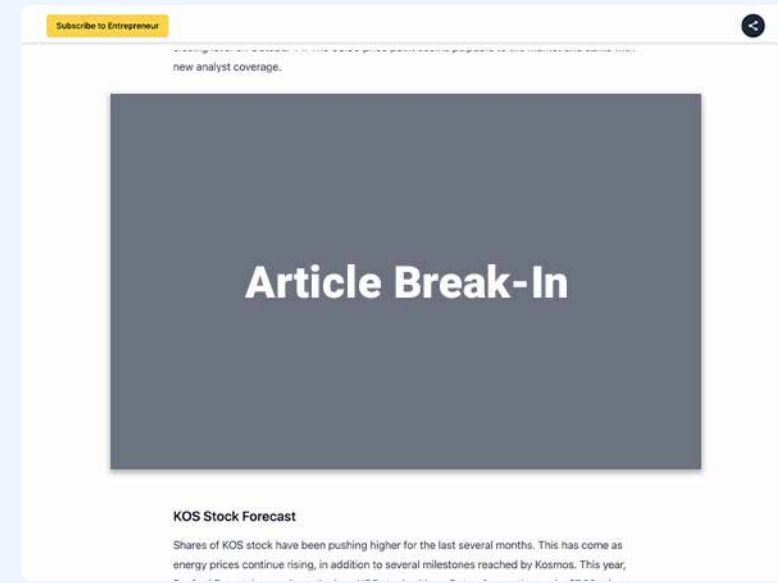
Entrepreneur magazine cannot be responsible for any color or positioning variation if advertiser does not adhere to the above specifications. Proofs that do not meet SWOP criteria will be used for color break and content checking only.





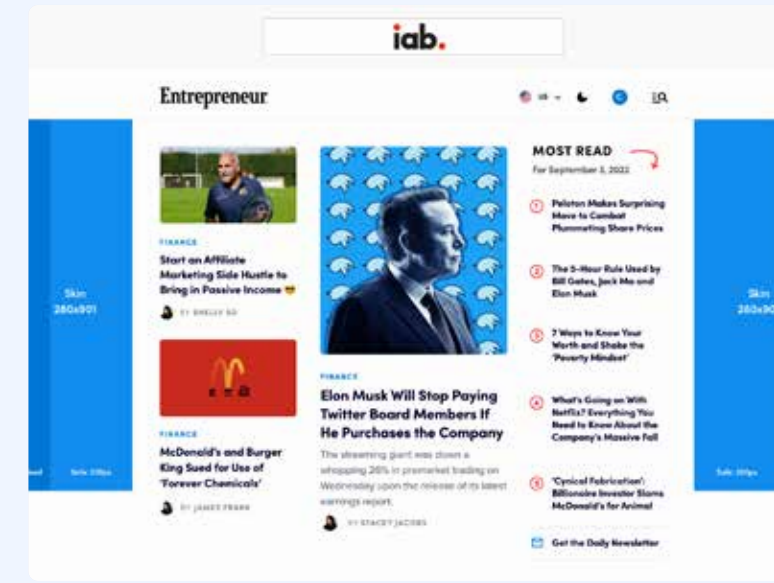
## STANDARD BANNERS

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



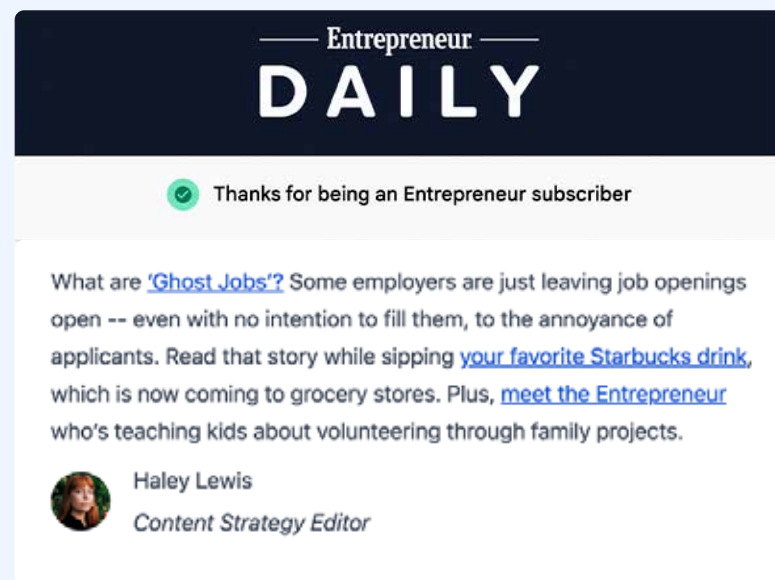
## HIGH-IMPACT UNITS

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



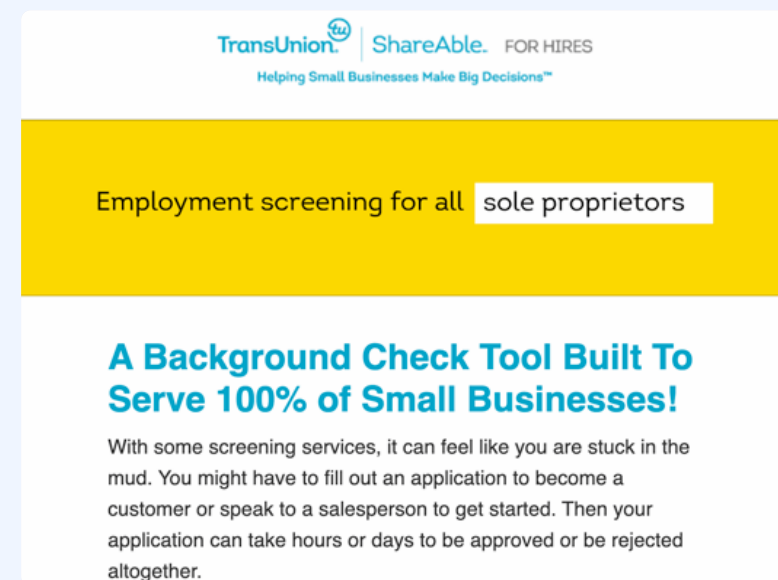
## SKINS

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



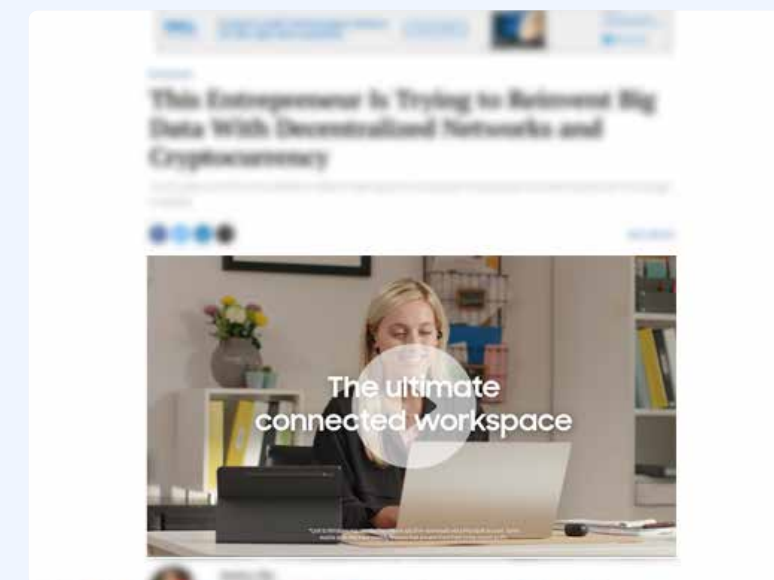
## DAILY NEWSLETTERS

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**

**BUSINESS**

**Ryan Shea**  
CEO

**Bill Shaw**  
President

**Lucy Gekchyan**  
Assoc. Publisher, Marketing

**CHICAGO**

**Steven Newman**  
Midwest Director,  
Strategic Partnerships  
Office: 312/897-1002  
snewman@entrepreneur.com

**MICHIGAN**

**Dave Woodruff**  
Midwest Director of Sales  
Office: 248/703-3870  
dwoodruff@entrepreneur.com

**EAST COAST**

**Brian Speranzini**  
SVP of National Sales  
Office: 646/278-8483  
brians@entrepreneur.com

**James Clauss**  
National Sales Director, Print  
Office: 646/278-8484  
jclauss@entrepreneur.com

**Rikki Paribello**  
Senior Account Director  
Office: 914/441-5184  
rparibello@entrepreneur.com

**Krissy Cirello**  
Account Director  
Office: 845/642-2553  
kcirello@entrepreneur.com

**ATLANTA**

**Kelly Hediger**  
Account Manager  
Office: 770/209-9858  
Fax: 770/209-9881  
khediger@samssouth.com

**WEST COAST**

**Mike Lindsay**  
West Coast Ad Director  
Office: 310/493-4708  
mlindsay@entrepreneur.com

**Brent Davis**  
VP, Franchise Sales  
Office: 949/622-7126  
bdavis@entrepreneur.com

**Cassidy Ford**  
Director, Franchise Sales  
Office: 254/644-1503  
cford@entrepreneur.com

**Headquarters**  
2 Executive Cir Ste 150 Irvine, CA 92614  
Office: 800/864-6864  
949/264-2325

**INTERNATIONAL**

**APAC, EUROPE**

**Brian Speranzini**  
SVP of National Sales  
Office: 646/278-8483  
brians@entrepreneur.com

**GEORGIA**

**Alexandre Siradze**  
Executive Director  
Office: +995 599 13 45 10  
alex@entrepreneur.ge

**INDIA**

**Preetima Bhardwaj**  
Account Manager  
Office: + 91 8588898248  
bpreetima@franchiseindia.net

**MIDDLE EAST/NORTH AFRICA**

**Wissam Younane**  
BNC Publishing  
Office: +971504737889  
Wissam@bncpublishing.net