Entrepreneur MEDIA KIT 2019
FOR THE WORLD'S MOST DARING LEADERS

Elon Musk / *Business Magnate and Investor*

Edit Calendar/

Entrepreneur 2019

JAN/FEB

Make This Your Year

Inspiration, Stories, and Strategies to Help Readers Reach Their Goals

+ *What the Greatest Mentors Teach, How Brands Capture the Cool Factor*

■ **Event Spotlight:** Entrepreneur at CES

AD CLOSE	ON SALE & ONLINE RELEASE
11/21/18	01/08/19

MARCH 🔥

The Growth Handbook

The Services and Strategies Entrepreneurs Need to Grow Their Businesses

+ *Investment Guide for Entrepreneurs, How to Re-Invest In Your Company*

■ **Digital:** Style Guide for the Entrepreneur
■ **Event Spotlight:** Entrepreneur at SXSW

AD CLOSE	ON SALE & ONLINE RELEASE
01/08/19	02/19/19

APRIL

The Best Services for Business

A Guide to the Smartest and Most Useful Business Resources

+ *Cybercrime Report, Guide to Bootstrapping*

■ **Digital:** Bootstrapping Pro Tips With the Entrepreneur Social Community

AD CLOSE	ON SALE & ONLINE RELEASE
02/13/19	03/26/19

MAY

How Small Businesses Succeed

Our Celebration of Small Business Month

+ *Artificial Intelligence Report, How to Market on Social Media*

■ **Digital:** Best Business Apps, The Science of Star Wars
■ **Event Spotlight:** Propelify, Small Business Week

AD CLOSE	ON SALE & ONLINE RELEASE
03/12/19	04/23/19

JUNE 🔥

100 Brilliant Companies

Our Annual List of Companies Worth Watching Today, Both Large and Small

+ *Smartest Marketing Campaigns, Office of the Future*

■ **Digital:** Most Inspiring Destinations for Entrepreneurs
■ **Event Spotlight:** Entrepreneur at E3

AD CLOSE	ON SALE & ONLINE RELEASE
04/15/19	05/28/19

JUL/AUG

The Money Issue

Fundraising, Bank Loans, Bootstrapping — It's an Entrepreneur's Guide to Finance

+ *Managing the Growth of Your Business, How to Network Effectively*

■ **Digital:** A Series Dedicated to Mindfulness, Sleep Challenge (for Sleep Month)

AD CLOSE	ON SALE & ONLINE RELEASE
05/21/19	07/02/19

SEPTEMBER 🔥

Young Millionaires

Meet the Next Generation of Leaders

+ *E-commerce Spotlight, How to Hire Young Talent*

■ **Digital:** Back to Business School, Ad Week
■ **Event Spotlight:** Entrepreneur at Apple Special Event

AD CLOSE	ON SALE & ONLINE RELEASE
07/02/19	08/13/19

OCTOBER

Industry-Changing Women

A Special Report on the Women Entrepreneurs Leading the Way

+ *Best Company Cultures List*

■ **Digital:** 100 Cannabis Influencers
■ **Event Spotlight:** ComiCon NY

AD CLOSE	ON SALE & ONLINE RELEASE
08/06/19	09/17/19

NOVEMBER 🔥

50 Most Daring Entrepreneurs

In This Special Issue, We List the Year's Boldest, Most Inspirational Risk Takers

+ *A Guide to Commercial Vehicles, Brands Millennials Love*

■ **Digital:** Salute to Veteran Entrepreneurs, Best Cars and Trucks for Entrepreneurs, Get Inspired!
■ **Event Spotlight:** Entrepreneur Live

AD CLOSE	ON SALE & ONLINE RELEASE
09/10/19	10/22/19

DECEMBER

How to Succeed in 2020

The Trends, Topics, and Ideas That Will Dominate Next Year

+ *Holiday Gift Guide, Top Colleges for Entrepreneurs*

➜ **Digital:** Gift Guide, Entrepreneur 360: Our Fifth-Annual List of the Best Entrepreneurial Companies in America

AD CLOSE	ON SALE & ONLINE RELEASE
10/14/19	11/26/19

STARTUPS MAGAZINE

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

SPRING	AD CLOSE	01/16/19
	ON SALE	03/12/19
SUMMER	AD CLOSE	04/23/19
	ON SALE	06/18/19
FALL	AD CLOSE	08/13/19
	ON SALE	10/08/19

Driving Entrepreneurship Forward

Entrepreneurship has become the ultimate playbook to success followed by business owners, c-suites and inspired minds from all walks of life. Through a diverse array of platforms and experiences, Entrepreneur remains the definitive media entity and partner to brands striving to make a powerful connection to this community.

Magazine/ 3.1 MM Readers Per Month

Rate Base	Digital Subscribers	Readers Per Copy	Startups Issues
500k	73k	5.22	3x

Digital and Mobile/ 14MM Unique Visitors Per Month

Monthly Page Views	Daily E-Newsletter Subscribers	Dedicated Email Subscribers
86MM	150k	420k

Social
14MM Followers

Events
100k Attendees

Books
2.5MM Copies Sold

International Reach

Mexico, Philippines, MENA, India, South Africa, Georgia

MEDIA PARTNERS

msn

TIME

HEARST *newspapers*

YAHOO! FINANCE

LinkedIn

FOX BUSINESS

BUSINESS INSIDER

THE GLOBE AND MAIL

DISTRIBUTION CHANNEL PARTNERS

Read it on Apple News

Google Play Newsstand

SmartNews

Flipboard

feedly

Koel Thomae // Noosa

Reimagining the World Every Day

Entrepreneurs are the powerful icons we all know and love that make the world spin with innovation. They are the brilliant minds with a distinctive spirit and approach to life that only one media brand serves and supports—Entrepreneur.

Affluent Leaders

Average HHI

$419,800   #1

Average Liquid Assets

$1.3 MM

Average Net Worth

$1.9 MM

Dual Consumers

Choose brands used at work for personal use

56.4% Index: 177   #1

B2B Decision-Makers

Business Owners/ Partners /C-Level

60.5% Index: 208   #1

Business Purchase Decision-Maker

66.6% Index: 155   #1

Men/Women

65.3% / 34.7%

Average Age

38

Unique Mindset

Disrupters

I am a risk-taker

72.2% Index: 154   #1

Inspired Minds

I consider myself an entrepreneur

50.0% Index: 214   #1

Innovators

I like to stand out from others

73.4% Index: 157   #1

Trailblazers

I am usually one of the first of my friends to try new tech products

73.9% Index: 179   #1

Influencers

I consider myself an opinion leader

81.9% Index: 143   #1

Ranking against total brand footprint of all business titles. UPDATED: 8/18 Source: Ipsos 2018 Spring

→ # CHELSEA HIRSCHHORN

Fridababy

When Hirschhorn's son was born, her neighbor introduced her to the NoseFrida, a new kind of oral nasal aspirator in a product category that hadn't been reinvented in decades. Seeing the value of the tool, she signed on as CEO, renamed the company Fridababy, and grew the product for two years – selling to enthusiastic retailers, parents and pediatricians. Since then, she's added 18 smart new baby products sold in over 30,000 stores and tripled sales in a mere three years.

Entrepreneur

Mobile Reach/

SMARTPHONES & TABLETS

86MM+
Page Views

14MM+
Unique Visitors

Deliver Your Message Optimally Formatted

Provide these ad unit dimensions, and your campaign can be designed to include exposure to business decision-makers on the mobile web. Plus, the same contextual targeting developed for your campaign can be carried over to the mobile experience.

Tablet Banner Ad Sizes: 728x90 - 300x600 - 300x250
Smartphone Banner Ad Sizes: 300x50 - 320x50 - 300x250

For more information, contact your Entrepreneur sales representative.

DIGITAL EDITION

73K+
Readers/Issue

Entrepreneur Magazine Digital Edition
(iPhone/iPad, Kindle, Nook and Android Paid Subscribers)

This enhanced, full-issue digital edition helps company owners discover ideas and solutions no matter where they are. They can share favorite insights and ideas among staff and colleagues easily. Advertisers in the digital magazine edition can be integrated in a unique way using video or other interactive formats.

As part of their subscription, readers enjoy three annual issues of *Entrepreneur Startups*, a special edition magazine designed for early-stage companies.

FLIPBOARD

191K+
Active Readers

1.7MM+
Flips

Delivered Every Day

Entrepreneur is in this highly stylized, personal and mobile magazine app curated by the user from favorite media sources and social feeds.

- Run of *Entrepreneur* magazine on Flipboard (20% minimum SOV)
- Mini - Mag *Entrepreneur* sponsorship (special editorial feature)*
- Brand magazine (minimum spend and existing brand magazine required)*

Restricted ad placement with premium and must run in Entrepreneur magazine. SOURCE: Flipboard Visitor and Ad Report.

→ # DANICA PATRICK

She is the only woman to have won an IndyCar race and the only woman to have won the Pole in NASCAR's Daytona 500. In 2018, NASCAR notable Danica Patrick drove the final race of her career at the Indy 500 and is now focusing full-time on her entrepreneurial goals, having already written a health and fitness book, launched an apparel line and opened her own vineyard.

Entrepreneur

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.

Partner with Our Dedicated Team of Content, Brand & Digital Strategists

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.

Optimization

Multivariate headline testing optimizes toward the highest-performing content. Metrics-based reporting and data inform future efforts.

Content Formats

- Articles
- Infographics
- Special Reports
- Videos
- Webinars
- White Papers

Visit entrepreneur.com/spotlight for current examples.

→ GUY FIERI

Hunt & Ryde Winery

Fieri is a celebrity chef superstar phenomenon—with a career that now also includes running a winery and authoring a shelf-load of best-selling books in addition to owning more than 60 restaurants. Fieri's philosophy on running a giant company goes back to what he learned in restaurants as a chef. There, everything relies upon the strength of a team.

Meet the Influencers

Entrepreneur Network is partnered with hundreds of top YouTube channels in the business vertical and provides program partners with social reach across their platforms and Entrepreneur.com (14 MM).

Meet the influencers igniting conversations and engaging leaders. Brand partners can be integrated into their popular shows and aligned with the most followed content across the world of entrepreneurship, technology, travel, and more.

Entrepreneur NETWORK   *OTT PARTNERS*

tv   ROKU   amazon fireTV   ▶ YouTube

PROJECT LUMINARY
WITH KRISTEN ALDRIDGE

GAMECHANGERS ACADEMY

the PURSUIT
WITH KELSEY HUMPHREYS

JESSICA ABO

GERARD ADAMS
LEADERS CREATE LEADERS

FINANCIALLY WISE WOMEN

Toast MEETS Jam

And More...

60 Seconds to Make It

High-Profile Investors

Be a Part of the Suspenseful Show with One Critical Minute to Make It
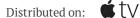
Entrepreneur Elevator Pitch gives real entrepreneurs the opportunity to pitch their businesses to investors. The catch? They have one minute to do it—the length of their actual elevator ride up to the boardroom to meet their potential funders.

A screen inside the elevator counts down: 59, 58, 57... as the entrepreneur makes her 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.
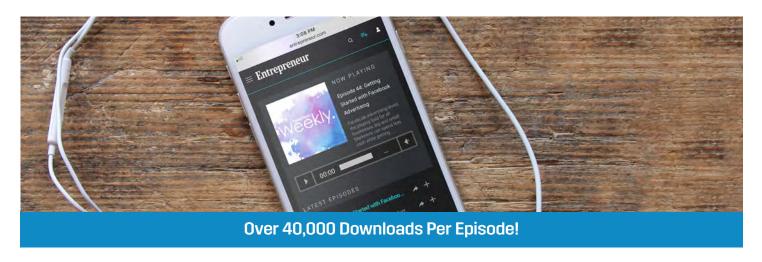
■ **Watch the show at: entrepreneur.com/elevatorpitch**

Distributed on: tv   ROKU   amazon fireTV   YouTube

Podcast Network/

Over 40,000 Downloads Per Episode!

The Voices of Entrepreneurship

Connect with the dynamic voices behind these and more 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.

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.

The Playbook

Sports 1 Marketing CEO David Meltzer interviews icons from sports and beyond who've translated their success and tactics on the field into serial business achievements.

Entrepreneur Weekly

Dynamic media personality and host Alan Taylor equips fans with the critical information necessary to grow their businesses in this interview-style show with practical advice.

How Success Happens

A rotating cast of Entrepreneur editors chat with polar explorers, ultra-marathoners, authors, artists and a range of other unique personalities to better understand the traits that make excellence possible.

Listen to these and more shows at: **entrepreneur.com/listen**

Listen on Apple Podcasts   Listen on Google Play Music   Listen on STITCHER

UPDATED: 8/18

Creating Meaningful Connections With Dynamic Experiences Worldwide

Under the EntrepreneurEXPO umbrella, Entrepreneur hosts a variety of events ranging from intensive seminars to all-day expos 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 custom events simultaneously create memorable learning experiences for attendees and invaluable brand engagement for sponsors.

Entrepreneur EXPO®

Sarah Michelle Gellar of FoodStirs || *Entrepreneur Live*

Entrepreneur Live

For over a decade, Entrepreneur has hosted an annual full-day conference sharing the most forward-thinking practices with highly respected keynotes and industry experts. These events help established business owners learn new ways to sustain success and push business to the next level.

Propelify Innovation Festival

Propelify Innovation Festival will be back for its fourth year in May 2019, uniting over 10,000 entrepreneurs, innovators, influencers, marketers, designers, and investors from all over the Northeast. Attendees experience a day of thought-provoking conversations, technology innovations, live music performances, food, hi-fives, and fun.

Women's Business Workshops

Entrepreneur hosts special events for women who want actionable advice and practical tools to grow and scale their businesses. These intensive bootcamps include panel discussions, Q&As with successful women entrepreneurs, and immersive, hands-on exercises with speakers and experts in brand strategy, growth, financing, and more.

Digital Ad Specs/

HORIZONTAL PLACEMENTS

728x90
(expandable downward to 728x415 with click)
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k,
or unlimited after user intiation
Loops: 3 Length: 30 Seconds
Close Button: Top Right
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

970x90
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k,
or unlimited after user intiation
Loops: 3 Length: 30 Seconds
Close Button: Top Right
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

970x250
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k,
or unlimited after user intiation
Loops: 3 Length: 30 Seconds
Orientation: Center
Z-index: 100-2999

VERTICAL PLACEMENTS

300x600
(expandable down and left to
600x600 with click or mouseover)
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k, or
unlimited after user intiation
Loops: 3 Length: 30 Seconds
Close Button: Top Right
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

300x1050
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k, or
unlimited after user intiation
Loops: 3 Length: 30 Seconds
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

300x250
(expandable down and left to
600x250 with click or mouseover)
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k, or
unlimited after user intiation
Loops: 3 Length: 30 Seconds
Close Button: Top Right
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

MOBILE PLACEMENTS

320x50
Max File Size: 100k Loops: 3
Length: 30 Seconds Orientation: Center
Audio: On user initiation (click)

300x50
Max File Size: 100k Loops: 3
Length: 30 Seconds Orientation: Center
Audio: On user initiation (click)

PRE-ROLL PLACEMENT

640x360
(expandable/Vpaid supported)
Site Served: 5mb
Third Party: 10mb
File Type: mp4, FLV
+ WebM
Duration: 15 Seconds
Max Frame Rate: 30
Click Through: Yes

DAILY NEWSLETTERS

Database: 150k
Subscribers
Native Integration:
Headline 10 words max, 5
characters max. Deck: 25
words max, 115 characters
max. Image: 590x322 (no
or minimal text in image).

DEDICATED EMAILS

Database: 420k Names
Contact your sales
representitives for
more details

UPDATED: 8/18

6-Page Rolling Gate

Perforated Bookmarks

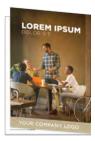**Full-Page Insert Card**

Dry Erase

Report Card

Trading Cards

Right-Hand Gatefold

Double-Page Butterfly Gate

BRC

Tab Unit
(1 inch tab)

**Right-Hand
1/2 Page Gatefold**

French Door Unit

Poster—8 Page Fold-Out
(front and back)

MECHANICAL REQUIREMENTS

Printing Web Offset; Binding: Perfect Bound; Magazine Final Trim Size: Width 8" x Depth 10 3/4"
Live Matter: Keep all live matter 3/8" from trim, top, bottom, side and gutter.

SPACE	NON-BLEED/LIVE IMAGE (Width x Depth)	TRIM (Width x Depth)	BLEED (Width x Depth)
Spread*	15 1/4" x 10"	16" x 10 3/4"	16 1/4" x 11"
1/2 Spread Horiz.*	15 1/4" x 4 3/4"	16" x 5 1/4"	16 1/4" x 5 5/8"
Full Page	7 1/4" x 10"	8" x 10 3/4"	8 1/4" x 11"
2/3 Page	4 5/8 x 10"	5" x 10 3/4"	5 3/8" x 11"
1/2 Page Horiz.	7 1/4" x 4 3/4	8" x 5 1/4"	8 1/4" x 5 7/8"
1/3 Page Square	4 5/8" x 4 5/8"	5" x 5 1/4"	5 5/8" x 5 5/8"
1/3 Page Vertical	2 1/4" x 10"	2 7/8" x 10 3/4"	3 1/4" x 11"

*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.

SEND PROOFS TO:
Attn: Mona Rifkin, Production Manager
Entrepreneur Magazine
18061 Fitch 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.

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 Specifitions

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.

INSERT INFORMATION
For supplied insert information, contact:
Paul Fishback, VP Franchise
Tel.: 949-622-5226
E-mail: pfishback@entrepreneur.com