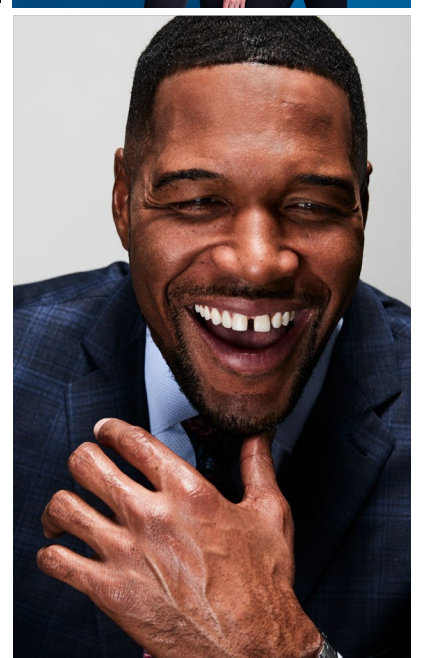
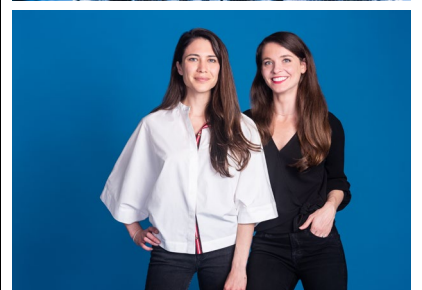












Entrepreneur **2020 MEDIA KIT**

INSPIRING BOLD
**NEW THINKING
IN BUSINESS**



| ISSUE | HIGHLIGHTS | AD CLOSE | ON SALE |
|--|---|-----------------|-----------------|
| Jan/Feb  | Mindfulness for Entrepreneurs Don't Hustle Non-Stop. Here's Our Guide to a Balanced Work Life. + <i>New Ways to Make Money This Year</i> □ Digital: The Best Business Ideas for 2020 □ Event Spotlight: Propelify Futures Exhibition | 12.02.19 | 01.14.20 |
| March  | The Best Small-Business Tools We Test the Best Resources and Services to Help Businesses Grow. + <i>Investment Guide for Entrepreneurs</i> □ Digital: Success Strategies From the Greatest Entrepreneurs | 01.15.20 | 02.25.20 |
| April/May  | The Customer Obsession Issue How to Serve Your Customer (And the Brands That Do It Best) + <i>Solopreneurs' Guide to Success</i> □ Digital: How to Be a Great Leader | 02.26.20 | 04.07.20 |
| June  | The Technology Issue Solutions to Tech Challenges and Future Tech Trends to Know Today. + <i>Best Destinations for Entrepreneurs</i> □ Digital: Tips from Travel Entrepreneurs and IG Influencers | 04.09.20 | 05.19.20 |
| Jul/Aug  | The Escapes Issue Travel, Relax, and Find Inspiration Outside the Office + <i>How to Raise Money—From Investors, Banks, and More</i> □ Digital: The Best Conferences to Attend This Year | 05.20.20 | 06.30.20 |
| September  | Young Millionaires Meet the Next Generation of Leaders + <i>Customer Service: How to Master It</i> □ Digital: Smartest Marketing Campaigns (Ad Week) | 07.09.20 | 08.18.20 |
| Oct/Nov  | Top 100 Women Entrepreneurs A Special Report on the Women Entrepreneurs Leading the Way + <i>Guide to Commercial Vehicles</i> □ Digital: How to Sell Things Online □ Event Spotlight: Propelify Festival | 08.20.20 | 09.29.20 |
| December  | How to Succeed in 2021 The Trends, Topics, and Ideas That Will Dominate Next Year + <i>Top Colleges for Entrepreneurs</i> □ Digital: Entrepreneur 360: Our Annual List of the Best Entrepreneurial Companies in America | 10.08.20 | 11.17.20 |



Entrepreneur's startups

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

| ISSUE | AD CLOSE | ON SALE |
|---------------|-----------------|-----------------|
| Spring | 01.22.20 | 03.17.20 |
| Summer | 04.22.20 | 06.23.20 |
| Fall | 07.15.20 | 09.08.20 |

GreenEntrepreneur

Highlighting the Business, Technology, and Lifestyle of the Burgeoning Cannabis Industry

| ISSUE | AD CLOSE | ON SALE |
|---------------|-----------------|-----------------|
| Spring | 03.12.20 | 05.05.20 |
| Fall | 09.10.20 | 11.03.20 |



Karlle Kloss /
Founder, Kode with Klossy

Fueling the Entrepreneurial Community

Entrepreneurs are business owners, creators and thought leaders everywhere building exciting ventures, reshaping entire industries for the better, and rewriting the rules of success. Entrepreneur helps them grow their businesses and realize their best selves and lives through inspiring stories of real people, valuable resources, how-to content, books, podcasts, videos, coaching and more.

Magazine

3.3 MM

Readers Per Month



500K / Rate Base

86K / Digital Subscribers

5.76 / Readers Per Copy

3x / Startups

2x / Green Entrepreneur

Digital & Mobile

14 MM

Unique Visitors Per Month



86 MM / Monthly Page Views

140K / Daily E-Newsletter Subscribers

500K / Dedicated Email Subscribers

13 MM / Social Followers

Events

100K

Attendees



Books

2.5 MM

Copies Sold



Podcasts

145K

Average Downloads



International Reach / Mexico, MENA, India, Georgia, APAC, Europe

Media Partners and Distribution Channels



HEARST newspapers



FAMILY OF FOUNDERS

Neil and Rachel
Blumenthal

Neil Blumenthal cofounded Warby Parker, the industry disruptor that sells trendy prescription eyeglasses and has grown to nearly 100 stores and 2,000 employees. His wife, Rachel, launched Rockets of Awesome, offering boxes of personalized, 12-piece clothing sets for kids ages 3 to 12 at the start of every season. They are each other's closest confidants and together manage their busy schedules to achieve work-life balance.

Photo by Brian Finkle

Connect With the World's Innovators

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

Men/Women
62.1% / 37.9%

Average Age
40

Average HHI
\$350k



Marium Naficy
Founder and CEO, Minted

Decision-Makers #1

Business Owner/Partner
or C-Level Executive
58.9% / Index: 203

Business Purchase DM
65.5% / Index: 151

Take the Lead In Decision-Making
83.8% / Index: 125



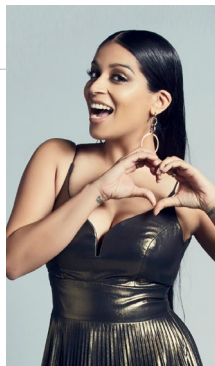
Brian Scudamore
CEO, O2E

Influencers #1

Like to Stand Out from Others
67.1% / Index: 147

Opinion Leader
75.3% / Index: 136

Identify as an Entrepreneur
50.6% / Index: 210



Lilly Singh
Comedian and Actress

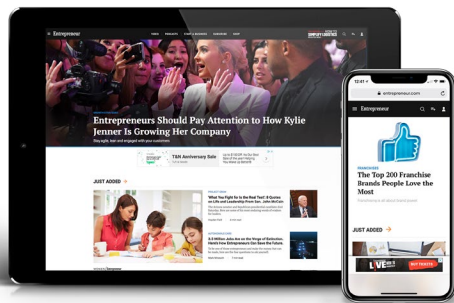
Consumers #1

First to Try New Products or
Services
71.7% / Index: 150

Business Purchases Influence
Personal Choices
53.9% / Index: 167



Raphael Farasat
Founder and CEO, Truffle



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

86K+
Circulation

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.*



ENTREPRENEUR FOR LIFE Bobbi Brown

Her simple line of lipsticks blossomed into the billion-dollar company Bobbi Brown Cosmetics. Since then, she's started a new path with an editorial site (justBOBBI) and boutique hotel (The George). Bobbi also has a new podcast (Long Story Short) and a film and photo studio (18Label), with even more to come. Building multiple new brands has taught her that a second act isn't so different from the first act, she says: At its heart, everything an entrepreneur does is just about *doing*.

Photo Courtesy of Bobbi Brown



Entrepreneur ELEVATOR PITCH

▲ **30.8** MM
Video Views

▲ **15.4** MM
Social Video Views

▲ **40.3** MM
Social Reach

▲ **78%**
Completion Rate

Season 4 Performance.



Business funding



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:



ROKU

amazon fireTV



msn | money



YouTube

REACHTV





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.

Content Formats

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



Visit entrepreneur.com/spotlight for current examples.

UPDATED: 11/19

Entrepreneur PARTNER STUDIO

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.



Creating Meaningful Connections With Dynamic Experiences Worldwide

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 events simultaneously create memorable learning experiences for attendees and invaluable brand engagement for sponsors.

BUSINESS SUCCESS STRATEGIES



Business Success Strategies

Entrepreneur hosts a series of half-day events engaging influencers and entrepreneurs in a mix of riveting Q&As, presentations and panel discussions moderated by our award-winning editors.



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 unites 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.

Green Entrepreneur is focused on the entrepreneurship, business, technology, and lifestyle of the burgeoning cannabis industry.

Connect with cannabis thought leaders, innovators and consumers through engaging experiences across multiple platforms.



Joe Rogan/

Podcast host, TV personality, and cannabis activist

Connect With the Cannabis Community

Green Entrepreneur Magazine

2 Annual Issues / **90k** Distribution

- + Green 100
- + Best Budtenders



GreenEntrepreneur.com

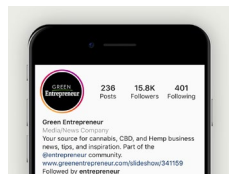
225k Monthly Visitors



Green Entrepreneur Podcast

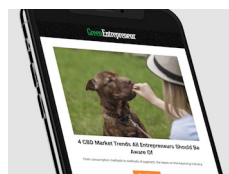
10k Average Downloads

Hear stories of entrepreneurs who've found success in the growing cannabis market and how they're navigating the exciting but unpredictable Green Rush.



Social Community

16k Green Followers



E-Newsletters

5k Subscribers

The latest insights and strategies are shared each week with entrepreneurs in the green industry.



- Events
- Marketplace Listings
- Videos
- Dedicated Emails
- Webinars
- Custom Content (Print and Online)

AGENT OF CHANGE

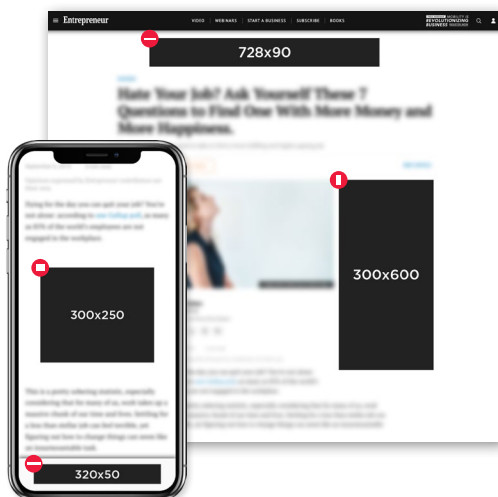
Kal Vepuri

Kal Vepuri knew Hero, his medical company that helps people manage their medications, had no room for error if it was going to be worthy of consumers' trust. He waited to launch until he was sure Hero could deliver a seamless user experience, and in doing so, found a passionate consumer base.

Photo Courtesy of Hero!

Standard Banners

| |
|---------|
| 728x90 |
| 970x90 |
| 300x600 |
| 300x250 |
| 320x50 |

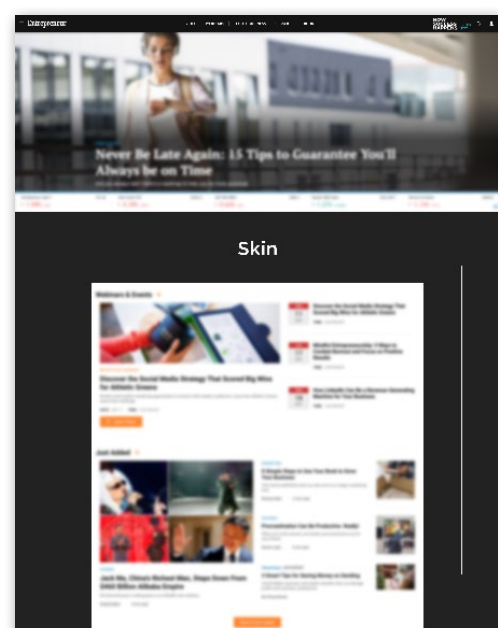


Global Specs

| | |
|------------------------------------|--|
| FILE FORMATS | .jpg, .gif, .png, HTML5 |
| MAX FILE | 300kb |
| ANIMATION | 15 seconds, Max 3 Loops |
| IN-BANNER VIDEO/AUDIO REQUIREMENTS | <ul style="list-style-type: none"> • User Initiated Sound • Pause & Mute Controls |
| RICH MEDIA REQUIREMENTS | <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Average 10% higher Viewability • Double the CTR on Average • Learn More About AMP HTML Ads Here and Here. |

High-Impact Units

| |
|----------------------|
| 970x250 |
| 1200x250 |
| Article Break-In |
| In-Article Parallax |
| Skin |
| Mobile Interscroller |



Pre-Roll Placement/

| | |
|-----------|--|
| FILE TYPE | 3rd Party VAST or 1st Party (mp4 or mov) |
| MAX FILE | 10 mb |
| DURATION | 15 seconds |
| MAX FRAME | 30 |
| CLICK | Yes |



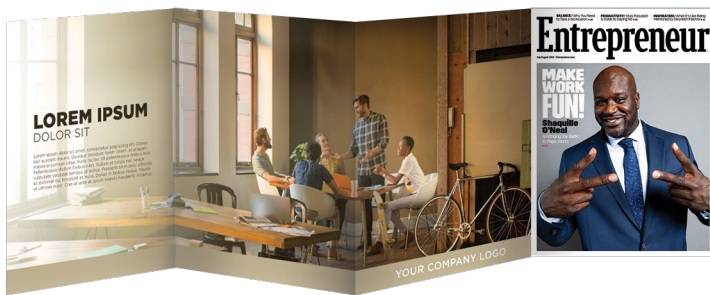
Daily Newsletters/

| | |
|--------------------|--|
| DATABASE | 120k Subscribers |
| NATIVE INTEGRATION | Headline: 10 words max, 50 characters max. Deck: 25 words max, 115 characters max. Image: 600x338 (no or minimal text in image) |

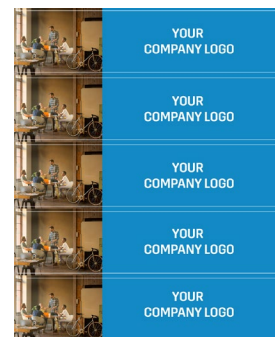


Dedicated Emails/

| | |
|-----------|---|
| LIST SIZE | 400k Names |
| SEND | 200k |
| | Contact your sales representatives for more details |



6-Page Rolling Gate



Perforated Bookmarks



Full-Page Insert Card



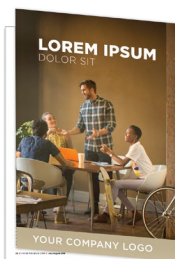
Dry Erase



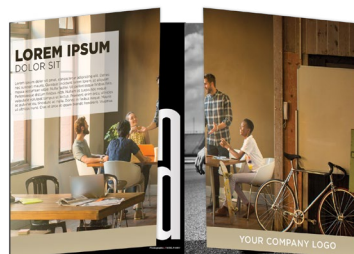
Report Card



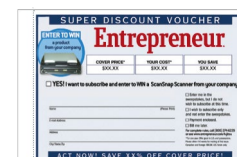
Trading Cards



Right-Hand Gatefold



Double-Page Butterfly Gate



BRC



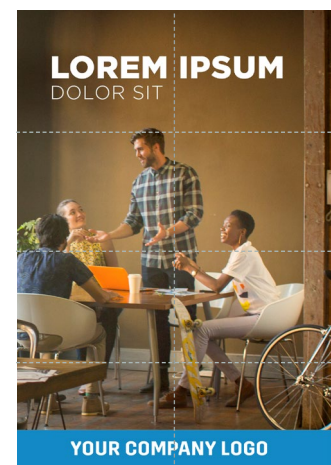
Tab Unit
(1 inch tab)



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.

UPDATED: 11/19

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:
Paul Fishback, VP Franchise
Tel.: 949-622-5226
E-mail: pfishback@entrepreneur.com

TECH VISIONARY

Andrew Ofstad

Andrew Ofstad was a product manager at Google, where he was measured by the number of launches he executed. Then he and two co-founders decided to launch their own product: Airtable. Last year the collaborative workflow company hit \$20 million in revenue and raised \$100 million in Series C funding.

Photo Courtesy of Airtable