



IN THE BUSINESS OF
**CHANGING
THE WORLD**

Entrepreneur 2022

Jan/Feb

Habits of the Most Successful Entrepreneurs

AD CLOSE **ON SALE**
12/02/21 01/11/22



March

How to Start, Run and Grow Your Side Hustle

AD CLOSE **ON SALE**
01/19/22 03/01/22



April/May

Small Biz Goes Big

AD CLOSE **ON SALE**
03/03/22 04/12/22



June

Tech Issue

AD CLOSE **ON SALE**
04/06/22 05/10/22



July/Aug

How to Build a Brand With Purpose

AD CLOSE **ON SALE**
05/24/22 07/05/22



September

Young Millionaires

AD CLOSE **ON SALE**
07/13/22 08/16/22



Oct/Nov

100 Women of Impact

AD CLOSE **ON SALE**
08/24/22 10/04/22



December

The Future of Entrepreneurship

AD CLOSE **ON SALE**
10/12/22 11/22/22



Entrepreneur's startups

TOPIC

**AD
CLOSE**

**ON
SALE**

SPRING

Getting the Word Out

01/21/22

03/22/22

SUMMER

Brand or Bust!

04/20/22

06/14/22

FALL

Closing the Deal

07/13/22

09/13/22

Building a Better Future

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.



Felicity Yost and Carolyn Witte, Co-founders of Tia

2.6^{MM}

Magazine
Readers

20^{MM}

Unique Visitors
Per Month

100^K

Event
Attendees

2.5^{MM}

Book Copies
Sold

15^{MM}

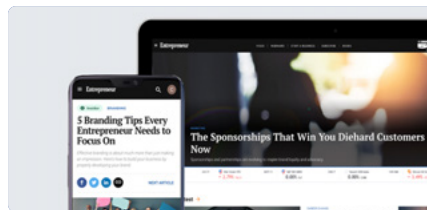
Social
Followers



Magazine

2.6MM Magazine Readers

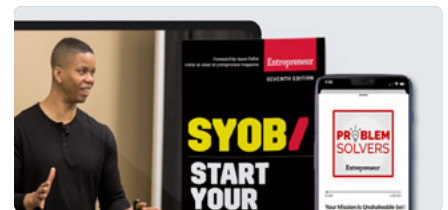
- **500K** Rate Base
- **87K** Digital Subs
- **4** Readers Per Copy
- **3x** Startup Issues



Digital & Mobile

20MM Unique Visitors Per Month

- **49MM** Monthly Page Views
- **150K** Daily E-Newsletter Subs
- **638K** Dedicated Email Subs
- **15MM** Social Followers



Events, Books & Podcasts

Thousands of Engaging Conversations

- **100s** Of Virtual Events in 6 Months
- **100s** Of Titles From Entrepreneur Press
- **195k** Average Podcast Network Downloads



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

Media Partners and Distribution Channels



HEARST newspapers



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

69.4% / 30.6%

Average Age

40

Average HHI

\$409k

Influencers

RANKED #1

Like to Stand Out from Others

69.9% Index 152

RANKED #1

Opinion Leader

80.5% Index 144

RANKED #1

Identify as an Entrepreneur

61.9% Index 219

Decision-Makers

RANKED #1

Business Owner/Partner/ C-Level Executive

68.5% Index 199

Business Purchase Decision-Maker

77.9% Index 163

RANKED #1

Take the Lead in Decision-Making

83.8% Index 122

Consumers

RANKED #1

First to Try New Products or Services

77.4% Index 157

RANKED #1

Business Purchases Influence
Personal Choices

77.9% Index 163



Alex Morgan,
Cofounder, Togethxr



Cami Tellez,
Founder and CEO, Parade



John Berkowitz,
Founder, OJO Labs

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.

[See Spotlight Examples](#)



How it Works

Each Stage of Entrepreneur's Native Program is Designed to Meet Our Partners' Goals



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
- ✓ Social Experiences
- ✓ Videos
- ✓ Webinars
- ✓ White Papers



Entrepreneur ELEVATOR PITCH

25.6_{MM}

Video Views

4.2_{MM}

Social Video Views

6.2_{MM}

Social Reach

75%

Completion Rate

Based on data from the latest season (7).

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 Now](#)

Business funding



High-profile investors

Distributed on:

**Roku**

amazon fireTV



msn | money



YouTube

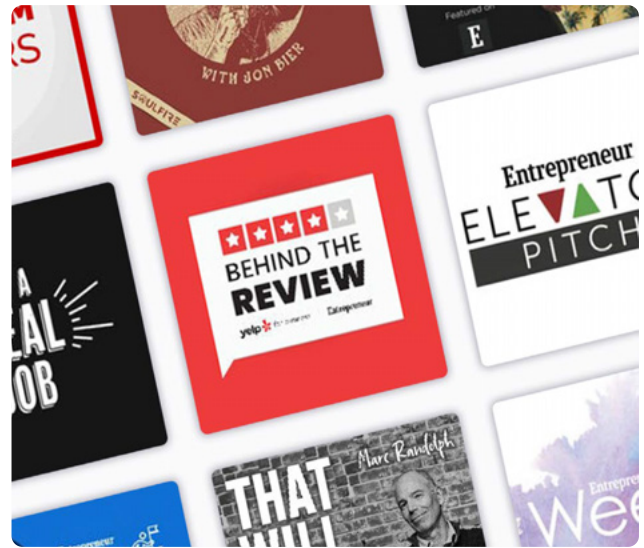
REACHTV**C cheddar**

UPDATED: 10/21

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](#)



195k Average Network Downloads Per Episode!



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](#)



Action and Ambition

Host Andrew Medal goes behind the scenes to learn the backstories, mindsets, and actions of the world's most ambitious people.

[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.

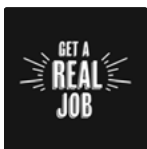
[Listen now](#)



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](#)



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](#)



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](#)

Available on:



Creating 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.



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.



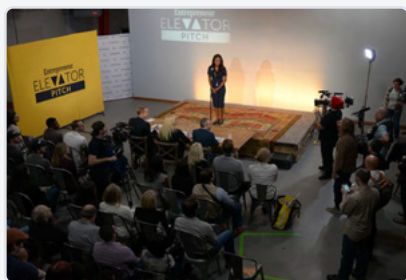
Propelify Festival

Propelify Innovation Festival empowers innovators to leverage technology and build solutions towards a brighter future. This event unites thousands of entrepreneurs who invent the future in an immersive experience.



Propelify Futures

The first-ever Propelify Futures will showcase innovative ideas, products and services at scale, right inside NYC's Oculus in Spring 2022.



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 women of impact issue will share insights on business growth and leadership. Attendees will connect in an atmosphere of collaboration and partnership.



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.

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.



Victoria Flores, Cofounder Lux

145k

GreenEntrepreneur.com
monthly visitors

10k

Average podcast
downloads

7k

E-newsletter
subscribers

51k

Social
followers

40k

Green Entrepreneur
magazine distribution



Green Entrepreneur Magazine

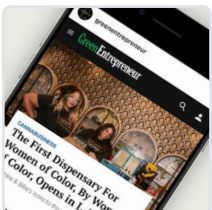
Single Issue Publication /
40k Distribution

- Green 100 • Best Budtenders



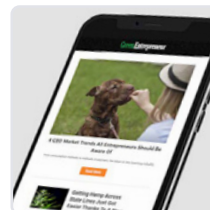
GreenEntrepreneur.com

145k Monthly Visitors



Social Community

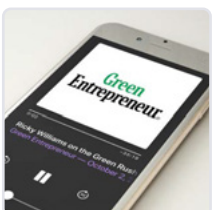
51k Green Followers



E-Newsletters

7k Subscribers

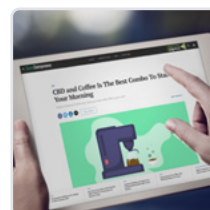
The latest insights and strategies are shared each week with entrepreneurs in the green industry.



Green Entrepreneur Podcast

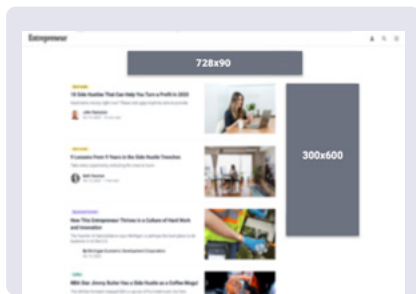
10k Average Downloads

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



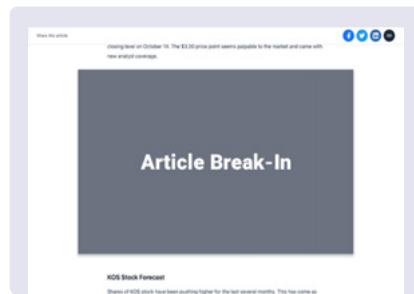
Plus

- Events • Webinars
- Marketplace Listings
- Videos • Dedicated Emails
- Custom Content (Print and Online)
- Dedicated Sections in Entrepreneur Magazine



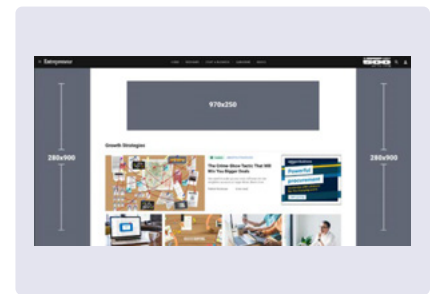
Standard Banners

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



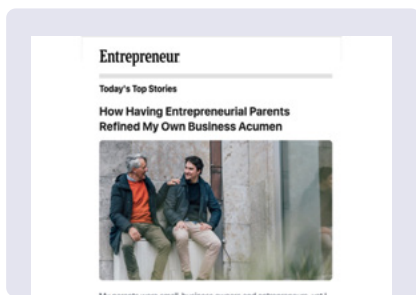
High-Impact Units

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



Skins

280x900 on both sides of the
content well (2 separate assets)



Daily Newsletters

Database: 120k subscribers

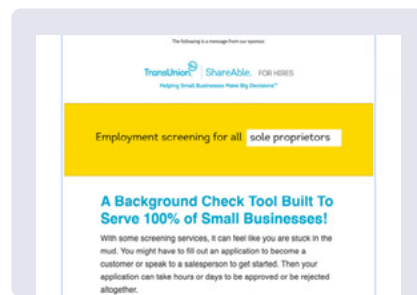
Native Integration:

Headline: 10 words, 50 characters max

Deck: 25 words, 115 characters max

Image: 600x338

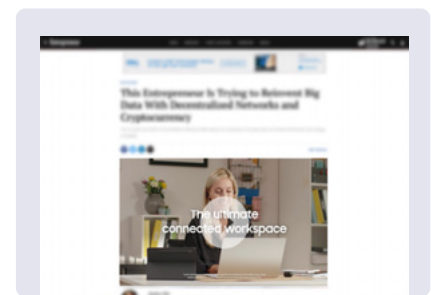
(no or minimal text in image)



Dedicated Emails

List Size: 600k 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 CTR on average. Learn more about AMPHTML ads [here](#) and [here](#).

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.

INSERT INFORMATION

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

UPDATED: 09/21

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](#)

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.



United States

BUSINESS

Ryan Shea
CEO

Bill Shaw
President

Lucy Gekchyan
Assoc. Publisher, Marketing

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brians@entrepreneur.com