THE VOICE OF ENTREPRENEURSHIP AROUND THE WORLD
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

<table>
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<tr>
<th>Rate Base</th>
<th>Digital Subscribers</th>
<th>Readers Per Copy*</th>
<th>Startups Issues</th>
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### DIGITAL/MOBILE

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### SOCIAL

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### INTERNATIONAL REACH

Canada, Mexico, Philippines, MENA, India, South Africa

**UPDATED:** 9/16. Sources: Print data from MRI S16. Social numbers as of 9/16.
## JAN | FEB
### This Is Your Year
Inspirational Stories and Strategies for Setting and Realizing Ambitious Goals
- How Brands Capture the Cool Factor, The Habits of Successful People, Guide to Bootstrapping
  - Digital: Ready, Set, Conquer: Remembering an Icon: Steve Jobs; Innovators in the Entertainment Industry
  - Event Spotlight: Entrepreneur at CES
  
### Startups Magazine
Guiding Emerging Entrepreneurs Through the Inspiration, Launch and Critical First Few Years of Business.

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<td>JAN</td>
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<tr>
<td>FEB</td>
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## MARCH 🔥
### Corporate Culture
Our Annual List of the Best Company Cultures (and How to Boost Yours)
- How Every Company Can Think More Creatively, Inside the Mind of a VC, The Masters of Social Media
  - Digital: An Expanded Look at the Top Company Cultures
  - Event Spotlight: Entrepreneur at SXSW
  
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## MAY
### The Science of Success
Data and Research-Backed Insights for Business and Personal Achievement
- The Secret to Happiness (in Business), Make Yourself More Convincing, How to Master HR
  - Event Spotlight: Propeller
  
### Startups Magazine
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## JUNE 🔥
### 100 Brilliant People
Get Inside the Leading Minds Behind Some of the Year’s Most Innovative Companies
- 25 Traits of a Successful CEO, Smartest Startups to Watch, Best Brand Partnerships
  - Digital: 100 Brilliant by Category, Expanded Profiles and Interviews, Elon Musk’s Many Innovations
  
### Startups Magazine
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## JULY | AUG
### Do Everything Better
Master the Art of Everything (Acquiring Capital, Hiring, Small Talk and More)
- Annual Business Travel Awards, Startup Finance: How to Make It Work, Lessons From the Wedding Industry
  - Digital: ProTips Challenge, 60-Day Work/Life Hackathon, Follow Your Passion
  
### Startups Magazine
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## SEPT 🔥
### Young Millionaires
Meet the Next Generation of Leaders Realizing Phenomenal Success with Their Ventures.
  - Digital: Face to Face with the Young Millionaires, Back to Business School: 30-Day Refresher
  
### Startups Magazine
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## OCT
### The Media Issue
Everyone Wants Press, But Few Know How to Get it. This Issue Shows You How.
- How to Hire the Right PR, Commercial Vehicle Report
  - Digital: Ask the PR Experts, Slideshow Roundups on Media, How-Tos to Content Creation
  - Event Spotlight: ComiCon NY
  
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## DEC
### Trends to Watch
The Trends, Topics and Ideas That Will Dominate 2018
- Holiday Gift Guide, How to Spot a Trend, Smartest pivots of 2017, Top Colleges for Entrepreneurs
  - Digital: Best and Worst of 2017, Holiday Gift Guide
  
### Startups Magazine
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### Note:
Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date.
Roshan Choxi
BLOC

Inspired by an internship at an early-stage web startup, Choxi co-founded Bloc, a San Francisco-based company that offers online boot camps in web development, mobile development and software design.

Bloc's 52 employees are putting $8.5 million in funding toward creating additional courses with 500 mentors.
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 caters to—Entrepreneur.

**UNIQUE MINDSET**

**Disrupters**
I am a risk-taker

P: 71.2% Index: 159
O: 71.7% Index: 160

**Inspired Minds**
I consider myself an entrepreneur

P: 52.0% Index: 246
O: 55.1% Index: 261

**Innovators**
I think of myself as a creative person

P: 86.1% Index: 127
O: 85.1% Index: 126

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

P: 71.2% Index: 173
O: 71.4% Index: 174

**Influencers**
I consider myself an opinion leader

P: 82.0% Index: 143
O: 83.1% Index: 145

---

**AFFLUENT LEADERS**

**Average HHI**
P: $315,238
O: $389,269

**Average Liquid Assets**
P: $1 MM
O: $1.2 MM

**Average Net Worth**
P: $1.6 MM
O: $1.6 MM

**B2B DECISION-MAKERS**

**Business Owners/Partners/C-Level**
P: 60.7% Index: 224
O: 66.2% Index: 244

**Business Purchase Decision-Maker**
P: 65.7% Index: 171
O: 65.4% Index: 170

**Average Co. Revenue**
P: $384,752,000
O: 65.4% Index: 170

**Dual Consumers**
Choose brands used at work for personal use

P: 56.0% Index: 192
O: 56.3% Index: 193

---

Men/Women
Print: 60.9% / 39.1%
Online: 57.5% / 42.7%

Average Age
P: 41
O: 36
Emily Weiss

Glossier

Former New York University art student and fashion assistant at W and Vogue, Weiss founded Glossier, both a product company and media brand with a merchandising arm. “We’ve created a community around each woman discovering and defining her own idea of beauty,” says Weiss. Glossier’s revenue is in the multimillions and continues to grow in a $250 billion cosmetics industry.
MOBILE REACH

SMARTPHONES AND TABLETS

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

**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.

**64K+**
Readers/Issue

FLIPBOARD

**Delivered Every Day**

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, June 2015.*
Rosenblatt's company, 1stdibs, has evolved into the premier online shopping destination for interior designers and private collectors, aggregating furniture, fine art and other treasures from the most respected dealers. "My theory is that every single industry will be completely redefined by the internet," says Rosenblatt. "The world of design—and art, in particular—has yet to go through that transformation, and this is the company that will offer that opportunity."
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.

Get Ready to Launch

With invaluable advice, insights and inspiration from entrepreneurial greats and an arsenal of experts, these half-day events help early-stage entrepreneurs launch the businesses of their dreams and position them for years of success.

Winning Strategies

Emerging leaders walk away with practical information on business topics ranging from marketing to finance. It’s a chance to learn how to strategically enhance business plans and immediately take action.

Entrepreneur 360™ Conference

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.
Tara Reed used a patchwork of existing tech to create a more comfortable way of shopping for art. Kollecto is a (very nonjudgmental) bot that walks users through a survey, and offers curated selections of art based on their tastes. Kollecto’s success led to a TEDx talk on helping other entrepreneurs build apps without code (and a consulting side gig that brings Reed’s net worth to just over $1 million).
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
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.

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*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.

INSERT INFORMATION

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

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.
ARTWORK/DIGITAL REQUIREMENTS

- Files must be flattened PDF/PS or TIFF format.
- All images should have a resolution of 300dpi or higher at 100% of finished size. (No web images)
- Color images should be saved in CMYK mode, not RGB.
- All text should be saved at 100% Black.

AD SUBMISSIONS
7MBs or less email to ads@directactionmedia.com or upload at www.directactionmedia.com/upload/
7+MBs send via FTP ftp.directactionmedia.com
User: damads
Password: Action2010

To advertise in call 1.800.938.4660 or email sales@directactionmedia.com