



THE VOICE OF *ENTREPRENEURSHIP*
AROUND THE WORLD



Entrepreneur
2017 Media Kit



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		2.4 MM Readers Per Month	
Rate Base	Digital Subscribers	Readers Per Copy*	Startups Issues
500k	65k	3.88	3x

DIGITAL/MOBILE			14MM Unique Visitors Per Month		
Monthly Page Views	E-Newsletter Subscribers	Dedicated Email Subscribers			
93MM	829K	147K			

SOCIAL
10.4MM Followers

EVENTS
100k Attendees

BOOKS
2.5MM Copies

INTERNATIONAL REACH

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

MEDIA PARTNERS



DISTRIBUTION CHANNEL PARTNERS



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

AD CLOSE	ON SALE & ONLINE RELEASE
11/23/16	1/10/17

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

AD CLOSE	ON SALE & ONLINE RELEASE
1/9/17	2/21/17

APRIL

Growth Hackers + Best Cities

Entrepreneurs Who Dared to Disrupt—and Are Reaping the Rewards

+ *How to Land the Biggest Clients, What Makes a Brand Great, Cybercrime Special Report*

Digital: Next Level Advice, What You Need to Grow, Fast-Growing Companies, Best Cities Expanded, Apple Day

AD CLOSE	ON SALE & ONLINE RELEASE
2/10/17	3/28/17

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*

Digital: Are You a Risk-Taker? The Sleep Challenge, The Science of Star Wars

Event Spotlight: Propeller

AD CLOSE	ON SALE & ONLINE RELEASE
3/13/17	4/25/17

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

AD CLOSE	ON SALE & ONLINE RELEASE
4/14/17	5/30/17

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

AD CLOSE	ON SALE & ONLINE RELEASE
5/19/17	7/4/17

SEPT

Young Millionaires

Meet the Next Generation of Leaders Realizing Phenomenal Success with Their Ventures.

+ *Best Business Tech, Ultimate Guide to Mentorship, Office of the Future*

Digital: Face to Face with the Young Millionaires, Back to Business School: 30-Day Refresher

AD CLOSE	ON SALE & ONLINE RELEASE
6/30/17	8/15/17

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

AD CLOSE	ON SALE & ONLINE RELEASE
8/7/17	9/19/17

NOV

Entrepreneur 360™

Our Third-Annual List of the Best 360 Companies Demonstrating Innovation, Impact, Growth and Leadership

+ *How to Have the Greatest Social Impact, Small-Business Disruptors, Best Incubators in the U.S.*

Digital: The 360 (Expanded), Get Inspired, Best Vehicles for Entrepreneurs and Their Businesses

Event Spotlight: Entrepreneur 360 Conference

AD CLOSE	ON SALE & ONLINE RELEASE
9/8/17	10/24/17

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*

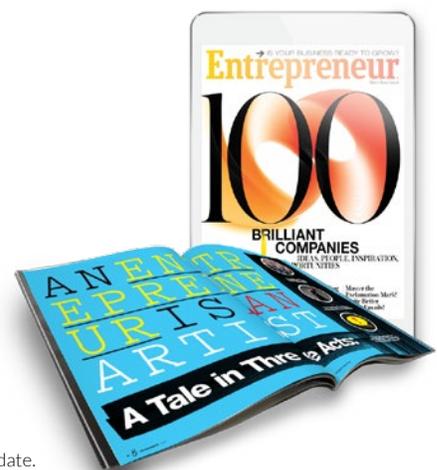
Digital: Best and Worst of 2017, Holiday Gift Guide

AD CLOSE	ON SALE & ONLINE RELEASE
10/13/17	11/28/17

Startups Magazine

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

SPRING	AD CLOSE ON SALE	1/19/17 3/14/17
SUMMER	AD CLOSE ON SALE	4/20/17 6/13/17
FALL	AD CLOSE ON SALE	8/17/17 10/10/17



INFLUENCER

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.



Entrepreneur



Men/Women

Print: 60.9% / 39.1%

Online: 57.5% / 42.7%

Average Age

P: 41

O: 36

Brian and Ken Grossman || [Sierra Nevada Brewing](#)

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.

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

Dual Consumers

Choose brands used at work for personal use

P: 56.0% Index: 192

O: 56.3% Index: 193

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

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

INFLUENCER

Emily Weiss

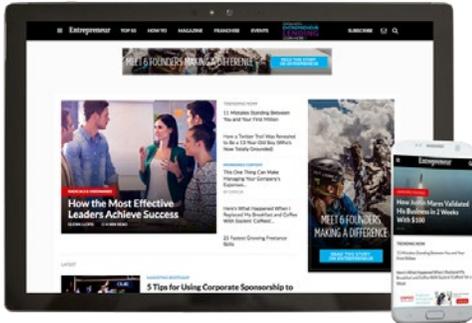
GLOSSIER

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.



Entrepreneur

SMARTPHONES AND TABLETS



93MM+
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



64K+
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

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.*

DISRUPTER

DAVID ROSENBLATT

1STDIBS

■ 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."



Entrepreneur

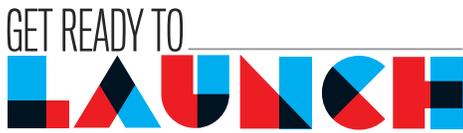
Creating Meaningful Connections With Dynamic Experiences Worldwide

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.



Marcus Lemonis || *Thought Leaders*, 2016

EntrepreneurEXPO®



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.

YOUNG MILLIONAIRE

TARA REED

KOLLECTO

▀ Tara Reed used a patchwork of existing tech to create a more comfortable way of shopping for art. Kolleto is a (very nonjudgmental) bot that walks users through a survey, and offers curated selections of art based on their tastes. Kolleto'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



Ideation & Development

Collaborate with Entrepreneur Partner Studio's talented team to produce custom content based on your objectives.



Publication Strategy

Carefully planned, regular 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.

Horizontal Placements



728x90

(expandable downward to 728x415 with click)

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



300x600

(expandable down and left to 600x250 with click or mouseover)

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

Interstitial Placements



600x600

Max File Size: **300k**
Initial Load: **100k**
Subsequent Load: **100k, or unlimited after user initiation**
Loops: **1** Length: **15 Seconds**
Audio: **On user initiation (click)**



600x480

Max File Size: **300k**
Initial Load: **100k**
Subsequent Load: **100k, or unlimited after user initiation**
Loops: **1** Length: **15 Seconds**
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)

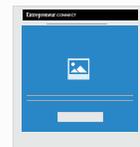
Site Served: **5mb**
Third Party: **10mb**
File Type: **mp4, FLV + WebM**
Duration: **15 Seconds**
Max Frame Rate: **30**
Click Through: **Yes**

Newsletters



Database: **829 Subscribers**
Topics: **Best of the Week, Growth Strategies, Money, Sales and Marketing, Social Media, Startup, Tech**
Banner: **300x250**
Native Integration: **Headline 10 words max, 30 characters with spaces. Deck: 10-13 words max, 75 characters with spaces**

Dedicated Emails



Database: **147k Names**
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.

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.

INSERT INFORMATION

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

Rate Base: 500,000

	1X	3X	6X	9X	12X
Full Color	\$22,000	\$21,340	\$20,699	\$20,078	\$19,476
1/2 Page	\$11,500	\$11,155	\$10,820	\$10,495	\$10,180
1/3 Page	\$8,000	\$7,760	\$7,527	\$7,301	\$7,082

Cancellations or changes must be submitted in writing and received by Direct Action Media on or before closing date. No cancellations will be accepted after the closing date. Failure to fulfill this contract will result in short rating. This means that in the event of an early termination, the cost of all space used from the effective date of the contract shall revert to the standard rate for the terms actually fulfilled. i.e., a twelve time rate used only six issues before cancellation incurs the six time ad rate.



ARTWORK/DIGITAL REQUIREMENTS

- Files must be flattened PDFx1a 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 SPECS

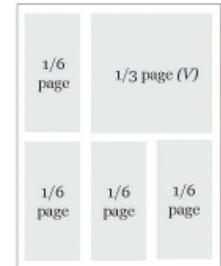
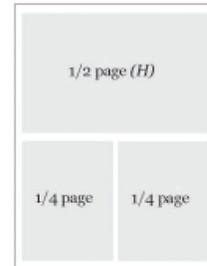
- Full Page
- 1/2 Page (H)
- 1/3 Page (Square)
- 1/4 Page
- 1/6 Page (V)

Width	Height
7 1/4"	x 10"
7 1/4"	x 4 3/4"
4 5/8"	x 4 5/8"
3 1/2"	x 4 3/4"
2 1/4"	x 4 3/4"

AD SUBMISSIONS

7MBs or less email to ads@directactionmedia.com or uploaded at www.directactionmedia.com/upload/

7+MBs send via FTP
[ftp.directactionmedia.com](ftp://directactionmedia.com)
User: damads
Password: Action2010



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