



THE VOICE OF  
**ENTREPRENEURSHIP**  
AROUND THE WORLD

Entrepreneur. **2018 Media Kit**

## JAN/FEB

### Make This Your Year

Inspiration, Stories, and Strategies to Help You Reach Your Goals

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

- **Digital:** Champions Circle: Most Entrepreneurial Athletes, Goal Standard Challenge 2
- **Event Spotlight:** Entrepreneur at CES

**AD CLOSE** | **ON SALE & ONLINE RELEASE**  
11/22/17 | 01/16/18

## MARCH

### The Growth Handbook

The Services and Strategies Entrepreneurs Need to Grow Their Business

+ *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**  
01/09/18 | 02/20/18

## APRIL

### The Entrepreneur Survival Guide

Special Issue: Everything Entrepreneurs Need To Know, But Were Afraid to Ask

+ *Cybercrime Report, Guide to Bootstrapping*

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

**AD CLOSE** | **ON SALE & ONLINE RELEASE**  
02/14/18 | 03/27/18

## MAY

### The Best Business Tools

A Guide to the Smartest Hardware, Software, and Services for Businesses

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

- **Digital:** Best Business Apps, The Science of Star Wars
- **Event Spotlight:** Propelify, Entrepreneur at Google I/O

**AD CLOSE** | **ON SALE & ONLINE RELEASE**  
03/13/18 | 04/24/18

## 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**  
04/16/18 | 05/29/18

## JUL/AUG

### Super Angel 100 / Money Issue

The 100 Most Influential Angel Investors Today—And How To Wow Them

+ *Financing the Growth of Your Business, Guide to Bank Loans*

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

**AD CLOSE** | **ON SALE & ONLINE RELEASE**  
05/22/18 | 07/03/18

## 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**  
07/03/18 | 08/14/18

## OCTOBER

### Best Company Cultures

Our Annual List of the Happiest, Most Productive Places to Work

+ *The Science of Successful Leadership, How to Become a Better Manager*

- **Digital:** 60-Day-Worklife Hackathon, Most Entrepreneurial Whiskey Brands
- **Event Spotlight:** ComiCon NY

**AD CLOSE** | **ON SALE & ONLINE RELEASE**  
08/07/18 | 09/18/18

## 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**  
09/11/18 | 10/23/18

## DECEMBER

### How to Succeed in 2019

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

+ *Holiday Gift Guide, Top Colleges for Entrepreneurs*

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

**AD CLOSE** | **ON SALE & ONLINE RELEASE**  
10/15/18 | 11/27/18

## STARTUPS MAGAZINE

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

**SPRING** | **AD CLOSE** | **ON SALE** | **01/23/18** | **03/20/18**

**SUMMER** | **AD CLOSE** | **ON SALE** | **04/24/18** | **06/19/18**

**FALL** | **AD CLOSE** | **ON SALE** | **08/14/18** | **10/09/18**





## 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
<b>500k</b>	<b>65k</b>	<b>5.11</b>	<b>3x</b>

### **Digital and Mobile/ 14MM Unique Visitors Per Month**

Monthly Page Views	Daily E-Newsletter Subscribers	Dedicated Email Subscribers
<b>63MM</b>	<b>200k</b>	<b>340k</b>

### **Social**

**13MM**  
Followers

### **Events**

**100k**  
Attendees

### **Books**

**2.5MM**  
Copies Sold

### **International Reach**

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

#### MEDIA PARTNERS



#### DISTRIBUTION CHANNEL PARTNERS







Melanie Whelan // SoulCycle

## 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

\$358,400 #1

#### Average Liquid Assets

\$1.3 MM

#### Average Net Worth

\$1.7 MM

#### Dual Consumers

Choose brands used at work for personal use

55.6% Index: 182 #1

### B2B Decision-Makers

#### Business Owners/ Partners /C-Level

59.2% Index: 201 #1

#### Business Purchase Decision-Maker

65.6% Index: 154 #1

#### Men/Women

63.8% / 36.2%

#### Average Age

38

### Unique Mindset

#### Disrupters

I am a risk-taker

73.6% Index: 154 #1

#### Inspired Minds

I consider myself an entrepreneur

52.7% Index: 226 #1

#### Innovators

I like to stand out from others

72.5% Index: 151

#### Trailblazers

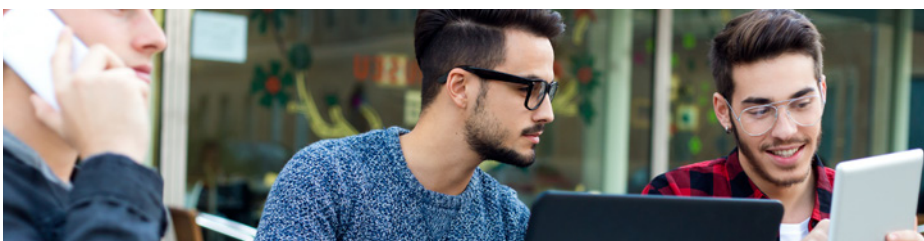
I am usually one of the first of my friends to try new tech products

76.4% Index: 180 #1

#### Influencers

I consider myself an opinion leader

80.7% Index: 138 #1



BUSINESS BEHEMOTH

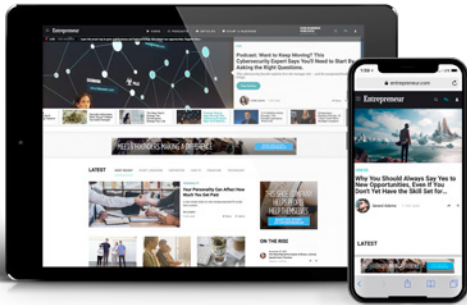
## → JEFF BEZOS

AMAZON

Jeff Bezos sees opportunities where others don't, and moves on them faster than others can. Started 23 years ago as an online bookstore, Amazon has grown into the largest internet retailer in the world. It is now home to an Oscar and Emmy-winning production studio, and its subscription service, Amazon Prime, reached 80 million members this year.







## SMARTPHONES & TABLETS

**63MM+**  
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

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.*

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INDUSTRY ICONOCLAST

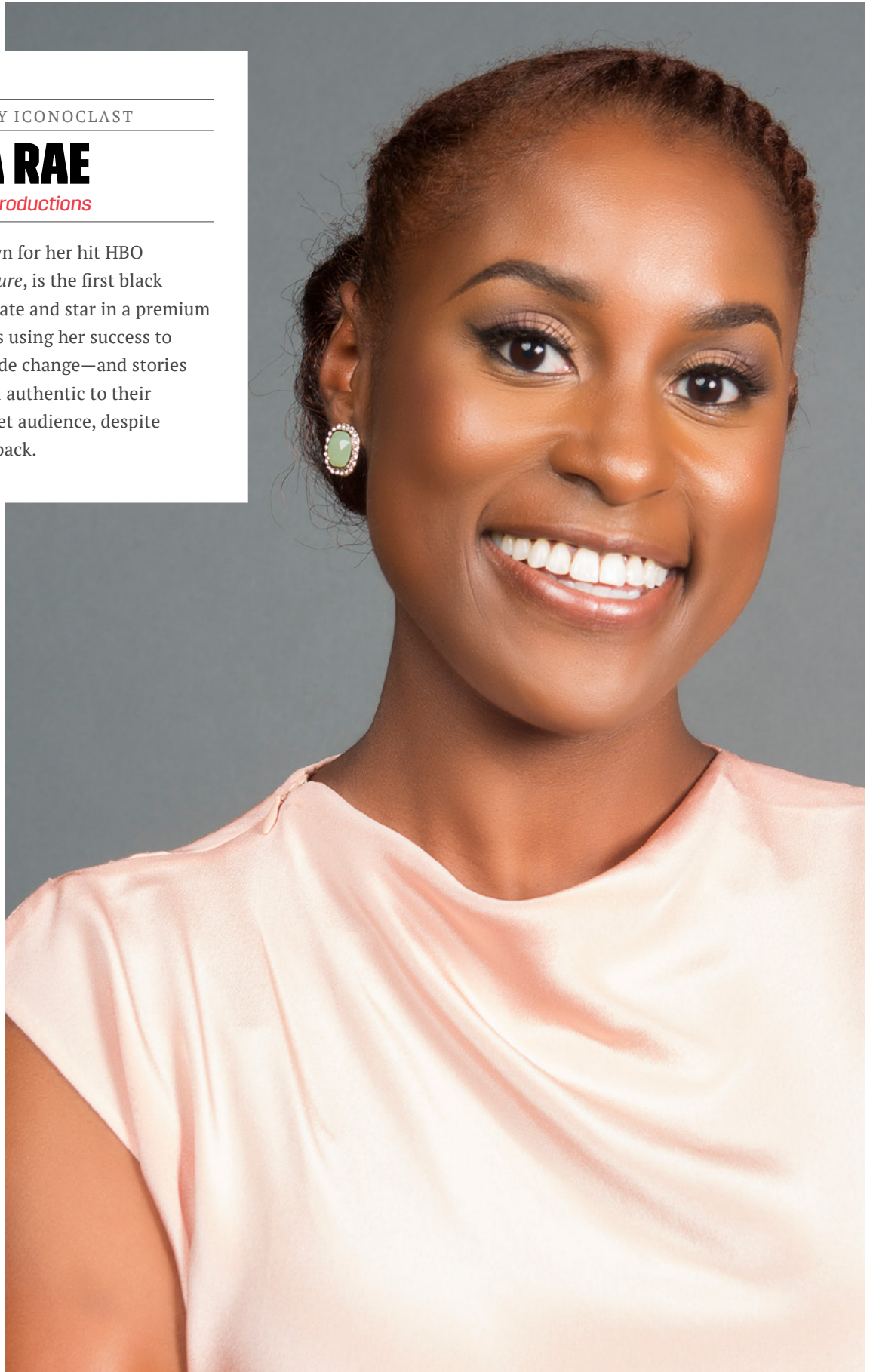
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→ **ISSA RAE**

*Issa Rae Productions*

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**I**ssa Rae, known for her hit HBO comedy *Insecure*, is the first black woman to create and star in a premium cable series. She's using her success to push industry-wide change—and stories that look and feel authentic to their creators and target audience, despite Tinseltown pushback.



**Entrepreneur**



## 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](http://entrepreneur.com/spotlight) for current examples.

### 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.



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EMPIRE BUILDER

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→ **DAVID CHANG**

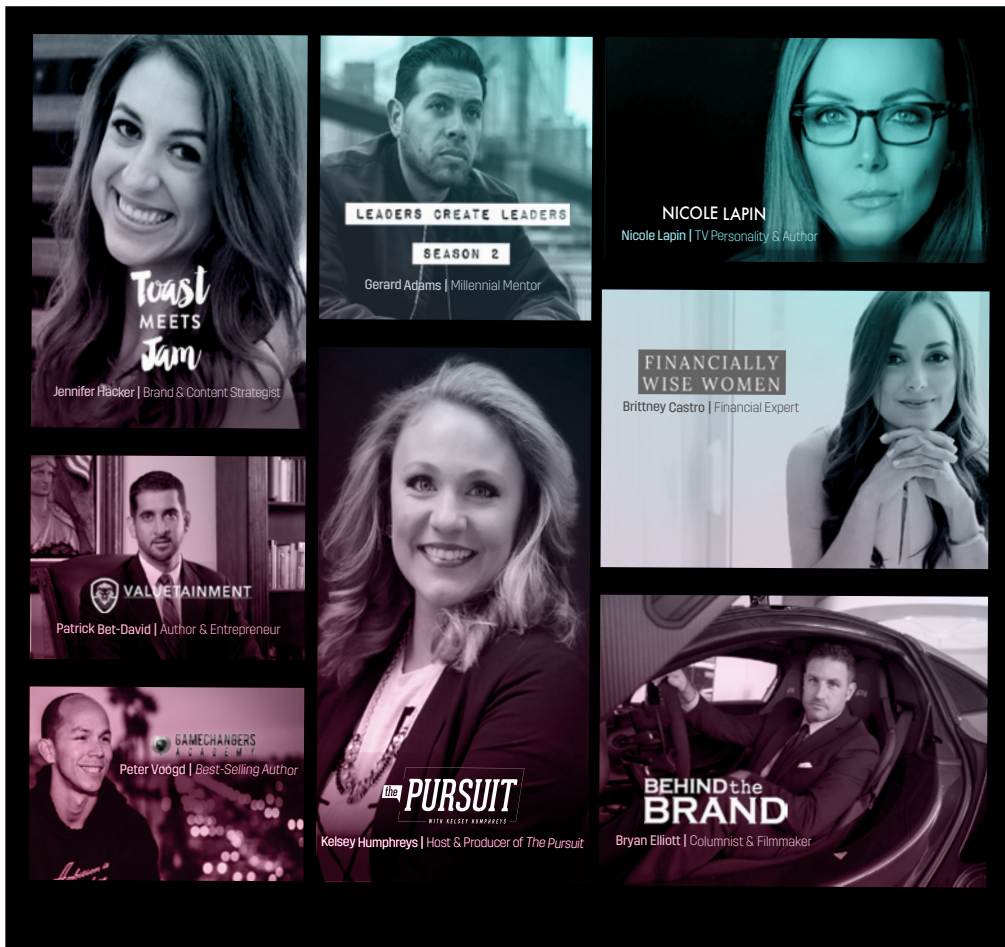
*Momofuku Restaurant Group*

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Over the course of more than a decade, David Chang has opened 13 restaurants, many of them test cases for edgy, unproven cuisines, concepts or locations. To date, he hasn't closed a single one—an incredible feat in an industry legendary for its failure rate.



**Entrepreneur**



## 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

FEATURES



JESSICA ABO



PATRICK BET DAVID



And More...



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THE BREAKOUT HIT

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→ **ALLI WEBB**

*Drybar*

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In 2008, after five years as a stay-at-home mom, hairstylist Alli Webb started traveling from home to home in Los Angeles, providing affordable blowouts to other moms. Nearly a decade later, Webb's brainchild has grown into Drybar, a blowouts-only salon chain beloved by women across the country.



**Entrepreneur**



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](http://entrepreneur.com/elevatorpitch)

Distributed on:    





## 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

Entrepreneur.com managing editor Linda Lacina chats 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](https://entrepreneur.com/listen)



## 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.

## EntrepreneurEXPO®

## Entrepreneur L!VE



winning  
strategies

GET READY TO  
LAUNCH



Sarah Michelle Gellar of FoodStirs || Entrepreneur Live 2017

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### Entrepreneur Live

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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.

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### Winning Strategies

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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.

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### Get Ready to Launch

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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.



## 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)



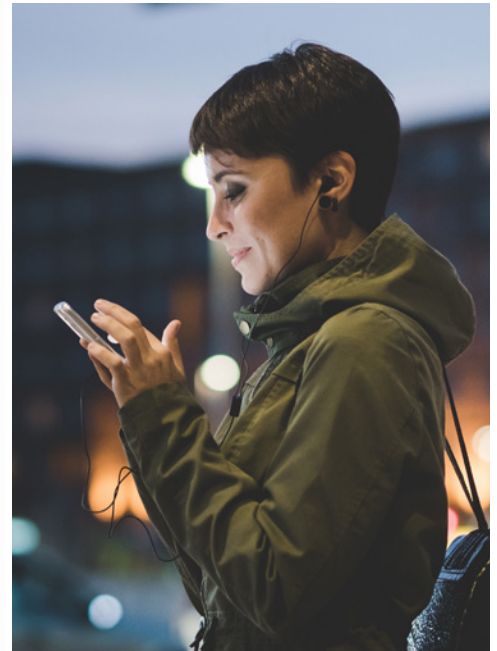
### 300x1050

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)



## 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

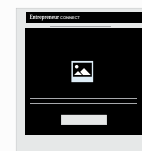
(expandable/Vpaid supported)  
Site Served: 5mb  
Third Party: 10mb  
File Type: mp4, FLV  
+ WebM  
Duration: 15 Seconds  
Max Frame Rate: 30  
Click Through: Yes

## DAILY NEWSLETTERS



Database: 200k  
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).

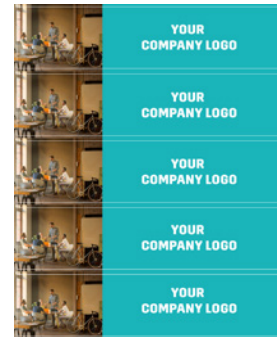
## DEDICATED EMAILS



Database: 340k 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



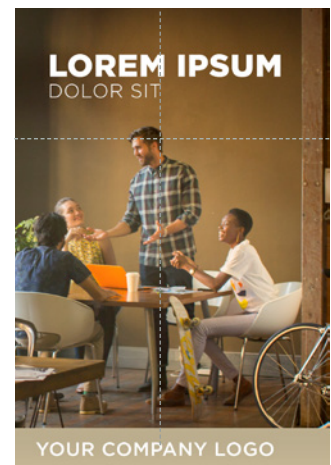
Tab Unit  
(1 inch tab)



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](http://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](http://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](mailto: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](mailto:pfishback@entrepreneur.com)

# Print Rate Card/

Entrepreneur 2018



Venus Williams || EleVen

B&W	1x	3x	6x	9x	12x	18x	24x
Full Page	\$51,979	\$50,423	\$49,368	\$48,356	\$46,783	\$45,223	\$44,193
2/3 Page	\$38,981	\$37,827	\$37,047	\$36,288	\$35,117	\$33,930	\$33,146
1/2 Page	\$31,191	\$30,262	\$29,631	\$28,992	\$28,079	\$27,145	\$26,519
1/3 Page	\$20,800	\$20,177	\$19,742	\$19,347	\$18,746	\$18,115	\$17,679
<b>2-Color</b>							
Full Page	\$62,337	\$60,461	\$59,237	\$57,996	\$56,083	\$54,236	\$52,987
2/3 Page	\$46,775	\$45,380	\$44,438	\$43,488	\$42,106	\$40,695	\$39,778
1/2 Page	\$37,416	\$36,313	\$35,553	\$34,810	\$33,710	\$32,586	\$31,818
1/3 Page	\$24,946	\$24,203	\$23,697	\$23,215	\$22,456	\$21,696	\$21,215
<b>4-Color</b>							
Full Page	\$69,288	\$67,284	\$65,831	\$64,441	\$62,362	\$60,279	\$55,614
2/3 Page	\$51,962	\$50,385	\$49,356	\$48,335	\$46,775	\$45,210	\$44,160
1/2 Page	\$41,566	\$40,305	\$39,475	\$38,649	\$37,392	\$36,167	\$35,333
1/3 Page	\$27,718	\$26,884	\$26,332	\$25,796	\$24,937	\$24,107	\$23,547
<b>Covers</b>							
2nd Cover	\$83,145	\$80,742	\$78,999	\$77,331	\$74,833	\$72,335	\$66,736
3rd Cover	\$79,680	\$77,377	\$75,704	\$74,107	\$71,716	\$69,322	\$63,956
4th Cover	\$86,611	\$84,104	\$82,290	\$80,552	\$77,954	\$75,347	\$69,517

Rate Base: 500,000

UPDATED:12/17