Empowering All Entrepreneurs

Entrepreneur | 2024 MEDIA KIT
2024 EDIT CALENDAR

JANUARY/FEBRUARY
- The Self Improvement Issue
- Franchise 500®

Ad Close: 11/28/23 | Materials Due: 12/08/23 | On Sale: 01/16/24

MARCH/APRIL
- The Side Hustle Issue

Ad Close: 01/20/24 | Materials Due: 02/02/24 | On Sale: 03/05/24

MAY/JUNE
- The Road to the First $1 Million in Revenue

Ad Close: 03/17/24 | Materials Due: 03/29/24 | On Sale: 04/30/24

JULY/AUGUST
- Artificial Intelligence

Ad Close: 06/02/24 | Materials Due: 06/14/24 | On Sale: 07/16/24

SEPTEMBER/OCTOBER
- America's Favorite Mom & Pop Shops

Ad Close: 08/04/24 | Materials Due: 08/16/24 | On Sale: 09/17/24

NOVEMBER/DECEMBER
- Entrepreneur® of 2024
- Top Entrepreneurial Schools

Ad Close: 09/29/24 | Materials Due: 10/11/24 | On Sale: 11/12/24

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

Ad Close: 01/31/24 | Materials Due: 02/23/24 | On Sale: 03/26/24

SUMMER
- Technology

Ad Close: 04/18/24 | Materials Due: 05/10/24 | On Sale: 06/11/24

FALL/WINTER
- Entrepreneurship

Ad Close: 06/27/24 | Materials Due: 07/19/24 | On Sale: 08/20/24

Note: Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date. UPDATED: 10/23
# 2024 AT A GLANCE

## The Pulse of Entrepreneurship

Entrepreneur connects with millions of innovative minds across every platform and medium.

### ENTREPRENEUR.COM

- 20 MM Monthly UVs
- Premium Entrepreneur Insider Members
- Green Entrepreneur, Women Entrepreneur and Young Entrepreneur Channels
- International Editions: Mexico, Latin America, Mena, India & Georgia

### EMAIL & NEWSLETTERS

- Newsletter: 135K Global Subscribers
- Dedicated Emails: 50K US Emails
- LinkedIn Newsletter: 200K US Subscribers

### SOCIAL

- 16 MM Followers
- Access to Experts in Live Conversations
- Join Our Community On: Facebook, X, LinkedIn, YouTube, Instagram, TikTok, Pinterest and Snapchat

### ENTREPRENEUR TV

- On Linear, AVOD, and Streaming Platforms
- Original Programming and Custom Productions
- 10+ Seasons of Entrepreneur Elevator Pitch

### MAGAZINE

- 3.6 MM Magazine Readers
- 6x Annual Digital and Print Issues
- 375K Rate Base
- 7.9 Readers Per Copy
- 3x Entrepreneur’s Startups Issues

### PODCASTS

- 884K Monthly Downloads
- 6+ Popular Shows and Host Personalities
- Available on All Major Streaming Audio Platforms

### BOOKS

- Over 2.5 MM Books Sold
- Entrepreneur Books
- Print, Digital and Audio Content

### EVENTS

- 100K Event Attendees
- Virtual Workshops, Conversations & Events
- Tentpole and Custom In-Person Experiences
- Monthly Motivations with 1,500 Live Attendees

### MEDIA PARTNERS AND DISTRIBUTION CHANNELS

Get to Know Today’s Transformative Leaders

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**

- Average Age
  - 39

- Average HHI
  - $567,000

- Identify As An Entrepreneur
  - 56.7% Index 190

**BUSINESS DECISION-MAKERS**

- Business Owner/Partner/C-Level Executive
  - Ranked #1
  - 68.7% Index 182

- Business Purchase Decision-Maker
  - Ranked #1
  - 74.0% Index 152

**INFLUENCERS**

- Influence Others’ Behaviors, Opinions and Thoughts on Business Issues
  - Ranked #1
  - 64.7% Index 175

- First to Try New Products or Services
  - Ranked #1
  - 74.4% Index 148

**BUSINESS DECISION-MAKERS**

- **Business Owner/Partner/C-Level Executive**
  - Ranked #1
  - 68.7% Index 182

- **Business Purchase Decision-Maker**
  - Ranked #1
  - 74.0% Index 152

**INFLUENCERS**

- **Influence Others’ Behaviors, Opinions and Thoughts on Business Issues**
  - Ranked #1
  - 64.7% Index 175

- **First to Try New Products or Services**
  - Ranked #1
  - 74.4% Index 148

**AFFLUENT LEADERS**

- Average Age
  - 39

- Average HHI
  - $567,000

- Identify As An Entrepreneur
  - 56.7% Index 190

**BUSINESS DECISION-MAKERS**

- Business Owner/Partner/C-Level Executive
  - Ranked #1
  - 68.7% Index 182

- Business Purchase Decision-Maker
  - Ranked #1
  - 74.0% Index 152

**INFLUENCERS**

- Influence Others’ Behaviors, Opinions and Thoughts on Business Issues
  - Ranked #1
  - 64.7% Index 175

- First to Try New Products or Services
  - Ranked #1
  - 74.4% Index 148

**AFFLUENT LEADERS**

- Average Age
  - 39

- Average HHI
  - $567,000

- Identify As An Entrepreneur
  - 56.7% Index 190

**BUSINESS DECISION-MAKERS**

- Business Owner/Partner/C-Level Executive
  - Ranked #1
  - 68.7% Index 182

- Business Purchase Decision-Maker
  - Ranked #1
  - 74.0% Index 152

**INFLUENCERS**

- Influence Others’ Behaviors, Opinions and Thoughts on Business Issues
  - Ranked #1
  - 64.7% Index 175

- First to Try New Products or Services
  - Ranked #1
  - 74.4% Index 148
TV Content for Inspired Minds

Entrepreneur's exciting new network inspires, informs, and celebrates the people shaping the future of business. Generate visibility with both in-program and interstitial brand integration opportunities featured against premium content.

Where to Watch

Watch on Entrepreneur.com/TV as well as a growing list of linear, AVOD, and streaming platform partners like these.

Entrepreneur Elevator Pitch

Habits and Hustle with Jennifer Cohen

Start Up

Unfiltered with Jessica Abo

Entrepreneur's exciting new network inspires, informs, and celebrates the people shaping the future of business. Generate visibility with both in-program and interstitial brand integration opportunities featured against premium content.

2024 ENTREPRENEUR TV

Updated: 4/24
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 their 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

**Distribution Partners**

- BizTV
- DistroTV
- CheddarTV: Available on Hulu, Amazon Freevee, Tubi, DirectTV Stream, Samsung TV Plus, Vizio, Spectrum

---

**2024 ELEVATOR PITCH**

**Video Completion Rate**

- 81.5%

**Video Views**

- 28.6 MM

**Social Reach**

- 10 MM

**Based on data from the latest season (10). UPDATED 03/24**
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.
Bespoke Content Marketing Solutions for Your Brand

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

**CONTENT FORMATS**
- Articles
- Infographics
- Videos
- White Papers
- Webinars
- Social Experiences

**2024 PARTNER STUDIO**

UPDATED: 10/23
Dynamic Content Engaging 16 MM Followers Across Every Major Social Platform

Sponsor partners can leverage Entrepreneur's dedicated social team and influencer network to share stories, insights and messages that drive action with our communities.
Signature Experiences
Entrepreneur hosts a variety of events ranging from intensive virtual seminars to fireside chats and conferences.

**ENTREPRENEUR LAUNCHPAD**
Entrepreneurs come together in Miami, FL to unlock the secrets to scaling their businesses with expert insights, hands-on workshops, and inspiring leaders.

**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 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.

**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.

**ENTREPRENEUR LIVE**
Entrepreneur’s signature conference shares the most forward-thinking practices with highly respected keynotes and industry experts. Ambitious leaders learn new ways to push business to the next level.
Dedicated to Sustainability in Business

Green Entrepreneur offers tips and strategies for entrepreneurs striving to incorporate more sustainable practices in their businesses or whose ventures are in green industries. From eco-friendly hacks to the latest in electric vehicles, Green Entrepreneur offers insight on everything entrepreneurs need to keep their businesses at the forefront of developments impacting their success.
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 CIR on average. Learn more about AMPHTML ads here and here.

STANDARD BANNERS

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

HIGH-IMPACT UNITS

970x250, Article Break-In, Full Width Unit, Skin, Mobile Interscroller

DEDICATED EMAILS

List Size: 50k US Emails
Send Max: 50k

DAILY NEWSLETTERS

Database: 135K Global Subscribers

Native Integration
• Headline: 10 words, 50 characters max
• Deck: 25 words, 115 characters max
• Image: 600x338 (no or minimal text in image)

LINKEDIN NEWSLETTERS

Frequency: Weekly
List Size: 200k US Subscribers
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

UPDATED: 10/23
2024 PRINT SPECS

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.

<table>
<thead>
<tr>
<th>Space</th>
<th>Non-Bleed/Live Image (WIDTH X DEPTH)</th>
<th>Trim (WIDTH X DEPTH)</th>
<th>Bleed (WIDTH X DEPTH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread*</td>
<td>15&quot; x 10&quot;</td>
<td>15.5&quot; x 10.5&quot;</td>
<td>15.75 x 10.75&quot;</td>
</tr>
<tr>
<td>1/2 Spread Horiz.*</td>
<td>15&quot; x 4.75&quot;</td>
<td>15.5&quot; x 5.125&quot;</td>
<td>15.75&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.25&quot; x 10&quot;</td>
<td>7.75&quot; x 10.5&quot;</td>
<td>8&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5&quot; x 9.75&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 Horiz.</td>
<td>7&quot; x 4.75&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.625&quot; x 4.625&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2&quot; x 9.75&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*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.

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.

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](http://www.adshuttle.com)

INSERT INFORMATION
For supplied insert information, contact:
Quad, Inc.
Attn: Rick Cowan
N81 W23044 Harry’s Way Sussex, WI 53089
Phone: 414-566-2481

SEND PROOFS TO:
Quad, Inc.
Attn: Plate Room
1900 West Sumner Street Hartford, WI 53027
Phone: 262-673-1000

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.
2024 SALES CONTACTS

UNITED STATES

BUSINESS
Ryan Shea
CEO
Bill Shaw
President
Lucy Gekchyan
Assoc. Publisher, Marketing

CHICAGO
Steven Newman
Midwest Director, Strategic Partnerships
Office: 312/897-1002
snewman@entrepreneur.com

MICHIGAN
Dave Woodruff
Midwest Director of Sales
Office: 248/703-3870
dwoodruff@entrepreneur.com

ATLANTA
Kelly Hediger
Account Manager
Office: 770/209-9858
Fax: 770/209-9881
khediger@samssouth.com

EAST COAST
Brian Speranzini
SVP of National Sales
Office: 646/278-8483
brians@entrepreneur.com

James Clauss
National Sales Director, Print
Office: 646/278-8484
jclauss@entrepreneur.com

Rikki Paribello
Senior Account Director
Office: 914/441-5184
rparibello@entrepreneur.com

Krissey Cirello
Account Director
Office: 845/642-2553
kcirello@entrepreneur.com

WEST COAST
Mike Lindsay
West Coast Ad Director
Office: 310/493-4708
mlindsay@entrepreneur.com

Brent Davis
VP, Franchise Sales
Office: 949/622-7126
bdavis@entrepreneur.com

Cassidy Ford
Director, Franchise Sales
Office: 254/644-1503
cford@entrepreneur.com

Headquarters
2 Executive Cir Ste 150
Irvine, CA 92614
Office: 800/864-6864
949/264-2325

INTERNATIONAL

APAC, EUROPE
Brian Speranzini
SVP of National Sales
Office: 646/278-8483
brians@entrepreneur.com

GEORGIA
Alexandre Siradze
Executive Director
Office: +995 599 13 45 10
alex@entrepreneur.ge

INDIA
Preetima Bhardwaj
Account Manager
Office: +91 8588898248
bpreatima@franchiseindia.net

UK/MENA
Wissam Younane
BNC Publishing
Office: +971504737889
Wissam@bnpcpublishing.net

UPDATED: 03/24