

2025 MEDIA KIT

Empowering Entrepreneurs Everywhere

Entrepreneur





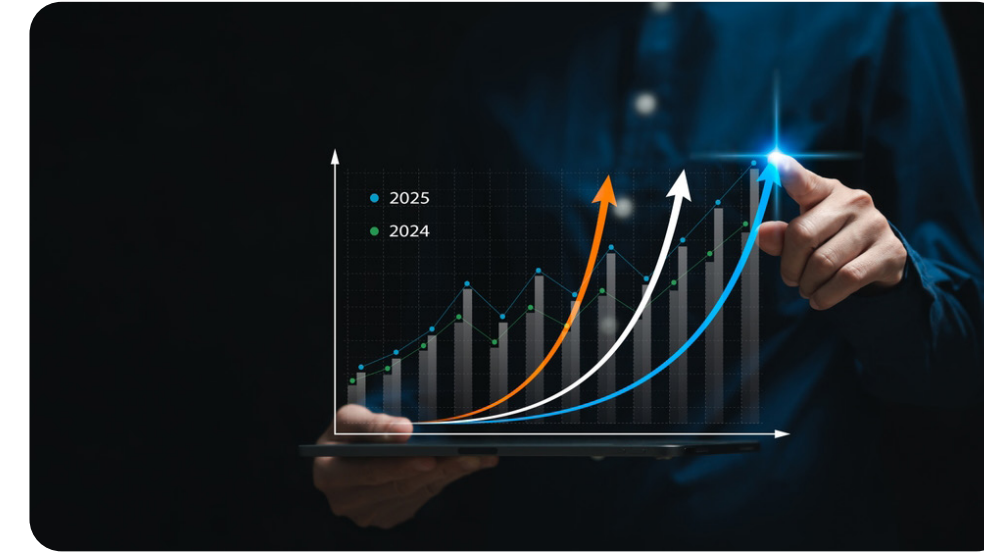
JANUARY/FEBRUARY
MAXIMIZING PROFIT FOR THE YEAR AHEAD

- ⊗
Ad Close
12/3/24
- 🕒
Materials Due
12/13/24
- 📅
On Sale
1/14/25



MARCH / APRIL
INNOVATION IN FOOD

- ⊗
Ad Close
1/21/25
- 🕒
Materials Due
1/31/25
- 📅
On Sale
3/4/25



MAY / JUNE
HOW TO UNLOCK YOUR FIRST MILLION DOLLARS

- ⊗
Ad Close
3/18/25
- 🕒
Materials Due
3/28/25
- 📅
On Sale
4/29/25



JULY / AUGUST
AMERICA'S FAVORITE MOM & POP SHOPS

- ⊗
Ad Close
6/3/25
- 🕒
Materials Due
6/13/25
- 📅
On Sale
7/15/25



SEPTEMBER / OCTOBER
ARTIFICIAL INTELLIGENCE

- ⊗
Ad Close
8/5/25
- 🕒
Materials Due
8/15/25
- 📅
On Sale
9/16/25



NOVEMBER / DECEMBER
TOP ENTREPRENEURIAL PROGRAMS

- ⊗
Ad Close
9/30/25
- 🕒
Materials Due
10/10/25
- 📅
On Sale
11/11/25

Entrepreneur's
startups

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

SPRING

- ⊗ Ad Close: 2/18/25
- 🕒 Materials Due: 2/28/25
- 📅 On Sale: 4/1/25

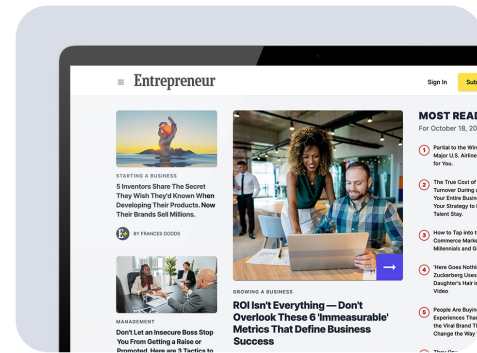
SUMMER

- ⊗ Ad Close: 4/30/25
- 🕒 Materials Due: 5/9/25
- 📅 On Sale: 6/10/25

FALL/WINTER

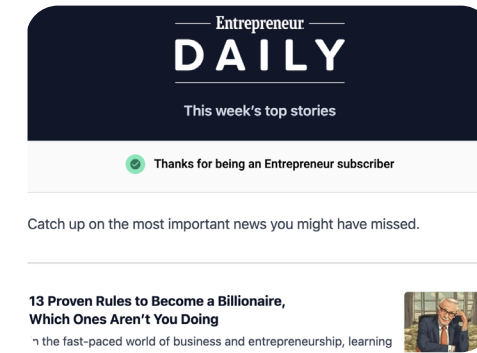
- ⊗ Ad Close: 7/8/25
- 🕒 Materials Due: 7/18/25
- 📅 On Sale: 8/19/25

Entrepreneur Connects With Millions of Innovative Minds Across Every Platform and Medium



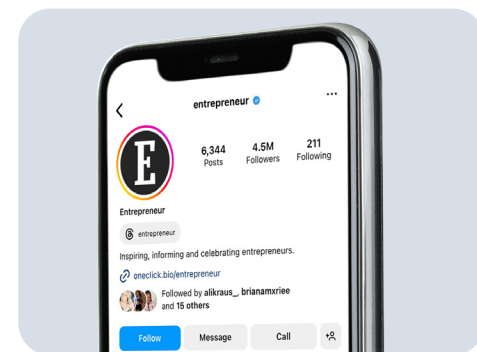
ENTREPRENEUR.COM | 20 MM Monthly UVs

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



EMAIL & NEWSLETTERS

- Newsletter: 115K Global Subscribers
- Dedicated Emails: 50K US Emails
- LinkedIn Newsletter: 200K US Subscribers



SOCIAL | 16.5 MM Followers

- Access to Experts in Live Conversations
- Join Our Community On: [Facebook](#), [X](#), [LinkedIn](#), [YouTube](#), [Instagram](#), [Tik Tok](#), [Pinterest](#) and [Snapchat](#)



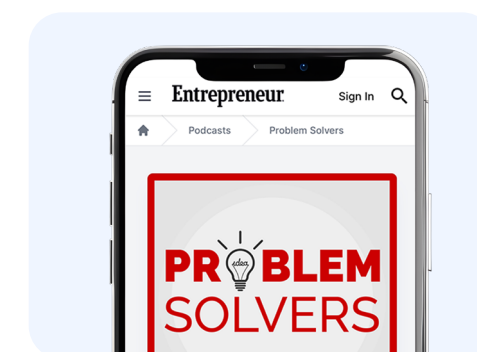
MAGAZINE | 3.8 MM Magazine Readers

- 6x Annual Digital and Print Issues
- 375K Rate Base
- 8.96 Readers Per Copy
- 3x Entrepreneur's Startups Issues



ENTREPRENEUR TV | On Linear, AVOD, and Streaming Platforms

- Original Programming and Custom Productions
- 12+ Seasons of Entrepreneur Elevator Pitch



PODCASTS | Dynamic Insertion

- Popular [Shows](#) and Host Personalities
- Available on All Major Streaming Audio Platforms



EVENTS | 100K Event Attendees

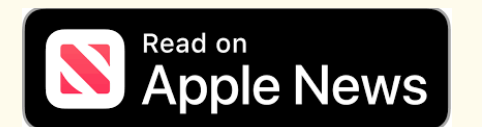
- Virtual Workshops, Conversations & Events
- Tentpole and Custom In-Person Experiences
- Monthly Motivations with 1,500 Live Attendees



BOOKS | Over 2.5 MM Books Sold

- [Entrepreneur Books](#)
- Print, Digital and Audio Content

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.

BUSINESS DECISION-MAKERS

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

RANKED #1
Business Purchase
Decision-Maker
74% Index 152

RANKED #1
Comfortable
Taking Risks
69.7% Index 148

INFLUENCERS

RANKED #1
Opinion Leader
76.1% Index 137

RANKED #1
Influence Others' Behaviors,
Opinions and Thoughts on
Business Issues
64.7% Index 175

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

AFFLUENT LEADERS

AVERAGE AGE
39

RANKED #1
Average HHI
\$567,000

RANKED #1
Identify As An Entrepreneur
56.7% Index 190

Founder of BookSmarts Accounting & Bookkeeping | **Jenny Groberg**



Founder of The Hustle | **Sam Parr**



Founder of Blavity | **Morgan DeBaun**



Ben and Nate Checketts | **Cofounders of Rhone**




Founder of Birdy Grey | **Monica Ashauer**

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.




BizTV




Cineverse




DistroTV



Sling





TabloTV



CheddarTV

CheddarTV is available on Hulu, Amazon Freevee, Tubi, DirectTV Stream, Samsung TV Plus, Vizio, and Spectrum

Coming soon...

FEATURED SHOWS



CONTEST
Entrepreneur Elevator Pitch



INSPIRATION
Mindvalley Talks



TALK SHOW
Never Settle Show



DOCUMENTARY
Killer Whales



TALK SHOW
Habits and Hustle with Jennifer Cohen



DOCUMENTARY
Tech Talk



DOCUMENTARY
Start Up



INTERVIEW
Unfiltered with Jessica Abo



DOCUMENTARY
The CEOs

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.

3.5 MM AVG VIEWS PER EPISODE

WATCH NOW



LINEAR SYNDICATION CHANNELS

- EEP now reaches 70% of U.S. households with 15 out of the top 20 DMAs in the country.
- Each episode airs four times with ALL sponsorship integrations included.
- For our brand partners, this means custom sponsor integrations, such as prize package moments and vignettes—are seen with robust TV viewership.

Syndication Channels:



Entrepreneur ELEVATOR PITCH



DISTRIBUTION PARTNERS

33 MM
OTA HOMES VIA ANTENNA

3 MM
MONTHLY CTV, OTT, VMVPD SYSTEMS UVS

320K
MONTHLY UVS

• EEP airs multiple times daily per [this schedule](#)

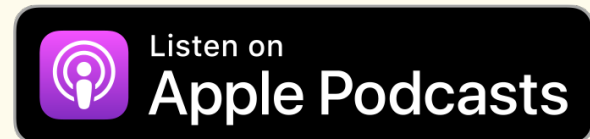
• [EEP Is Featured On These 29 Platforms Where Cheddar Is Available:](#) Hulu, Amazon Freevee, Tubi, DirectTV Stream, Samsung TV Plus, Vizio, Spectrum and more

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.

AVAILABLE ON:



CLICK IMAGES TO LISTEN NOW



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.

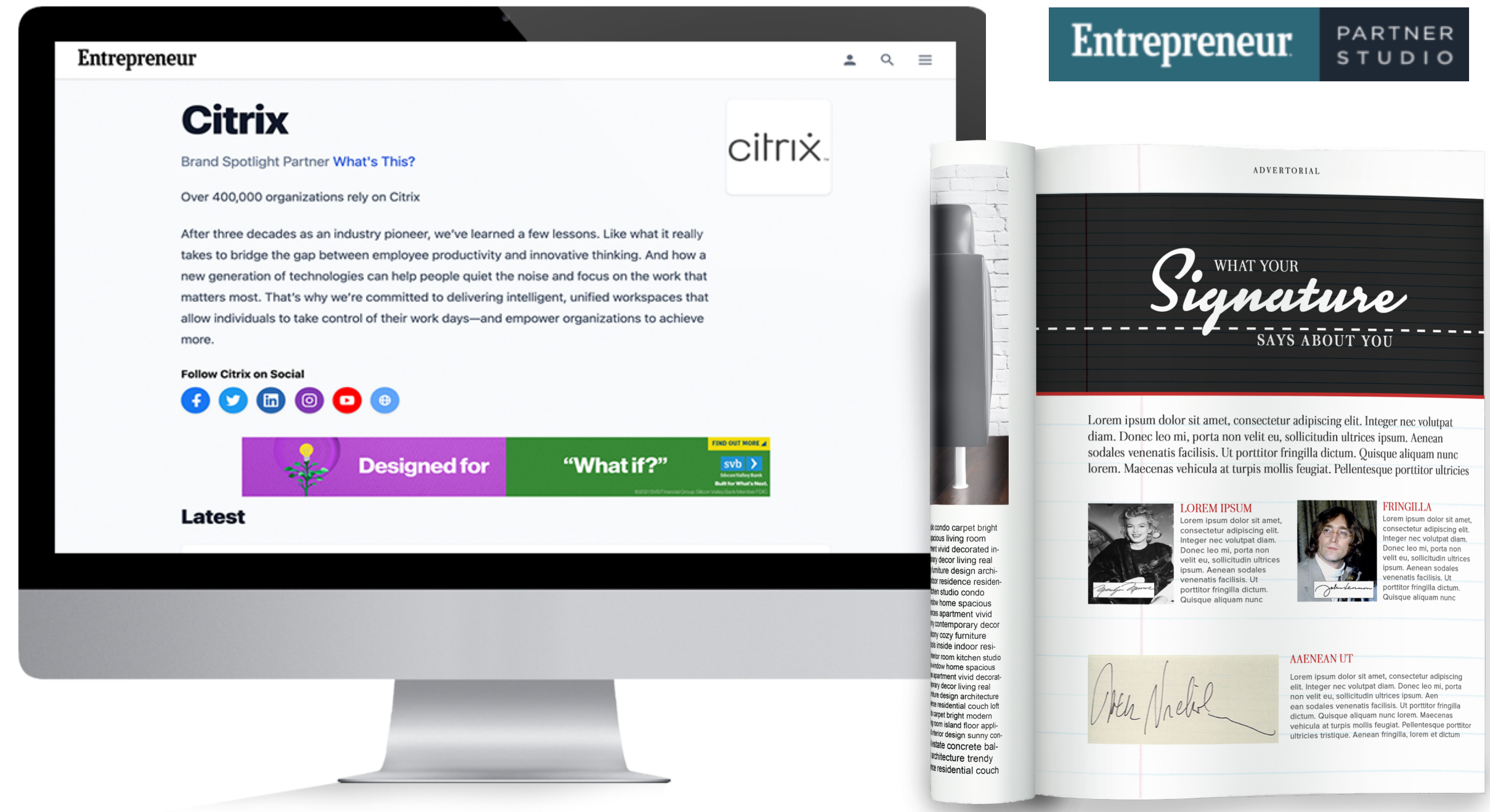
[SEE SPOTLIGHT EXAMPLES](#)

Ideation & Development

Publication Strategy

Distribution

Optimization



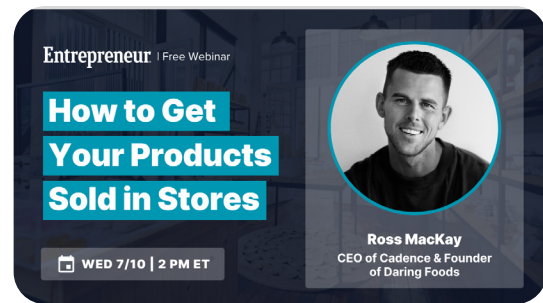
CONTENT FORMATS

<p> ARTICLES</p>	<p> VIDEOS</p>	<p> WEBINARS</p>	<p> WHITE PAPERS</p>	<p> SOCIAL EXPERIENCES</p>
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Dynamic Content Engaging 16.5 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.

FOLLOW ENTREPRENEUR ON:



WORKSHOPS



INTERVIEWS



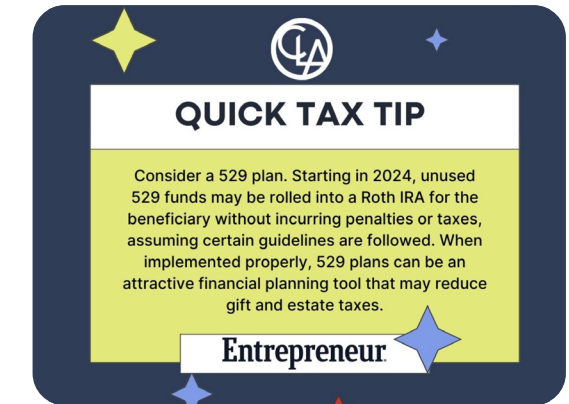
STORYTELLING



INSPIRATION



CELEBRATION



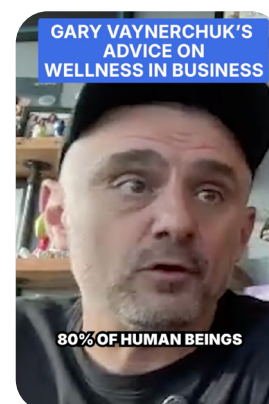
EDUCATION



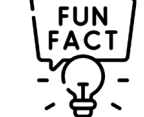
QUICK-TAKE BUSINESS INSIGHTS



EXPERT ADVICE



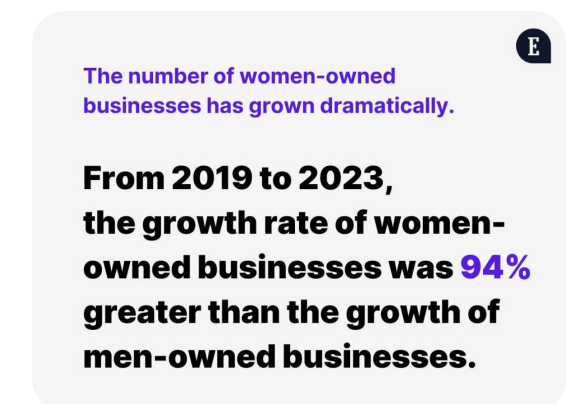
THOUGHT LEADERS



FACTS TO KNOW



INSIDER ACCESS



GIVEAWAYS

Immersive Experiences

Entrepreneur hosts a variety of events ranging from intensive virtual seminars to fireside chats and conferences.



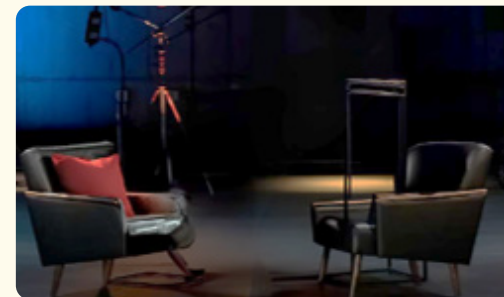
LAUNCHPAD

Entrepreneurs come together to unlock the secrets to scaling their businesses with expert insights, hands-on workshops, and inspiring leaders.



ENTREPRENEUR IN RESIDENCE

SMBs attend engaging events and workshops in a dynamic new space designed to enhance their business. From training sessions to topical discussions, there's always something exciting happening at Entrepreneur in Residence.



STORYTELLERS

Storytellers is a one-day event where the world's most dynamic entrepreneurs aren't just speaking—they're sharing their journeys of building their dream companies.



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.


















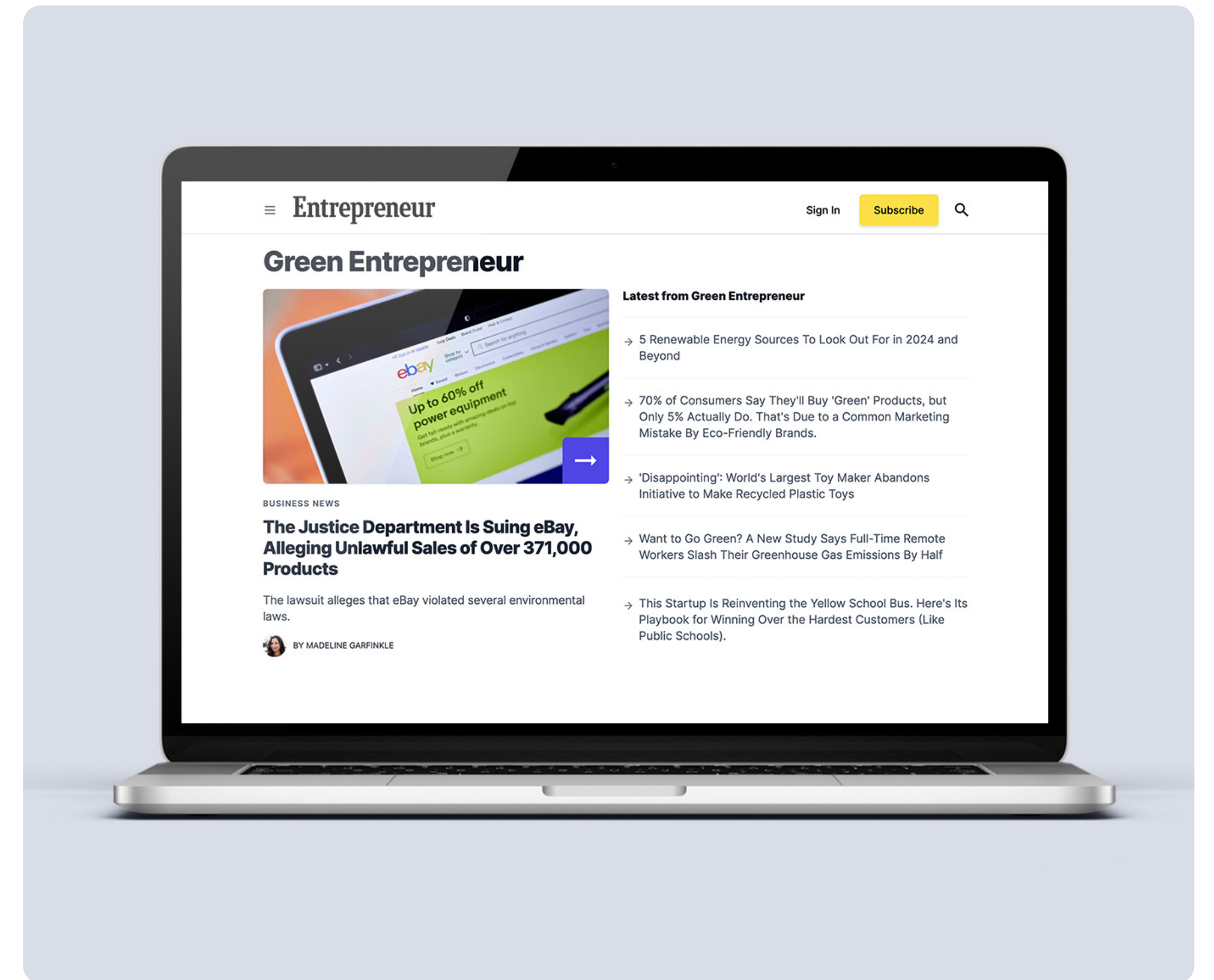
ELEVATOR PITCH CASTING CALL

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.

Dedicated to Sustainability in Business

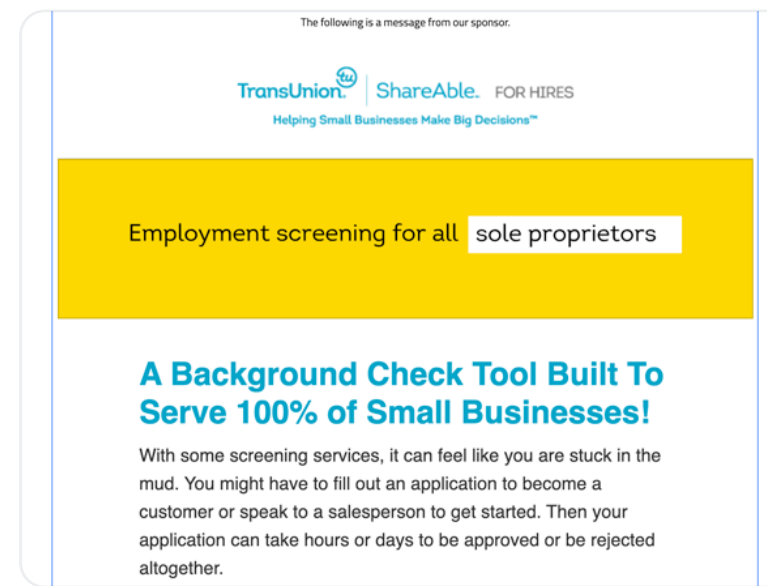
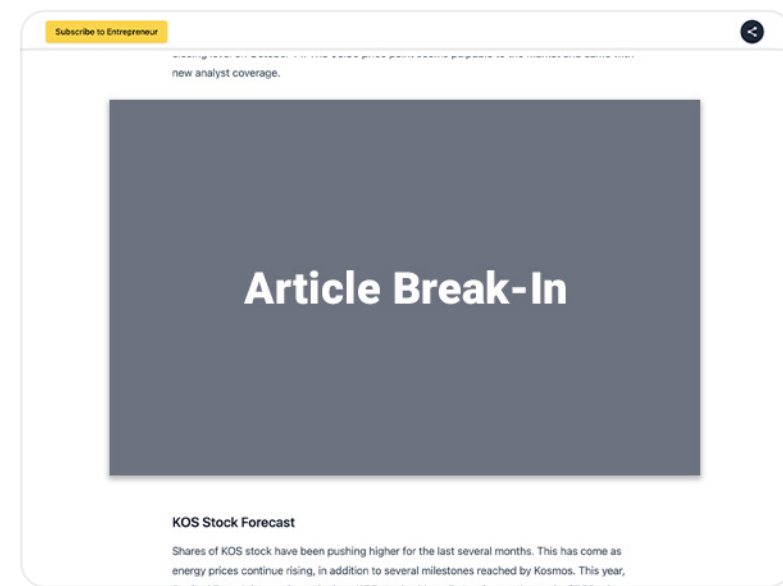
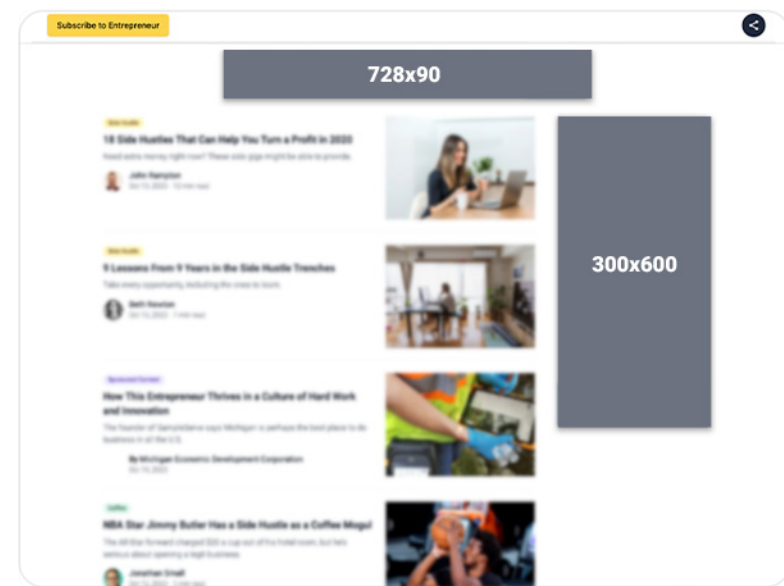
Green Entrepreneur offers tips and strategies for entrepreneurs striving to incorporate more sustainable practices in their businesses or whose ventures are in green industries. From eco-friendly hacks to the latest in electric vehicles, Green Entrepreneur offers insight on everything entrepreneurs need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

 GREEN HACKS	 REGULATIONS	 SUSTAINABILITY
 CLIMATE	 ENVIRONMENT	 NET ZERO
 ECO TRAVEL	 ESG	 GREEN ENTREPRENEURS
 SHOPPING GREEN	 RENEWABLE ENERGY	 GREEN CULTURE
 EATING GREEN	 ELECTRIC VEHICLES	 ECO DESIGN



Standard Ad Sizes: 728x90, 970x90, 300x600, 300x250, 320x50

High-Impact Units: 970x250, Article Break-In, Full-Width Unit, Skin, Mobile Interscroller



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

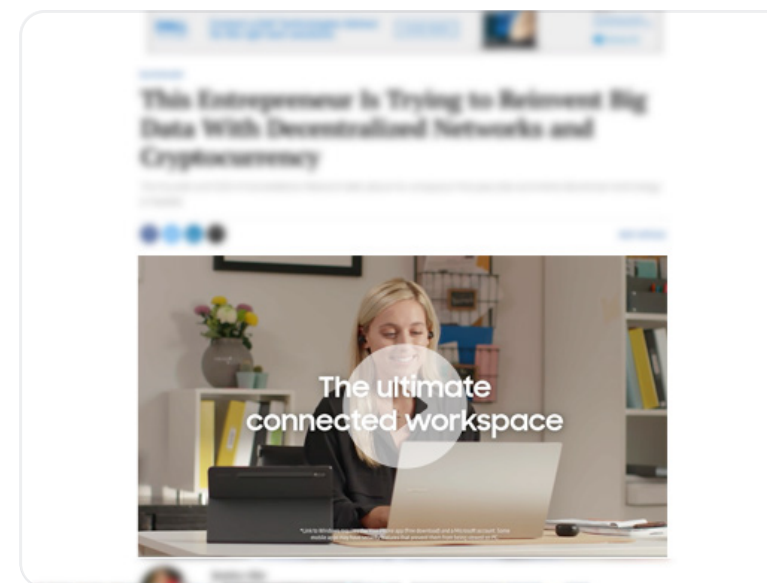
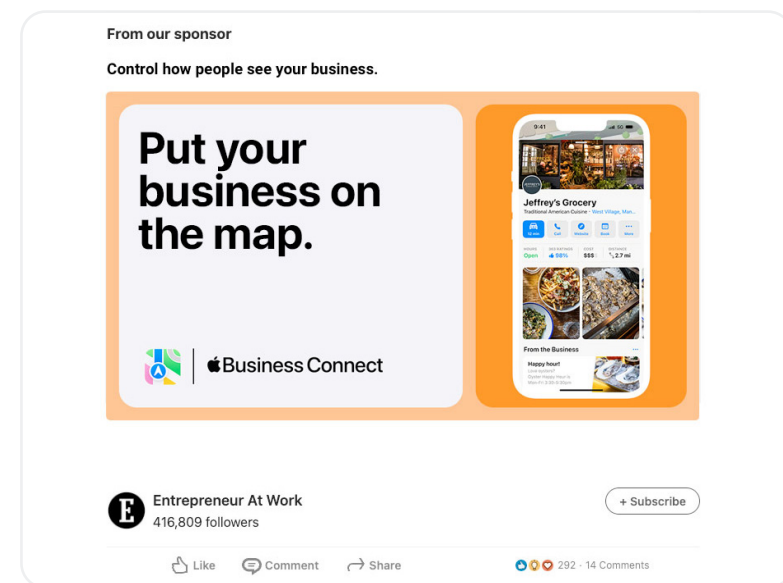
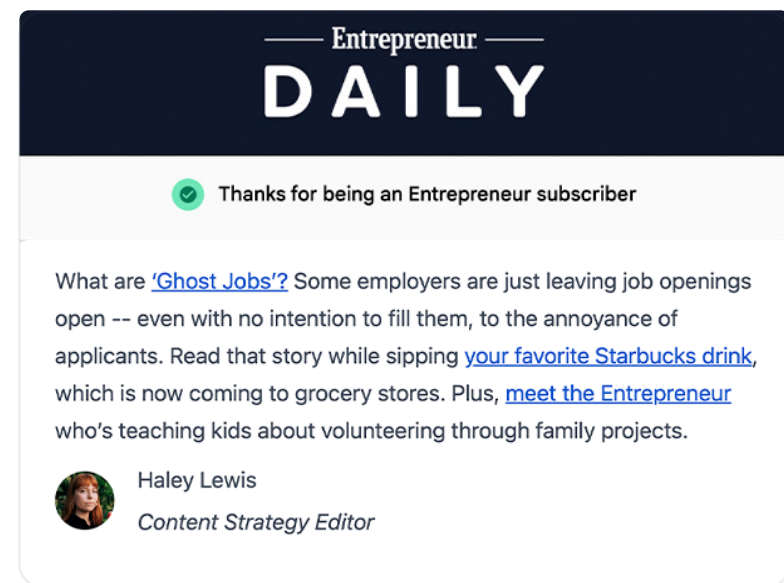
728x90, 970x90, 300x600, 300x250, 320x50

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: 115K 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

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.

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](#)

INSERT INFORMATION

For supplied insert information, contact:

Quad, Inc.
 Attn: Rick Cowan
 N61 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.



UNITED STATES

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