

2025 MEDIA KIT

# Empowering Entrepreneurs Everywhere

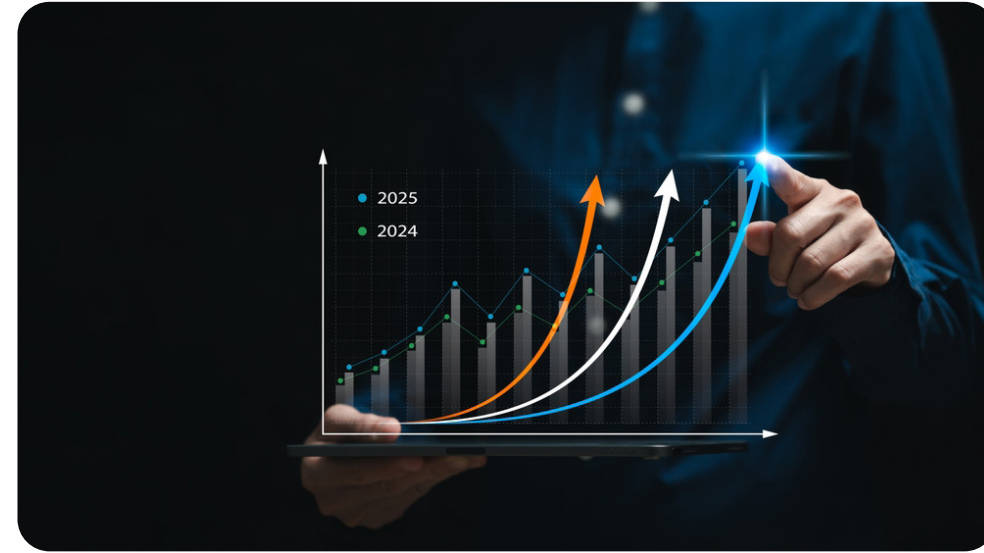
Entrepreneur





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  
**10X YOUR SALES**

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



MAY / JUNE  
**HOW AI CAN HELP YOUR BUSINESS**

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



JULY / AUGUST  
**THE MONEY ISSUE**

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



SEPTEMBER / OCTOBER  
**AMERICA'S FAVORITE MOM & POP SHOPS**

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



NOVEMBER / DECEMBER  
**ENTREPRENEUR 1000 AND  
TOP SCHOOLS FOR ENTREPRENEURS**

- ⊗  
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: 3/7/25
- 📅 On Sale: 4/1/25

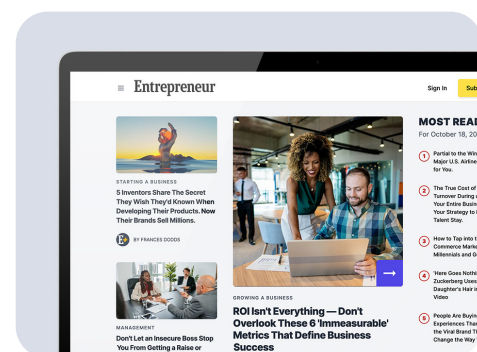
**SUMMER**

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

**FALL/WINTER**

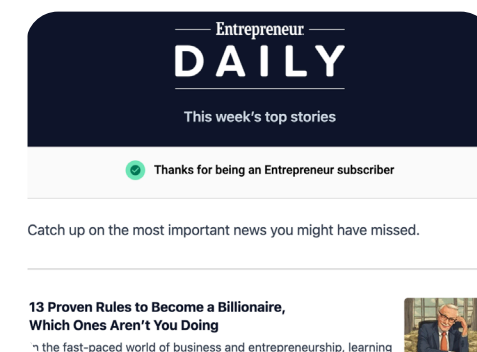
- ⊗ Ad Close: 7/8/25
- 🕒 Materials Due: 7/18/25
- 📅 On Sale: 8/19/25

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



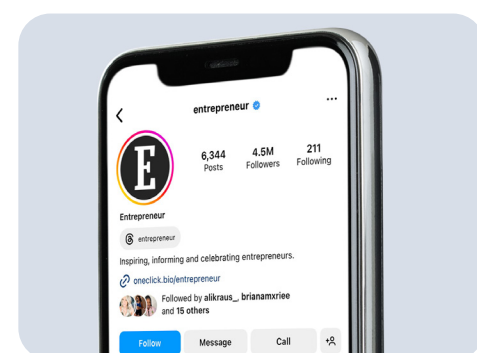
## ENTREPRENEUR.COM | 6.7 MM Total Digital Population

- 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](#)



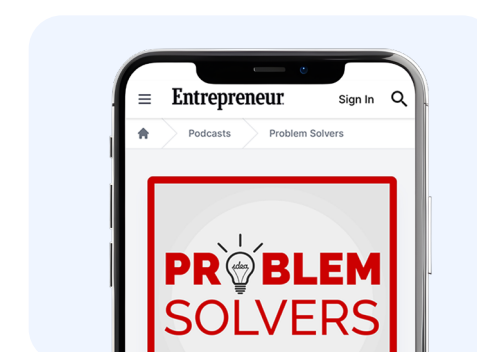
## MAGAZINE | 3.8 MM Magazine Readers

- 6x Annual Digital and Print Issues
- 300K 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](https://www.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



#### PROBLEM SOLVERS

Problem Solvers with Jason Feifer features business owners and CEOs who went through a crippling business problem and came out the other side bigger and stronger.



#### HABITS & HUSTLE

Habits & Hustle is a podcast that uncovers the rituals, unspoken habits and mindsets of extraordinary people.



#### HOW SUCCESS HAPPENS

How Success Happens tells the inspiring, entertaining, and unexpected journeys that influential leaders in business, the arts and sports traveled on their way to becoming household names.



#### BEHIND THE REVIEW

Behind the Review features conversations with reviewers and business owners about their experiences—whether it was one star or five stars—giving listeners behind-the-scenes insights into what was really going on.



#### RESTAURANT INFLUENCERS

On the new Restaurant Influencers podcast, leaders in the restaurant and hospitality space share their secrets to Smartphone Storytelling and how to be found online.

## 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

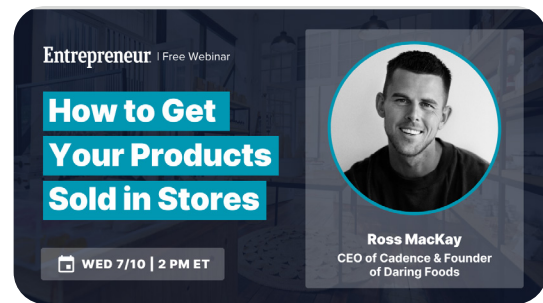
<p> ARTICLES</p>	<p> VIDEOS</p>	<p> WEBINARS</p>	<p> WHITE PAPERS</p>	<p> SOCIAL EXPERIENCES</p>
------------------	----------------	------------------	----------------------	----------------------------



# 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



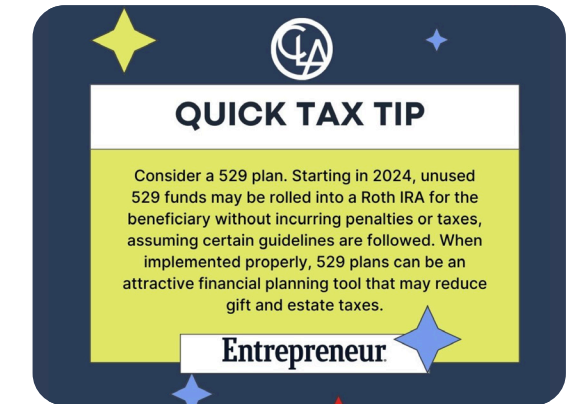
STORYTELLING



INSPIRATION



CELEBRATION



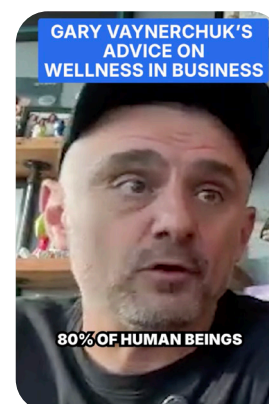
EDUCATION



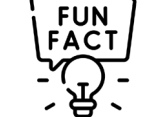
QUICK-TAKE BUSINESS INSIGHTS



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.



### LEVEL UP: BUILD, SCALE AND DOMINATE

This high-impact, two-day event is designed to help attendees achieve and exceed their business goals.



### HOW SUCCESS HAPPENS LIVE

Entrepreneur's interactive interview series features high-energy conversations with influential business leaders where the audience is part of the action.


















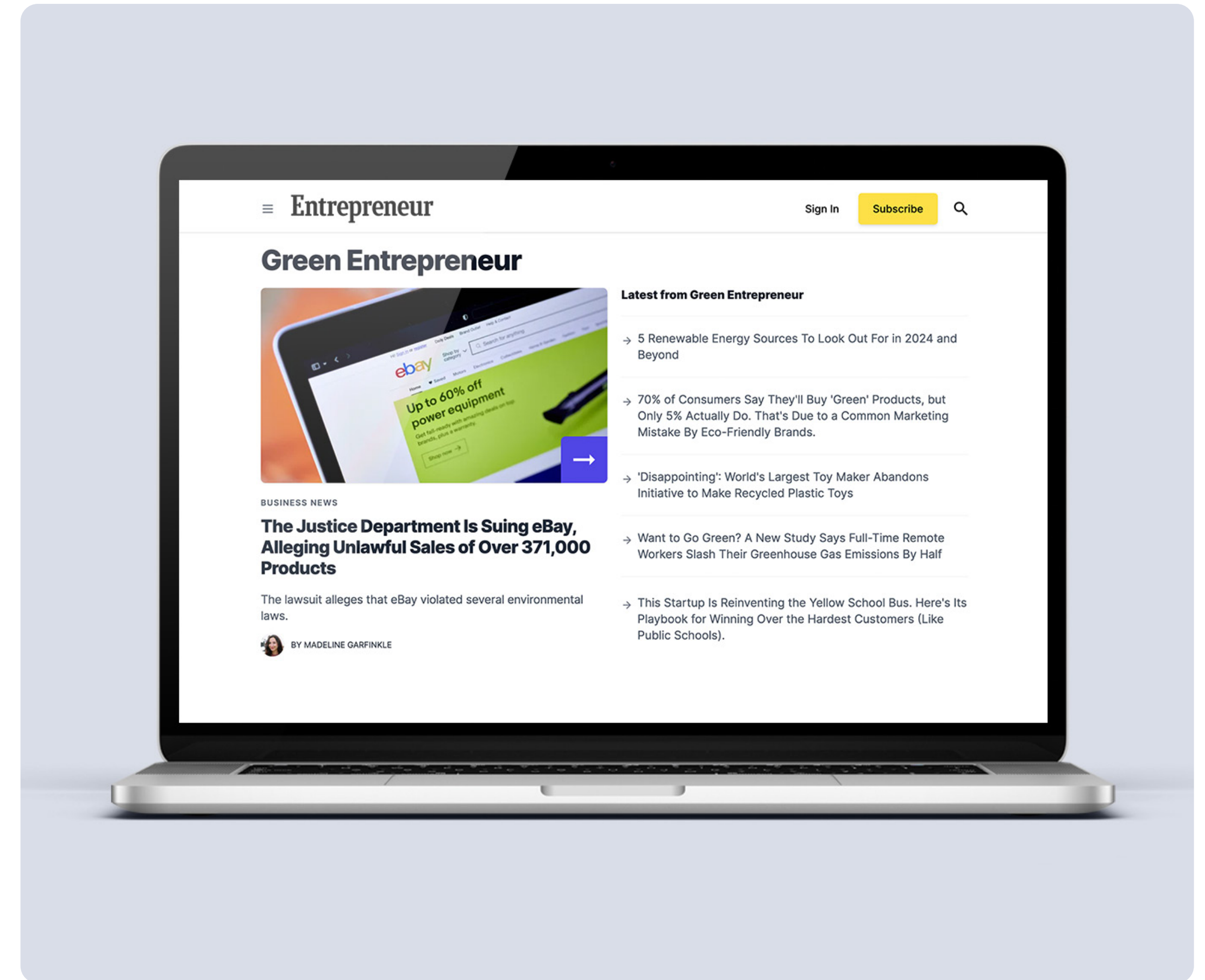
### ELEVATOR PITCH CASTING CALL

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

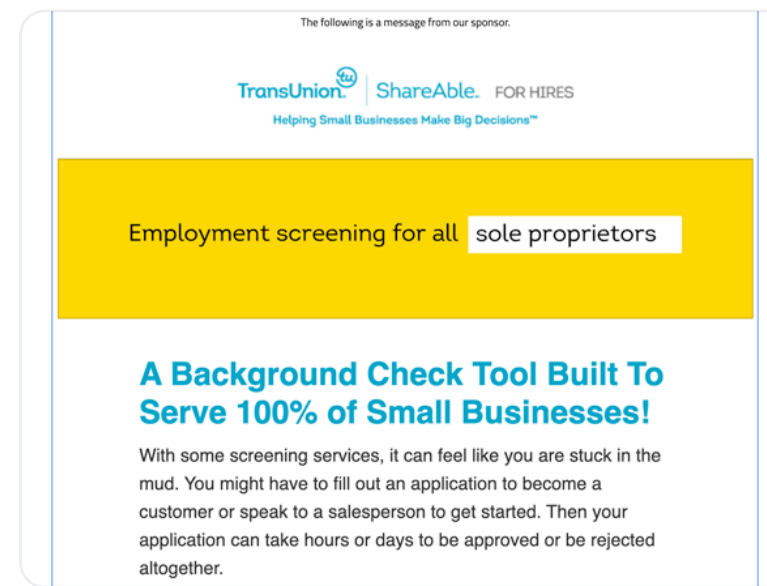
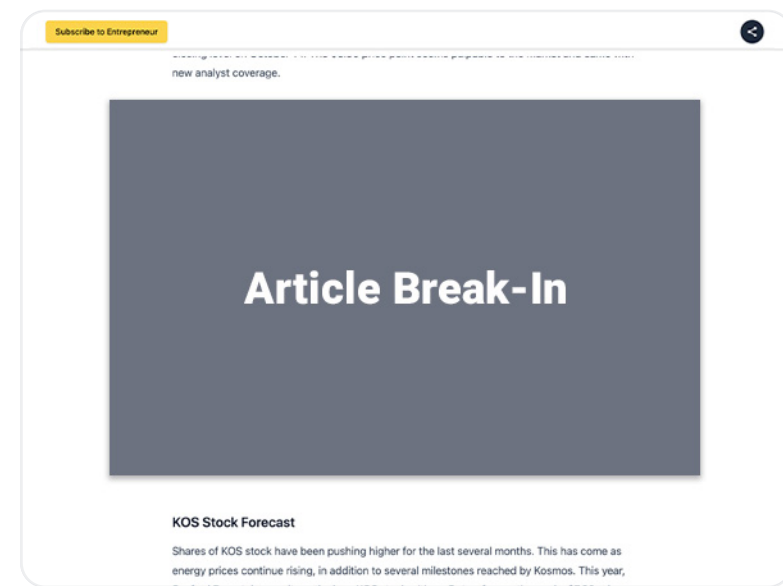
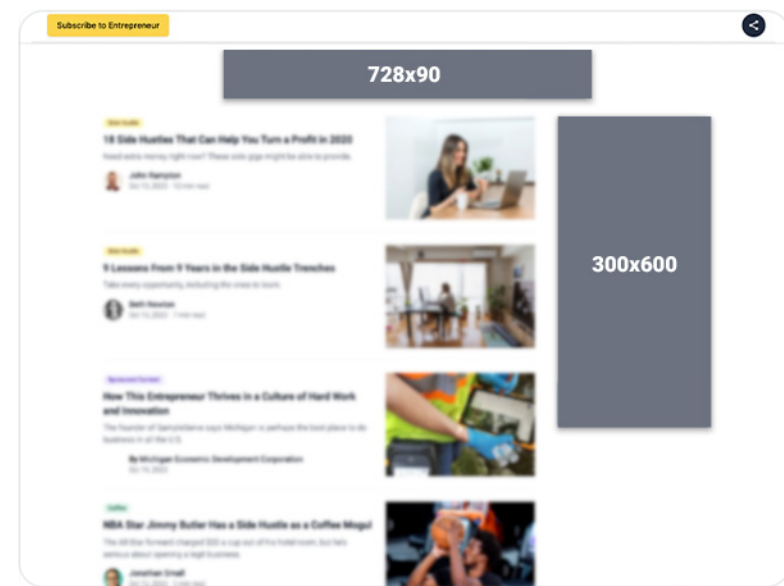
Green Entrepreneur offers tips and strategies for entrepreneurs striving to incorporate more sustainable practices in their businesses or whose ventures are in green industries. From eco-friendly hacks to the latest in electric vehicles, Green Entrepreneur offers insight on everything entrepreneurs need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

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



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

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



## GLOBAL SPECS

<b>File Formats</b>	.jpg, .gif, .png, HTML5
---------------------	-------------------------

<b>Max File Size</b>	300kb
----------------------	-------

<b>Animation</b>	15 seconds, max 3 loops
------------------	-------------------------

<b>In-Banner Video/Audio Requirements</b>	User Initiated sound, pause & mute controls
---	---

<b>Rich Media Requirements</b>	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
--------------------------------	---

<b>Recommendations</b>	AMPHTML ads highly recommended. They average 10% higher viewability and double the CIR on average. Learn more about AMPHTML ads <a href="#">here</a> and <a href="#">here</a> .
------------------------	---

## STANDARD BANNERS

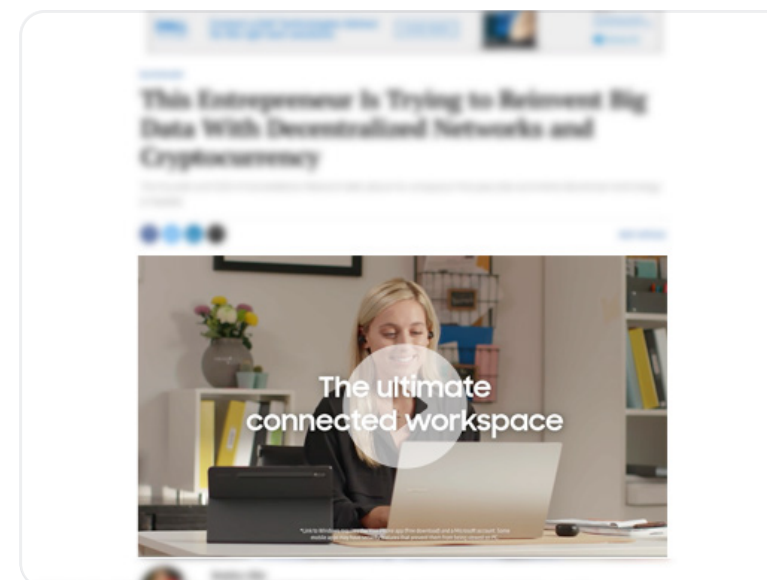
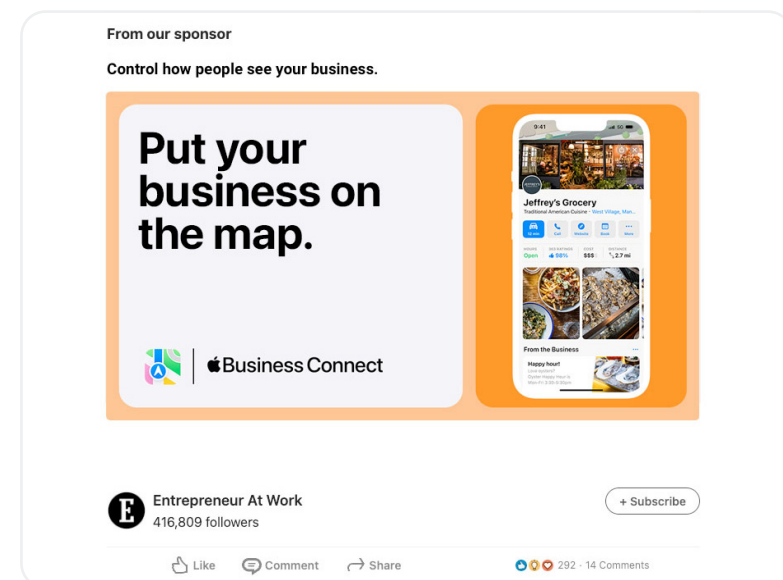
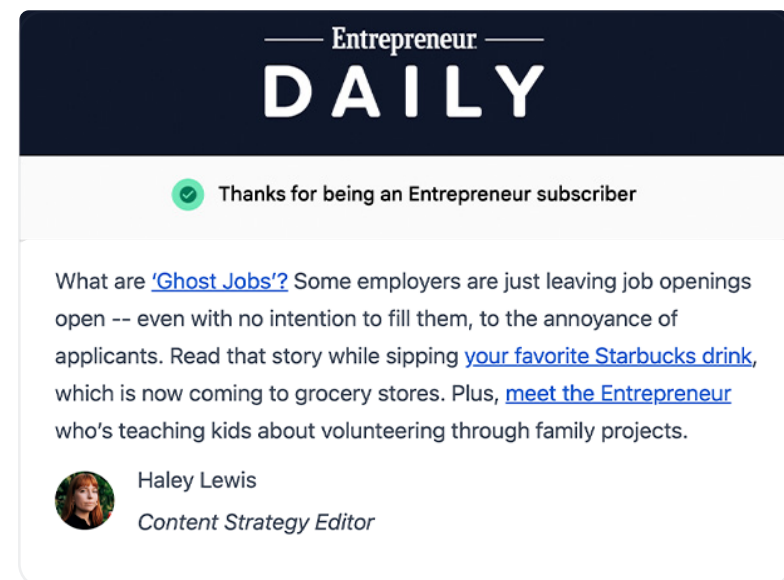
728x90, 970x90, 300x600, 300x250, 320x50

## 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](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.

### 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

### 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

### 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

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

**Mike Aronow**  
Account Manager  
Office: 646/236-1335  
mike@amplifyer.com

### ATLANTA

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

### WEST COAST

**Mike Lindsay**  
VP, West Coast Sales  
Office: 310/493-4708  
mlindsay@entrepreneur.com

**Brent Davis**  
VP, Franchise Sales  
Office: 949/622-7126  
bdavis@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**  
India Head  
Office: + 91 8588898248  
bpreetima@franchiseindia.net

### UK/MENA

**Wissam Younane**  
BNC Publishing  
Office: +971504737889  
Wissam@bncpublishing.net