

2015 PRINT MEDIA KIT

# Entrepreneur



THE VOICE OF  
**ENTREPRENEURSHIP**

## JANUARY

Entrepreneurs of 2014  
10 Powerful Women to Watch  
Creating a Culture of Excellence/Hackathons

**AD CLOSE** 10/24/2014  
**ON SALE** 12/23/2014

## FEBRUARY

Top 10 Tech Innovations and the Innovators Behind Them  
Cybercrime  
Social Media Lollapalooza: A Social-Only Marketing Case Study  
Infographic on the Creative/Disruptive Mind

**AD CLOSE** 11/25/2014  
**ON SALE** 1/20/2015

## MARCH

**The Leadership Issue**  
10 Up-and-Coming Leaders  
22 Traits of a Successful Leader  
Radicals and Visionaries  
Inspired Leadership: Best Quotes

**AD CLOSE** 12/25/2014  
**ON SALE** 2/24/2015

*Entrepreneur's StartUps*—Spring  
**AD CLOSE** 1/9/2015  
**ON SALE** 3/10/2015

## APRIL

**The Branding Issue**  
Brand 100: Top Brands in America  
The Evolution of a Brand  
Logos We Love (And Some We Don't)  
Storytelling: What Does Your Brand Stand For?

**AD CLOSE** 1/26/2015  
**ON SALE** 3/24/2015

## MAY

**The Marketing and Travel Issue**  
Business Travel Awards  
Top 20 Marketing Campaigns of All Time  
Viral Marketing: How to Make It Work  
The Globalization of the Entrepreneurial Philosophy  
Employee Benefits in Plain English

**AD CLOSE** 2/25/2015  
**ON SALE** 4/21/2015

## JUNE

**The Brilliant Issue**  
100 Brilliant Companies  
How to Get Inspired  
Invention vs. Innovation  
Infographic on the Evolution of an Idea

**AD CLOSE** 3/25/2015  
**ON SALE** 5/19/2015

*Entrepreneur's StartUps*—Summer  
**AD CLOSE** 4/10/2015  
**ON SALE** 6/2/2015

## JULY

**The Advice Issue**  
Best Business Bars  
The Best Damn Advice You'll Ever Get from 25 Top 'Treps  
View From the Top: How I Made It

**AD CLOSE** 4/24/2015  
**ON SALE** 6/23/2015

## AUGUST

**The Design Issue**  
Top 25 Best Product Designs  
The Office of the Future  
The Art of Design  
Best Cities to Start a Business

**AD CLOSE** 5/25/2015  
**ON SALE** 7/21/2015

## SEPTEMBER

Young Millionaires  
Top 15 Coolest Incubators (Ranked by # of Successful Startups)  
The Cult of Failure  
The True Psychology of Work-Life Balance

**AD CLOSE** 6/25/2015  
**ON SALE** 8/18/2015

## OCTOBER

Commercial Vehicles, Cars and New Technology  
Top Colleges  
Infographic on the Traits of Successful vs. Unsuccessful CEOs  
Guide to Making Really Great Video That Resonates

**AD CLOSE** 7/24/2015  
**ON SALE** 9/22/2015  
*Entrepreneur's StartUps*—Winter  
**AD CLOSE** 8/10/2015  
**ON SALE** 6/2/2015

## NOVEMBER

**The Funding Issue**  
Crowdfunding/Funding Trends/How to Raise Capital  
Top 100 Crowdfunded Startups  
How to Create a Great Campaign for Crowdfunding  
VCs to Watch  
Gift Guide: What to Give to Whom and What It Says About You

**AD CLOSE** 8/25/2015  
**ON SALE** 10/20/2015

## DECEMBER

**Trends Issue**  
Trends to Watch: A Look Ahead at the Markets, Ideas and Opportunities for Entrepreneurs in 2016  
How to Spot a Trend, When to Run Away from One, and How to Pivot

**AD CLOSE** 9/25/2015  
**ON SALE** 11/17/2015



## CULTURE

Trends, issues and ideas designed for the entrepreneurial life

### Business Unusual

Disruptive thinkers putting unconventional approaches to work

### Travel

Tips for business, pleasure and productivity on the go

### Design

Cutting-edge design trends and concepts from the creative class

### Life

Meeting the wants and needs of the business lifestyle

## TREPONOMICS

Breaking down big data into business-friendly insights

### Ask the Esquire Guy

Mastering the fine art of business etiquette and style

### Ethics

Advice on handling tricky work situations

### Marketing

New ways of bringing in more customers

## THE INNOVATORS

The people, companies and ideas driving change

## TECH

Cool ways tech can help entrepreneurs grow

### Shiny Object

Must-have gadgets that wow

### Ask a Geek

Business tech questions answered

### The Fix

How a 'trep turned the corner to a common business problem

## MONEY

Where to get it, how to make it, how to keep it coming in

### Ask the Money Guy

Answers from finance experts

### Your Money

Personal finance for business owners

### VC Viewpoint

Economics from a VC's perspective

Entrepreneurship has evolved from a niche mindset into a powerful, mainstream movement that is now the playbook to success for businesses and leaders of all kinds. Entrepreneur is the only brand serving this market with a comprehensive suite of content offerings and services on all major platforms.



## MAGAZINE

Rate Base  
600,000

Total Audience  
2.7 Million

Readers Per Copy\*  
4.09

Digital Subscribers  
55,000

**2.6 MILLION** READERS

## DIGITAL

93 Million+  
Monthly  
Page Views

933,000  
Email Newsletter  
Subscribers

141,000  
Email Opt-In  
Database



**9 MILLION+** MONTHLY VISITORS

## SOCIAL

1,696,000+

1,011,000+

282,000+

1,236,000+

63,000+

31,000+



**4.5 MILLION** FOLLOWERS

## EVENTS



**100,000** ATTENDEES

## BOOKS



**2.1 MILLION** COPIES SOLD

## Reimagining the World Everyday

Entrepreneurs are the powerful icons of business we all know and love that make our own aspirations soar and the world spin with innovation. Yes, they are the celebrity-status visionaries à la Richard Branson and Tony Hsieh, but they are also the brilliant minds that fly beneath the mainstream-media radar. Entrepreneurs encompass legions of home-grown business owners with a distinctive spirit and approach to life that only one media brand caters to: Entrepreneur.



▶ **SOCIALITES**  
Spend 16.2 Hours  
per Week  
Networking  
(on average)

▶ **MOGULS**  
62.3% consider  
themselves  
entrepreneurs

▶ **THE BUSINESS  
NEXT DOOR**  
78.3% are active  
and always on  
the go.

**SHARKS**  
74.1% are considering  
launching a new or  
additional business  
in the next 12 months\*

▶ **INVENTORS**  
76.8% think of  
themselves as  
creative people.

▶ **EXPLORERS**  
75.2% say  
they're  
optimistic.

▶ **ADVENTURERS**  
43.8% say  
they're risk-takers.

**TRENDSSETTERS**  
68.5% like to  
stand out or  
take the lead in  
decision-making.

**GAME-CHANGERS**  
57.3% keep up  
with technological  
developments.

▶ NUMBER ONE RANK AGAINST THE WEBSITES OF ALL BUSINESS MAGAZINES

## From Niche to Mainstream Movement

Entrepreneurship is a lifestyle that blurs the line between personal and professional endeavors. Individuals dedicated to their pursuit experience pivotal moments that shape their character, success, future and business.

### MALE / FEMALE

Print: 66 / 34

Online: 72 / 27

### AVERAGE AGE

Print: 44

Online: 45



### HOUSEHOLD ASSET DECISION-MAKERS

#### Average HHI

P: \$228,756

O: \$235,913

#### Average Liquid Assets

P: \$573,534

O: \$755,071

#### Average HH Net Worth

P: \$967,192

O: \$1,297,198

### COMPANY ASSET DECISION-MAKERS

#### Business Owner/Partner or C-Level Leader

▶ P: 58.3%

▶ O: 60.0%

#### Business-Purchase Decision-Maker

▶ P: 66.5%

▶ O: 71.8%

#### Average Company Revenue

P: \$286 million

O: \$587 million

### AMBITIOUS & LUXURY-MINDED CONSUMERS

#### Very Active and Always On the Go

P: 78.3%

O: 80.7%

#### Owning Good Quality Things Brings Me Enjoyment

P: 60.7%

O: 65.8%

#### I Still Have Some Money Left Over For a Little Indulgence

P: 62.3%

O: 79.7%

▶ NUMBER ONE RANK AGAINST THE WEBSITES OF ALL BUSINESS MAGAZINES

## MARCH



### The Leadership Issue

What makes a leader great? Profiles of those who have reached—and stayed at—the head of the org charts reveal varying leadership styles and the impact their techniques have had on overall company growth. Their words of wisdom featured in this issue offer invaluable lessons for business owners, c-suite leaders, and up-and-comers alike.

## JUNE



### 100 Brilliant Companies

*Entrepreneur's* annual “100 Brilliant Companies” highlights innovative businesses in 10 market sectors trending up, ranging from invention to apps and retail. The products and services represented in this roundup cover the spectrum, from deceptively simple to mind-blowingly innovative, helping to incite creativity in readers’ own companies.

## Partners on Every Path

Business and media partners join forces with *Entrepreneur* across all platforms to make a powerful connection to the innovative minds redefining business today.

### Media Partners

BUSINESS INSIDER

THE GLOBE AND MAIL

REUTERS

YAHOO!

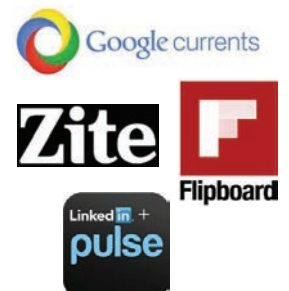
CNBC

FOX BUSINESS

### Mobile/Social Affiliates



### Distribution Channel Partners



## SEPTEMBER



### Young Millionaires

In this highly anticipated signature feature, *Entrepreneur* rounds up young entrepreneurs who prove age doesn't matter when building a successful business. These energetic and driven entrepreneurs not only share their secrets for success, they teach readers how on the road to greatness, there's no room for compromise.

## DECEMBER



### A Look Ahead at the Markets, Ideas and Opportunities for Entrepreneurs in 2015

Each December, *Entrepreneur* reveals the trends that will define opportunity in the upcoming year and profiles companies already paving the way. For business owners looking to make their mark, expand their agendas, and position their companies for growth, these trends represent areas on the upswing primed for their attention.

**93M+**

Page Views

**9M+**

Unique Visitors



## Responsive Design Since 2014

Content is adjusted to elegantly fit whichever device readers are on whether it's a laptop, tablet, or smartphone.

300x50 tile  
320x50 adhesion

For more information contact your Entrepreneur sales representative.

### SMARTPHONE



**63 K+**

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.

## Entrepreneur's Startups App

As part of their subscription, readers enjoy three annual issues of Entrepreneur Startups, a special edition magazine designed for early-stage companies.

### TABLETS

**454 K+**

Readers

**5.6 M+**

Flipboard



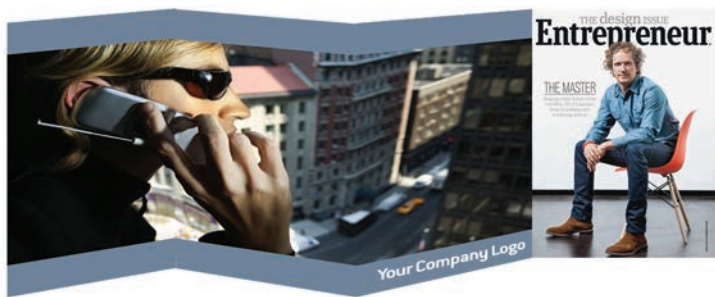
## Delivered Every Day

Highly stylized, personal and mobile magazine app curated by the user from favorite media sources and social feeds.

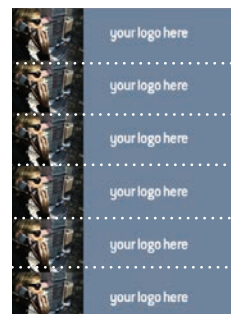
Run of *Entrepreneur* magazine on Flipboard (20% minimum SOV)  
Mini - Mag *Entrepreneur* sponsorship (special editorial feature)\*  
Brand magazine (minimum spend and existing brand magazine required)\*

\*Restricted ad placement with premium and must run in *Entrepreneur* magazine.  
SOURCE: Flipboard Visitor and Ad Report, June 2014.

### FLIPBOARD



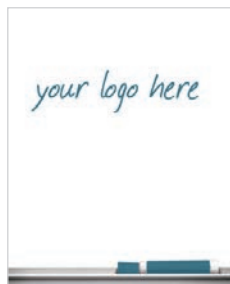
6-Page Rolling Gate



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. Select "Entrepreneur" from drop down menu
5. 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.

### SEND PROOFS TO:

Attn: Mona Rifkin, Advertising 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.

### INSERT INFORMATION

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