Entrepreneur

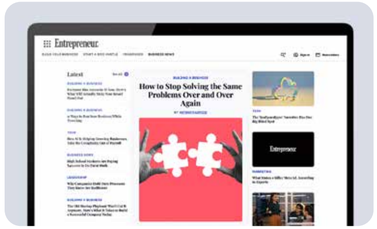
2027 MEDIA KIT

Where Ambition Meets Opportunity.

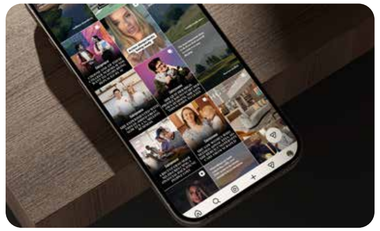
Connect your brand to the entrepreneurs, business owners, and decision-makers building what's next.



Entrepreneur Engages Business Builders Everywhere They Learn, Connect, and Grow



Entrepreneur.com
4.3 MM Total Digital Reach
- Premium content for Entrepreneur+ subscribers
- International Editions: Mexico, Latin America, APAC, UK, MENA, India & Georgia



Social Communities
22.4 MM Reach
- Creator-Led Content Experiences, Lives and more



Entrepreneur Studio
Full Production Video and TV Capabilities
- Original Editorial Programming
- Custom Branded (Native) Productions
- Includes 14+ Seasons of Entrepreneur Elevator Pitch
- On Linear, AVOD, and Streaming Platforms



Events
100K Event Attendees
- Virtual Workshops, Conversations & Events
- Tentpole and Custom In-Person Experiences



Magazines
3.6 Million Readers
- 6x Annual Digital and Print Issues (Zinio, Magzter, Flipster, Nook, Readly, Amazon Kindle, Kindle+)
- 250K Rate Base and 13.4 Readers Per Copy
- International Editions: India, UK, MENA, Georgia
- 3x Entrepreneur's Startups Issues



Emails and Newsletters
469K Average Opens
- Dedicated Emails: 10K
- Entrepreneur Daily Newsletter: 30K
- Entrepreneur Weekly (LinkedIn): 200K
- How Success Happens Weekly (LinkedIn): 115K
- Money Makers Weekly (LinkedIn): 114K



Podcasts
445K Monthly Audio Downloads
- Video Views: 770K
- Popular Shows and Host Personalities

Available On:



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

Media Partners and Distribution Channels

NEWSBREAK

MSN

LINKEDIN

GOOGLE NEWS

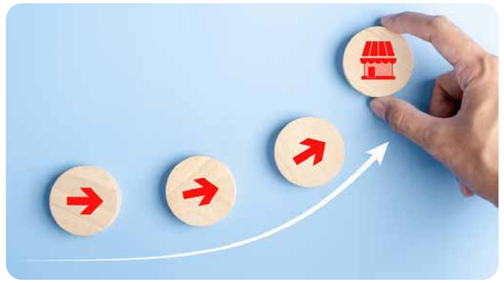
FLIPBOARD

FEEDLY

APPLE NEWS

SMARTNEWS

Sources: MRI Spring 2026. Site Analytics. AAM 6/26 Statement.



JANUARY / FEBRUARY

Maximize Your Profits & Franchise 500®

Ad Close	Materials Due	On Sale
12/1/26	12/11/26	1/12/27



MARCH / APRIL

Founder-Friendly Companies

Ad Close	Materials Due	On Sale
1/26/27	2/5/27	3/9/27



MAY / JUNE

The New Storefront & Best Business Tools

Ad Close	Materials Due	On Sale
3/30/27	4/9/27	5/11/27



JULY / AUGUST

AI for Entrepreneurs

Ad Close	Materials Due	On Sale
6/8/27	6/18/27	7/20/27



SEPTEMBER / OCTOBER

America's Favorite Mom & Pop Shops®

Ad Close	Materials Due	On Sale
8/10/27	8/20/27	9/21/27



NOVEMBER / DECEMBER

Top Schools for Entrepreneurs

Ad Close	Materials Due	On Sale
10/5/27	10/15/27	11/16/27

Entrepreneur's **startups**



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

SPRING

Top Low-Cost Franchises

- **Ad Close:** 3/2/27
- **Materials Due:** 3/12/27
- **On Sale:** 4/13/27

SUMMER

Top 10 Hottest Franchise Trends

- **Ad Close:** 5/4/27
- **Materials Due:** 5/14/27
- **On Sale:** 6/15/27

FALL

Franchise Buyer's Guide

- **Ad Close:** 7/13/27
- **Materials Due:** 7/23/27
- **On Sale:** 8/24/27

Note: Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date.

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 or C-Suite

62.9% • INDEX: 191

RANKED #1

Comfortable Taking Risks

68.1% • INDEX: 150

RANKED #1

Business Purchase Decision-Maker

82.7% • INDEX: 150

RANKED #1

My Company is Optimistic About Its Outlook

74.4% • INDEX: 130

Influencers

RANKED #1

Opinion Leader

71.5% • INDEX: 133

RANKED #1

Optimistic

82.7% • INDEX: 116

RANKED #1

Identify as an Entrepreneur

63.0% • INDEX: 181

RANKED #1

I Like to Offer Advice to Others

75.6% • INDEX: 123

Affluent Leaders

RANKED #1

First to Try New Products or Services

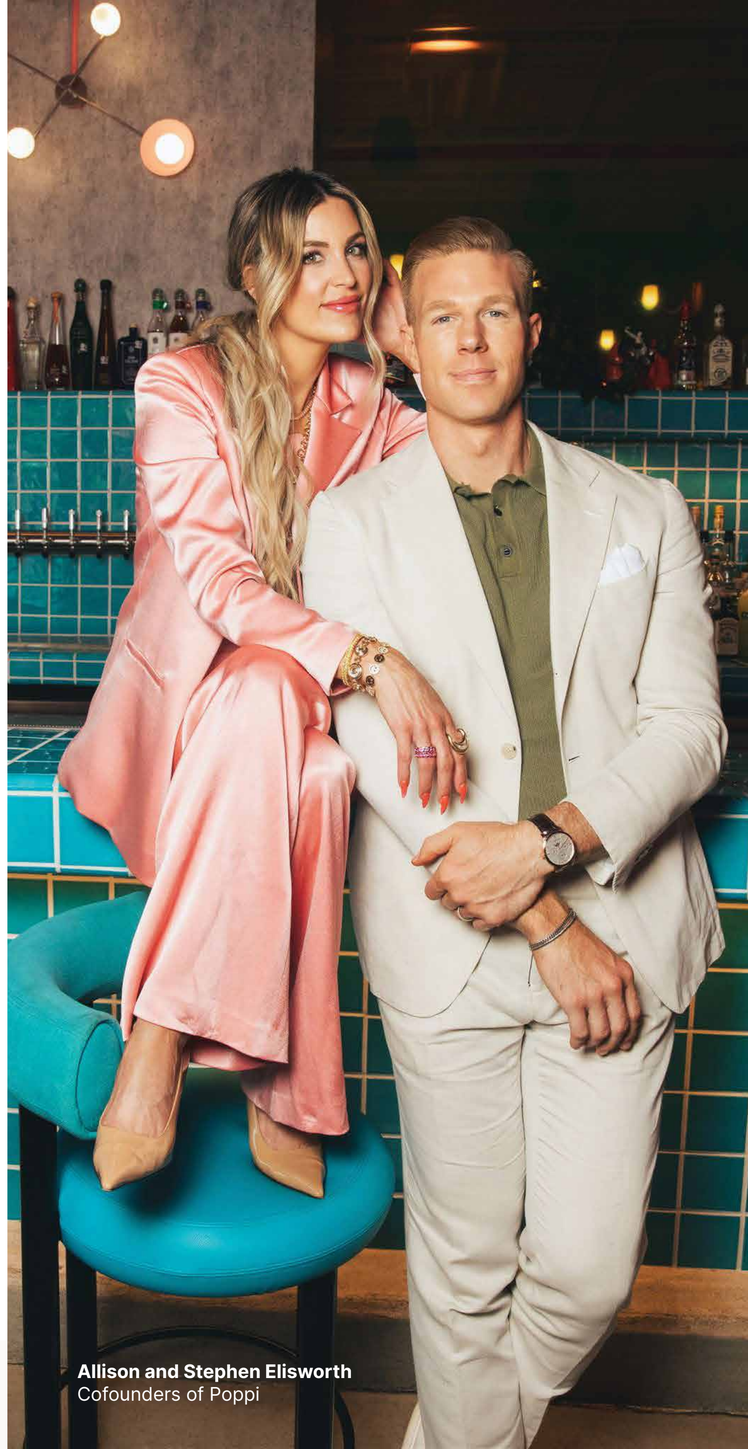
81.0% • INDEX: 191

Average Age

41

Average HHI

$352K



Allison and Stephen Elisworth
Cofounders of Poppi

Ipsos 2026. Rankings against total brand footprints of all business titles.

Reach 22.4 Million Business Leaders

Sponsor partners can leverage Entrepreneur's dedicated social team to share stories, insights, and messages that drive action.

Our social content is built on three proven approaches:

01 Informative + Actionable Takeaways

• CLICK IMAGES FOR EXAMPLES



Agentic AI and the Future of Entrepreneurship

- **8.8%** Engagement
- **7.4K** Saves
- **5.7K** Likes
- **3.8K** Shares



Top Paying AI Businesses

- **7.8%** Engagement
- **3.6K** Saves
- **1.5K** Likes
- **1.6K** Shares

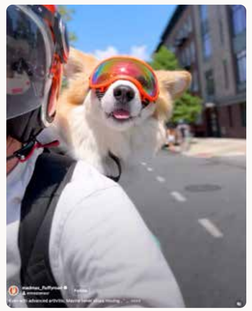
02 Compelling Storytelling

• CLICK IMAGES FOR EXAMPLES



Spotlights on Small Businesses

- **13.4K** Likes
- **35** Comments
- **581** Saves
- **154** Shares



11 Things I Did Today

- **8.1K** Likes
- **323** Sends
- **282** Saves
- **55** Comments

03 Creative Video

• CLICK IMAGES FOR EXAMPLES



Resume Rundown With Jordan Fisher

- **13K** Likes
- **74** Comments



Business Explainers

- **2.2K** Likes
- **29** Comments

*July 2026 Snapshot

Turnkey Creator Campaigns, From Sourcing to Results

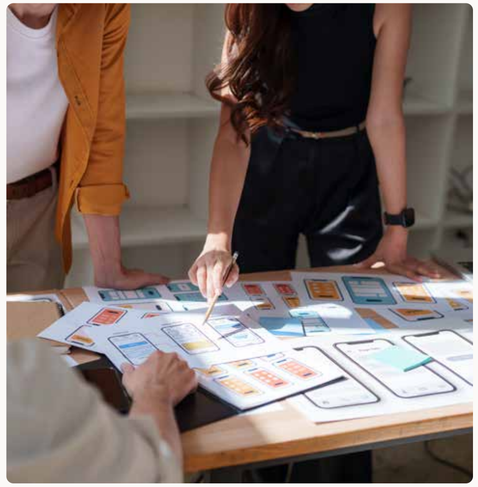
Entrepreneur's network of small-business creators gives your brand a direct line to business decision-makers through voices they follow and trust. Our team runs the entire campaign for you: finding and signing the right creators, shaping the creative, distributing across platforms, managing payments and measuring results.



01 Creator Mapping

The right voices for your message.

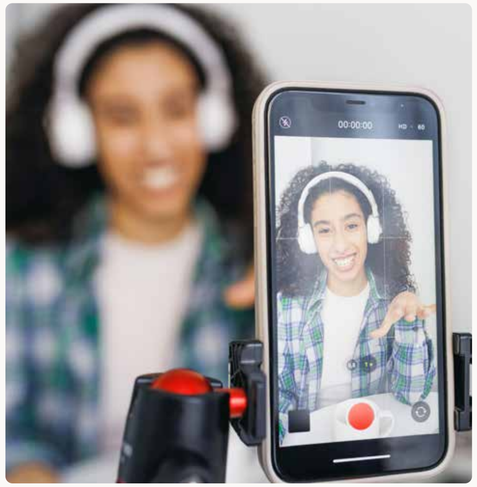
Entrepreneur sources and signs creators that fit your niche, audience, tone and reach.



02 Campaign Design

A plan built around your goals.

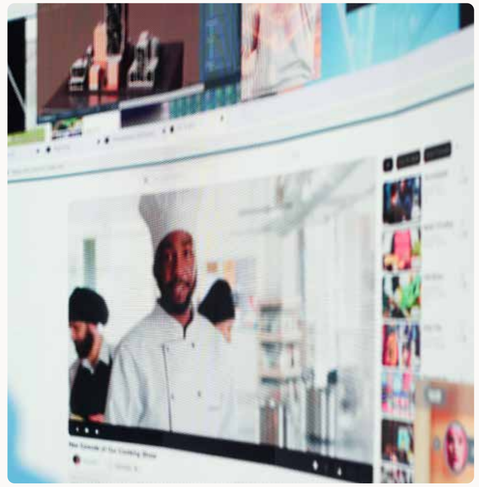
Timing, campaign length and channel mix are mapped to your objectives and can go beyond social with Entrepreneur's comprehensive media touchpoints.



03 Creative Development

Content that sounds like the creator, not an ad.

Authentic content is co-developed with creators and rooted in what Entrepreneur is known for: **inspiration and utility**.



04 Distribution + Reporting

Extended reach, measurable results.

Content is amplified across platforms and paid boosting is applied to top-performing posts. Measurement is captured in a recap report.

CONTENT FORMATS

- MINI MASTERCLASS
- GET READY WITH ME
- DAY IN THE LIFE
- FOUNDER SPOTLIGHTS
- TIPS + TRICKS
- CHALLENGES
- DOWNLOADABLES
- PODCASTS
- LIVE EVENTS

Entrepreneur ELEVATOR PITCH

Watch Now

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.

SYNDICATION PARTNERS:

SINCLAIR • MISSION MEDIA • Scripps • HEARST • Nexstar • TEGNA

98 MM
Estimated U.S. Households on Network TV

3K+
Episodes Airing

150
Markets Nationwide

Cross-Platform Distribution | TV Syndication | Streaming | Social Media | International Licenses



Based on data from the latest season (11).

Ask Entrepreneur™

Ask Entrepreneur turns decades of trusted *Entrepreneur* expertise into tailored, actionable answers. It's our proprietary AI tool, built on thousands of expert articles, books and videos. Business decision-makers get the guidance they need, right where they're reading on Entrepreneur.com.

Every article becomes the start of a conversation.

SPONSORSHIP OPPORTUNITY

Your brand can present Ask Entrepreneur within a contextually relevant editorial program.

01 Topic-Based Targeting

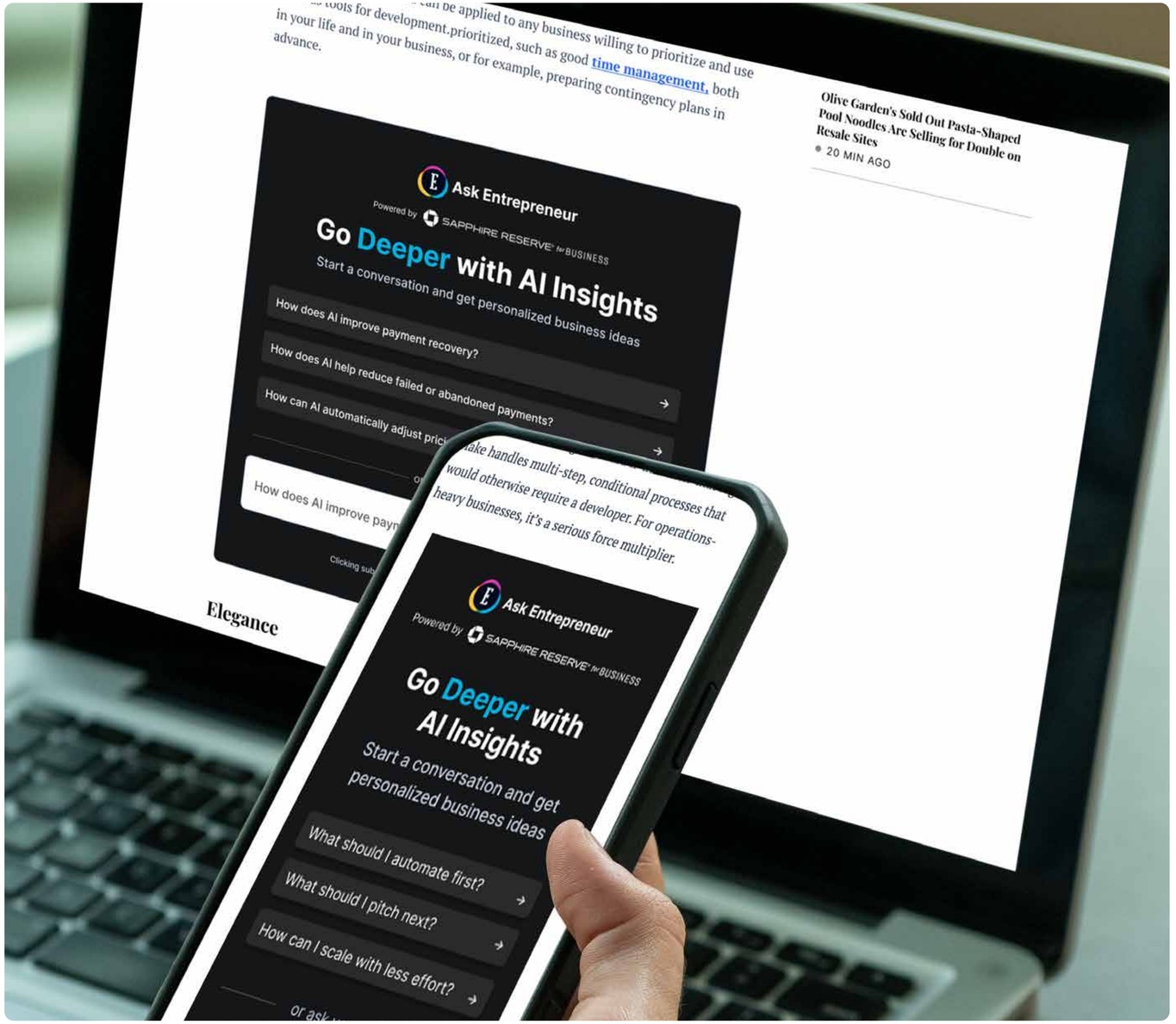
We develop a custom suite of article topics relevant to your brand and services where your banners are seen.

02 Personalized AI Insights In Each Article

An Ask Entrepreneur module inside each targeted article invites readers to go deeper with suggested questions or their own.

03 Contextual Product CTA

When business owners get an answer, a clearly labeled message from your brand can appear alongside it, tied to their question and linking directly to your site.



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.



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.

220K Audio Downloads **200K** Video Views

Click to Listen On:

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.

220K Audio Downloads **200K** Video Views **40K** Page Views

Click to Listen 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.

5K Audio Downloads **300K** Video Views **100K** Page Views

Click to Listen On:

Numbers reflect monthly averages.

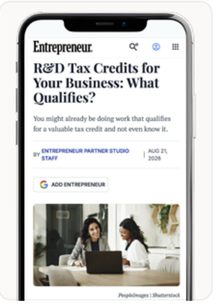
Custom Content Built for Business Impact

Entrepreneur Partner Studio creates bespoke content programs that connect brands with the business owners shaping what's next. Our writers and editors develop original, high-value storytelling designed to engage your target audience, build credibility, and inspire action.

See Spotlight Examples

Ideation & Development → Publication Strategy → Distribution → Optimization

Content Formats



ARTICLES



VIDEOS



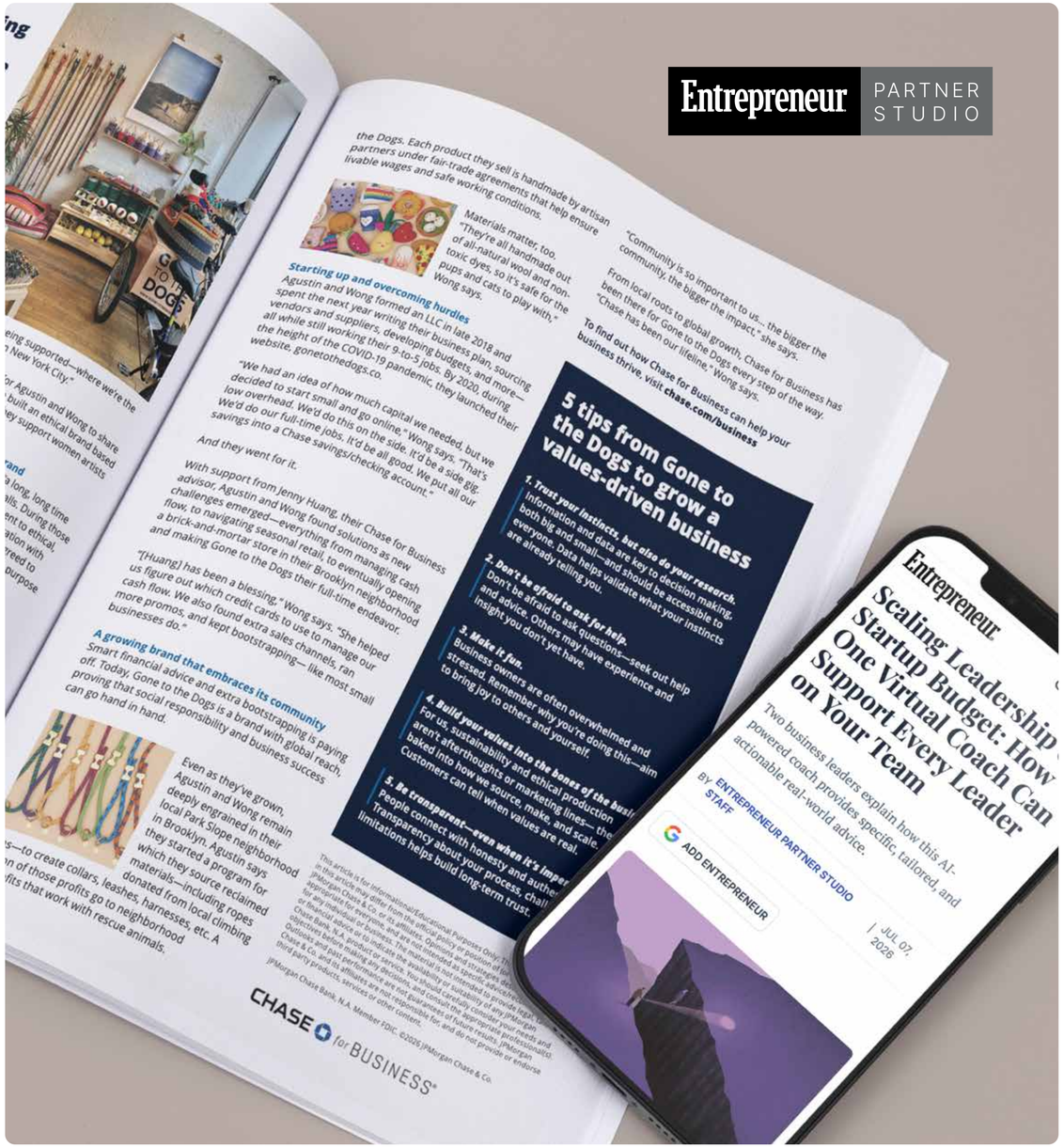
VIRTUAL EVENTS



WHITE PAPERS



SOCIAL EXPERIENCES



Join Us at a Variety of Immersive Experiences

Entrepreneur offers a wide range of events, from in-depth virtual seminars to intimate fireside chats and large-scale conferences.



LEVEL UP

This isn't just an event. It's a hands-on workshop with world-class leaders. Entrepreneurs bring the "impossible" that's holding their business back, and leave with a plan to conquer it.



HOW SUCCESS HAPPENS

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



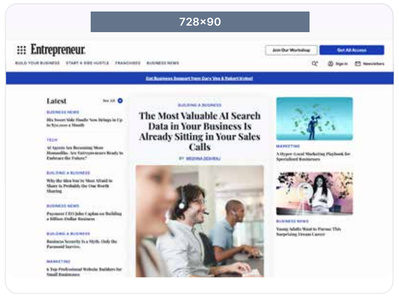
THE SUMMIT

The Summit unites sports greats with successful entrepreneurs in a private, unforgettable setting. Over the course of three days, they forge authentic partnerships and make strategic investments.



Entrepreneur ELEVATOR PITCH

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.



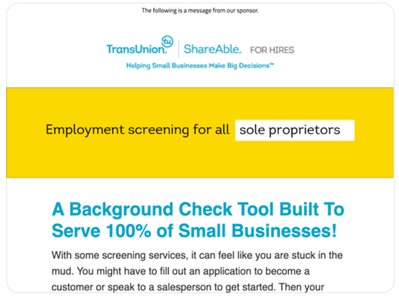
Standard Banners

728×90, 970×90, 300×600, 300×250, 320×50



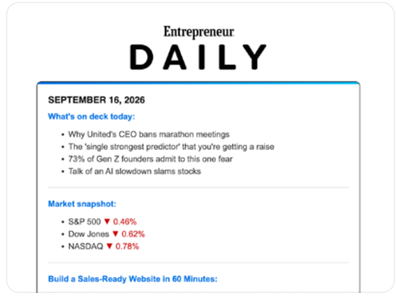
High-Impact Units

970×250, Article Break In, Full Width Unit, Takeover w/ Skin, Mobile Scroller



Dedicated Emails

Opens: 10K



Daily Newsletters

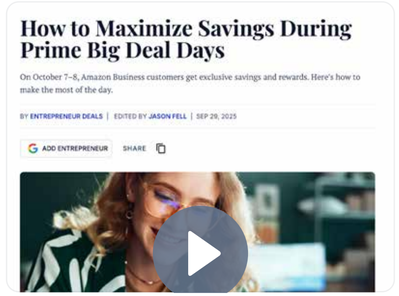
- **Frequency:** Daily (Mon - Sat)
- **Opens:** 30K
- **Sponsor Inclusion (Text Only):**
  - Headline: 10 words, 50 characters max
  - Deck: 25 words, 115 characters max
  - Click-Thru URL



LinkedIn Newsletters

Weekly Newsletter Opens:

- Entrepreneur Weekly (Wed): 200K
- How Success Happens (Wed): 115K
- Money Makers (Sun): 114K
- Sponsor Inclusion
  - **Image:** 600×400px, JPG, no text on image
  - **Headline:** 10 words, 50 characters max
  - **Deck:** 25 words, 115 characters max
  - Click-Thru URL



Pre-Roll

File Type: 3rd Party VAST or Site Served (mp4, h.264)
Max File Size: 4MB
Duration: 15 seconds max
Frame Rate: 24 FPS
Click Through: Yes

Global Specs

File Formats	.jpg, .gif, .png, HTML5
Max File Size	300kb
Animation	15 seconds, max 3 loops
In-Banner Video/Audio Requirements	User Inithated sound, pause & mute controls
Rich Media Requirements	All high impact units with video must be site served using Entrepreneur's custom templates for design. No expanding units. 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.



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 × 10.75”
1/2 Spread Horiz.*	15” x 4.75”	15.5” x5.125”	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.
- Do not allow marks to encroach upon the trim or bleed areas.
- Remember, when bleed is required, provide 1/8 inch beyond the trim area.

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.

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