THE VOICE OF ENTREPRENEURSHIP

Entrepreneur
2017 PRINT MEDIA KIT
### JANUARY
- **Franchise special**
- **New Year Resolutions: Commitments made by Entrepreneurs**

**AD CLOSE ON SALE** 11/10/2016 1/1/2017

### FEBRUARY
- **The Millennial: 35 Under 35**
- **Celebrity Entrepreneurs**
- **Event Spotlight: Small Business Awards**

**AD CLOSE ON SALE** 12/10/2016 2/1/2017

### MARCH
- **50 Women to Watch**
- **20 Couples in Business**
- **Event Spotlight: Women Awards**

**AD CLOSE ON SALE** 1/10/2017 3/1/2017

### APRIL
- **Top Colleges for Entrepreneurs**
- **What Entrepreneurs can learn from Non-entrepreneurs?**
- **Event Spotlight: The Best Business Schools**

**AD CLOSE ON SALE** 2/10/2017 4/1/2017

### MAY
- **The Tech Issue**
- **10 Most Creative People in Business**
- **Event Spotlight: Tech 50**

**AD CLOSE ON SALE** 3/10/2017 5/1/2017

### JUNE
- **Family Business Special**
- **35 Ways to be more productive in your business**

**AD CLOSE ON SALE** 4/10/2017 6/1/2017

### JULY
- **Leading Impact Entrepreneurs**
- **10 Most Daring CEO’s in India**
- **Event Spotlight: Real Men Awards**

**AD CLOSE ON SALE** 5/10/2017 7/1/2017

### AUGUST
- **100 Brilliant Start-up Incubators**
- **15 Innovations that will change the world**
- **Event Spotlight: Entrepreneur India 2017**

**AD CLOSE ON SALE** 6/9/2017 8/1/2017

### SEPTEMBER
- **Entrepreneur 360**
- **5 upcoming startup cities**
- **Event Spotlight: Entrepreneur 360**

**AD CLOSE ON SALE** 7/10/2017 9/1/2017

### OCTOBER
- **Top 100 Investors**
- **Coolest Co-working Spaces in India**

**AD CLOSE ON SALE** 8/10/2017 10/1/2017

### NOVEMBER
- **The Design & Branding Issue**
- **Top 10 Business Apps**
- **Event Spotlight: Franchise India 2017**

**AD CLOSE ON SALE** 9/11/2017 11/1/2017

### DECEMBER
- **Best company cultures**
- **Top Business Trends for 2018**
- **Event Spotlight: Culture Awards**

**AD CLOSE ON SALE** 10/10/2017 12/1/2017

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**Note:** Editorial Calendar subject to change without notice.
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MODERN TRENDS
SOLD OVER

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ACROSS THE COUNTRY
10,000 COPIES
Today, Entrepreneurship means getting things done in more efficient and creative way in response to the constraints that exist in the eco-system. It’s all about transforming an idea into product which people would like to possess alongside building the rapport of a successful company by joining hands with think alike entrepreneurs.

Our purpose is to cut down everyday hurdles in the way of business growth alongside showing the clear picture of the business world to entrepreneurs. Entrepreneur is for every new old and aspirant player of the industry.
AUDIENCE CALENDAR
INFLUENCE & AFFLUENCE

65%
OF OUR READERS ARE BETWEEN 30 & 55 YEARS OLD

EMPLOYMENT STATUS
- Self-Employed 62%
- Employed by someone else 38%

OCCUPATION
- Start-up entrepreneurs
- Small business owners (SMEs)
- Top league of the management -CEOs, CFOs, Vps
- Vendors and suppliers
- Marketing, tax and other
- Resource consultants
- Aspiring entrepreneurs
- Students & management professionals
- Senior Managers
- Professionals

AGE DISTRIBUTION
- 18 - 24: 18%
- 25 - 34: 43%
- 35 - 49: 24%
- 50 - 64: 15%

BUSINESS-PURCHASE
DECISION-MAKER
- P: 66.5%
- O: 71.8%
Entrepreneur acts as a guiding light for start-up enterprises and breathes new life into growth-stage businesses while ensuring immense wealth creation for entrepreneurs and their investors.

The Franchising World, in its 14th year this monthly is the first and the most comprehensive end to end business and franchise magazine. Since its inception in 1999 this monthly has become an essential success tool

India’s #1 Retailer Magazine which essentially focus on Indian and International retailing whilst providing a consumer and retail insight. It would act as the ideal, platform to highlight best retail practices, futures prospects, new products launches, winning strategies & efficient retail distribution

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.

Média Partners
Entrepreneur.com
franchiseindia.com
Indian Retailer
The Franchising Leader

Francorp, the franchise consulting arm of the Asia’s largest integrated franchise and retail solutions company Franchise India, provides end-to-end franchise solutions to new and existing enterprises, willing to expand their footprint in India.
RUN ON POSITIONS (FULL COLOR ADVERTISEMENTS)

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RUN ON POSITIONS (FULL COLOR ADVERTISEMENTS)

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Rate Base: ............
French Door Unit
Right-Hand Gatefold
Double-Page Butterfly Gate
Tab Unit
(1 inch tab)
6-Page Rolling Gate
Right-Hand
1/2 Page Gatefold
Dry Erase
Technical Specifications

Printing Process: Web-fed; Binding: Perfect Bound, 175 - line screen, emulsion side down
Cover: 170 gsm Art paper

**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.

**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:**
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Art Director
manish@franchiseindia.net

FOLLOW THESE INSTRUCTIONS WHEN SUBMITTING MATERIALS.
Press Ready PDF Files Only (PDF/X-1a)