EDIT CALENDAR

JANUARY
- Top Trends to Watch
- Leadership Lessons in Brand Building
- Event Spotlight: Small Business Awards
  AD CLOSE: 12/10/2018
  ON SALE: 1/1/2019

FEBRUARY
- The Millennial: 35 Under 35
- The Second Act
- Event Spotlight: Small Business Awards
  AD CLOSE: 1/10/2019
  ON SALE: 2/1/2019

MARCH & APRIL
- Shepreneurs: Women to Watch
- Power Couples
- Event Spotlight: Women Awards
  AD CLOSE: 2/10/2019
  ON SALE: 3/1/2019

MAY
- Tech 25
- Startup cities
- Event Spotlight: Tech 25
  AD CLOSE: 4/10/2019
  ON SALE: 5/1/2019

JUNE
- Asia Special
- Keeping up with the millennials
- Event Spotlight: Tech 25
  AD CLOSE: 5/10/2019
  ON SALE: 6/1/2019

JULY
- Tomorrow Inc
- Investment Guide
- Event Spotlight: Entrepreneur India 2019
  AD CLOSE: 6/10/2019
  ON SALE: 7/1/2019

AUGUST
- Creative Business
- Maximise

SEPTEMBER
- The Mighty Middle: Mid-sized Cos
- CoWorking: The Future of Work
  AD CLOSE: 8/10/2019
  ON SALE: 9/1/2019

OCTOBER
- CEO Special
- Auto
  AD CLOSE: 9/10/2019
  ON SALE: 10/1/2019

NOVEMBER
- Celebrity Entrepreneur
- Entrepreneurship Education
- Event Spotlight: Franchise India 2019
  AD CLOSE: 10/11/2019
  ON SALE: 11/1/2019

DECEMBER
- Money Men-Investors Special
- Culture, Travel & Luxury
  AD CLOSE: 11/10/2019
  ON SALE: 12/1/2019

Business Unusual:
Tough times can inspire a lot of creativity when it comes to doing business differently.

Maximise:
When time is a challenge, how to maximize your life and business.

Opportunity:
Creating new business speculating the needs of tomorrow. Find out more about these budding players in emerging industries.

Legacy:
What it takes to build a brand that lives up to 100 years or more

IN EVERY ISSUE
This edition is all about the next generation of entrepreneurs and game-changers, the ultimate class of millennials across industries, who will reinvent everything over the next century and will make the greatest impact with their undertakings in the next 25 years. Every year, the class is truly diverse with millennials who come from the field of tech, literature, sports, food and so many.

Our special edition features women entrepreneurs who are champions of India’s vibrant entrepreneurship scene and as advocates of diversity and work force empowerment, these ground-breaking women are making a big difference in business today. Women to watch – shepreneurs are polished, poised and prepared to take over Indian business scene by storm.

At Entrepreneur, we carefully curate a definitive list of entrepreneurs with their play in technology as an enabler for change in their respective sector.

In this issue, we focused on the second (or third) generation leader, who have carved their own niche or tried to explore a new dimension in the existing businesses.

This issue reaches out to the CEOs who are today entrepreneurs in their own right but in a different genre. In an era when technology trumps tradition, the most important skill that CEOs bring to the table is to be a turnaround specialist. In our endeavor, we reach out to the most daring CEOs who have the courage to question everything and are living true to the role of a leader taking care of the shareholders, the employees, and the customers.
Driving Entrepreneurship Forward

Entrepreneurship has become the ultimate playbook to success followed by business owners, c-suites and inspired minds from all walks of life. Through a diverse array of platforms and experiences, Entrepreneur remains the definitive media entity and partner to brands striving to make a powerful connection to this community.

**Magazine**

<table>
<thead>
<tr>
<th>Subscription</th>
<th>Institutional Orders</th>
<th>Readers per copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>60,000+</td>
<td>8,000+</td>
<td>4.8</td>
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**Digital and Mobile**

<table>
<thead>
<tr>
<th>Daily Newsletter Subscribers</th>
<th>Dedicated Email Subscribers</th>
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</thead>
<tbody>
<tr>
<td>2,000,000+</td>
<td>4,000,000+</td>
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</tbody>
</table>

**Social**

<table>
<thead>
<tr>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,500,000+</td>
</tr>
</tbody>
</table>

Entrepreneurs are the powerful icons we all know and love that make the world spin with innovation. They are the brilliant minds with a distinctive spirit and approach to life that only one media brand serves and supports—Entrepreneur.

### Affluent Leaders

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average HHI</td>
<td>$419,800</td>
</tr>
<tr>
<td>Average Liquid Assets</td>
<td>$1.3 MM</td>
</tr>
<tr>
<td>Average Net Worth</td>
<td>$1.9 MM</td>
</tr>
<tr>
<td>Dual Consumers</td>
<td></td>
</tr>
<tr>
<td>Choose brands used at work for personal use</td>
<td>56.4% Index: 177</td>
</tr>
</tbody>
</table>

### B2B Decision-Makers

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Owners/Partners/C-Level</td>
<td>60.5% Index: 208</td>
</tr>
<tr>
<td>Business Purchase Decision-Maker</td>
<td>66.6% Index: 155</td>
</tr>
<tr>
<td>Men/Women</td>
<td>65.3% / 34.7%</td>
</tr>
<tr>
<td>Average Age</td>
<td>38</td>
</tr>
</tbody>
</table>

### Unique Mindset

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disrupters</td>
<td>I am a risk-taker</td>
</tr>
<tr>
<td></td>
<td>72.2% Index: 154</td>
</tr>
<tr>
<td>Inspired Minds</td>
<td>I consider myself an entrepreneur</td>
</tr>
<tr>
<td></td>
<td>50.0% Index: 214</td>
</tr>
<tr>
<td>Innovators</td>
<td>I like to stand out from others</td>
</tr>
<tr>
<td></td>
<td>73.4% Index: 157</td>
</tr>
<tr>
<td>Trailblazers</td>
<td>I am usually one of the first of my friends to try new tech products</td>
</tr>
<tr>
<td></td>
<td>73.9% Index: 179</td>
</tr>
<tr>
<td>Influencers</td>
<td>I consider myself an opinion leader</td>
</tr>
<tr>
<td></td>
<td>81.9% Index: 143</td>
</tr>
</tbody>
</table>

Ranking against total brand footprint of all business titles. UPDATED: 8/18 Source: Ipsos 2018 Spring
Partner with Our Dedicated Team of Content, Brand & Digital Strategists

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.

**Content Formats**
- Articles
- Infographics
- Special Reports
- Videos
- Webinars
- White Papers

Visit entrepreneur.com/spotlight for current examples.
E Live
In one inspiring day, Entrepreneur brings together an incredible group of influencers and innovators to share their unfiltered, unconventional and unexpected insights into what it takes to launch, sustain and grow a business. On stage, you’ll hear from amazing founders who share the lessons they’ve learned. Off stage, you can meet one-on-one with Entrepreneur editors, local investors, and other entrepreneurs who share your interests - and who might even be your next partner. Finally, if you’d like, you can try pitching your way into our continuing series of Startup Kickoff. We’re holding a casting call - see details below!

35under35
Entrepreneur 35under35 recognizes the 35 most remarkable entrepreneurs of India who’ve aspired to greatness and are well on the way to achieving their goals. The shortlisted 35 are recognised at a gala evening preceded by a knowledge sharing session featuring some of these entrepreneurs.

Sheprenuer
Sheprenuers celebrates the unconventional & bold women who share their stories of defying stereotypes, breaking barriers and dreaming big. These women entrepreneurs share their experiences and journeys through knowledge sharing sessions followed by a recognition of their contributions in a gala event.

Tech & Innovation Summit
The Entrepreneur Tech & Innovation Summit is a Technology Leadership Convention brought to you by Entrepreneur magazine. The summit will bring together the smartest leaders and innovators in the tech domain from all over the country to explore the technologies disrupting the industry and bringing the next big thing to enterprises and consumers.

Tomorrow Inc.
Tomorrow Inc recognizes the youngsters emerging in India who will be helming the family-owned businesses of India at a gala evening and thought leadership sessions. Armed with business degrees, and top-notch knowledge from global universities, friends and peer groups from across the world, these are the second (or third) generation leaders, who have carved their own niche or try to explore a new dimension in the existing businesses.
DIGITAL AD SPECS

HORIZONTAL PLACEMENTS

728x90
(expandable downward to 728x115 with click)
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k, or unlimited after user intiation
Loops: 3
Length: 30 Seconds
Close Button: Top Right
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

970x90
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k, or unlimited after user intiation
Loops: 3
Length: 30 Seconds
Close Button: Top Right
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

970x250
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k, or unlimited after user intiation
Loops: 3
Length: 30 Seconds
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

MOBILE PLACEMENTS

320x50
Max File Size: 100k
Initial Load: 100k
Subsequent Load: 100k, or unlimited after user intiation
Loops: 3
Length: 30 Seconds
Orientation: Center
Audio: On user initiation (click)

300x250
(expandable down and left to 600x250 with click or mouseover)
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k, or unlimited after user intiation
Loops: 3
Length: 30 Seconds
Close Button: Top Right
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

300x50
Max File Size: 100k
Initial Load: 100k
Subsequent Load: 100k, or unlimited after user intiation
Loops: 3
Length: 30 Seconds
Orientation: Center
Audio: On user initiation (click)

VERTICAL PLACEMENTS

300x600
(expandable down and left to 600x600 with click or mouseover)
Max File Size: 300k
Initial Load: 100k
Subsequent Load: unlimited after user intiation
Loops: 3
Length: 30 Seconds
Close Button: Top Right
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

300x1050
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k, or unlimited after user intiation
Loops: 3
Length: 30 Seconds
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

300x250
(expandable down and left to 600x250 with click or mouseover)
Max File Size: 300k
Initial Load: 100k
Subsequent Load: 100k, or unlimited after user intiation
Loops: 3
Length: 30 Seconds
Close Button: Top Right
Orientation: Center
Z-index: 100-2999
Audio: On user initiation (click)

PRE-ROLL PLACEMENT

640x360
(expandable/Vpaid supported)
Max File Size: 300k
Initial Load: 100k
Third Party: 10mb
File Type: mp4, FLV + WebM
Duration: 15 Seconds
Max Frame Rate: 30
Click Through: Yes

DAILY NEWSLETTERS

Database: 150k
Subscribers
Native Integration:
Headline 10 words max, 5 characters max. Deck: 25 words max, 115 characters max. Image: 590x322 (no or minimal text in image).

DEDICATED EMAILS

Database: 420k Names
Contact your sales representatives for more details

UPDATED: 8/18
UNIT CREATIVE

- Right-Hand Gatefold
- French Door Unit
- Right-Hand 1/2 Page Gatefold
- Tab Unit (1 inch tab)
- 6-Page Rolling Gate
- Dry Erase
- Report Card
- Double-Page Butterfly Gate
- Right-Hand 1/2 Page Gatefold
4 Things to Know

Entrepreneur India’s Daily Video Bulletin is a crisp 1-minute clip that summarizes the top 4 news per day. From Monday to Sunday, the themes – Monday Musing, Techie Tuesday, Wednesday Wisdom, Beyond India, Friday Funding, Startup Saturday and Week News Wrap – are aimed at giving a comprehensive overview of the entrepreneurial ecosystem in India & around the world.

Video Interviews

At a time, when consumption of media is prevalent via videos, Entrepreneur India offers brand-specific video packages. These packages can entail company information and specifics along with an attractive format of presenting the team, founders and workspace.

Digital Cover

This is Entrepreneur India’s premium offering. Being the first business news platform to launch Covers in the Digital format, these Covers are meant for the Gen-Next leader who bases their company on the advent of technology and doesn’t shy away from showing off. Some of the past Digital Covers can be found on the website.

In-Read Ads (Outstream Video)

Native Ads
## TARIFF PLAN (in SGD)

<table>
<thead>
<tr>
<th>Run on Positions (Full Color Advertisements)</th>
<th>Tariff Plan (in SGD)</th>
</tr>
</thead>
<tbody>
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<td>Full Page</td>
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</tr>
<tr>
<td>Full page (first 20 Pages)</td>
<td>6,00,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>3,00,000</td>
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<tr>
<td>1/3 Page Double Spread</td>
<td>5,50,000</td>
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<tr>
<td>Double Spread</td>
<td>8,00,000</td>
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<tr>
<td>Strip Ad</td>
<td>2,00,000</td>
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<table>
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<tr>
<th>Run on Positions (Full Color Advertisements)</th>
<th>Tariff Plan (in SGD)</th>
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<tbody>
<tr>
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<tr>
<td>Inside Front Cover</td>
<td>9,50,000</td>
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<tr>
<td>Inside Front Facing</td>
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<tr>
<td>Inside Back Gatefold</td>
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<tr>
<td>First Double Spread</td>
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<tr>
<td>Double Spread</td>
<td>10,00,000</td>
</tr>
<tr>
<td>Art Card Both Side</td>
<td>8,00,000</td>
</tr>
<tr>
<td>Art Card Both Sides with Tab</td>
<td>10,00,000</td>
</tr>
</tbody>
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### Advertising Sales Offices

**India Office:** 4th - 5th floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad-121009

**Singapore Office:** Entrepreneur 10 Anson Road #10-11, International Plaza Singapore 079903

**US Office:** Entrepreneur Magazine 18061 Fitch Irvine, CA 92614

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**To Advertise, Please Contact:** Preetima Bhardwaj at preetima@entrepreneurapj.com
TECHNICAL SPECIFICATIONS

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

FOLLOW THESE INSTRUCTIONS WHEN SUBMITTING MATERIALS.
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.

Proof Specilizations
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:
Manish Raghav
Art Director
artwork@entrepreneurapj.com

Magazine: 8" x 10.75", Size Perfect, Please provide cut marks.
Bleed margin of 0.118" on all four side of the page & 0.118" gutter space is required
All dimensions are in “inch”