60,000 COPIES
TRADITIONAL DISTRIBUTION

25,000 COPIES
INSTITUTIONAL ORDERS

8,000 COPIES
MODERN TRENDS SOLD OVER

10,000 COPIES
RETAIL OUTLETS ACROSS THE COUNTRY

BRAIN
COMMUNITY
REIMAGINING THE WORLD EVERYDAY

TODAY, ENTREPRENEURSHIP MEANS GETTING THINGS DONE IN A MORE EFFICIENT AND CREATIVE WAY DESPITE CONSTRAINTS THAT EXIST IN THE ECO-SYSTEM. IT’S ALL ABOUT TRANSFORMING AN IDEA INTO A PRODUCT THAT PEOPLE WOULD LIKE TO POSSESS ALONGSIDE BUILDING A SUCCESSFUL COMPANY BY JOINING HANDS WITH LIKE-MINDED ENTREPRENEURS.

OUR PURPOSE IS TO CUT DOWN EVERYDAY HURDLES IN BUSINESS GROWTH AND SHOW THE CLEAR PICTURE OF THE BUSINESS WORLD TO THE NEW ENTRANTS. ENTREPRENEUR IS FOR EVERY NEW, OLD AND ASPIRANT PLAYER OF THE INDUSTRY.

READERSHIP PROFILE

- ENTREPRENEURS
- OWNERS
- PARTNERS
- DIRECTORS

70% ARE FROM THE DECISION MAKERS
AUDIENCE CALENDAR
INFLUENCE & AFFLUENCE

65%
OF OUR READERS ARE BETWEEN 30 AND 55 YEARS

EMPLOYMENT STATUS
- Self-Employed: 62%
- Salaried: 38%

OCCUPATION
- Start-up entrepreneurs
- Small business owners
- Top league of the management - CEOs, CFOs, VPs
- Vendors and suppliers
- Marketing, tax and others
- 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%
OUR ESTEEMED PARTNERS

ENTREPRENEUR

Entrepreneur acts as a guiding light for start-ups and breathes new life into growth-stage businesses while ensuring immense wealth creation for entrepreneurs and their investors.

THE FRANCHISING WORLD

The Franchising World is in its 21st year. This monthly is the first and the most comprehensive end-to-end business and franchise magazine. Since its inception in 1999, this magazine has become an essential success tool for investing community.

RETAILER

India’s #1 Retailer Magazine, which essentially focuses on Indian and international retailing majors, provides a consumer and retail insight. It acts as the ideal platform to highlight best retail practices, future prospects, new products launches, winning strategies and 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.

MEDIA PARTNERS

Entrepreneur.com
franchiseindia.com
Entrepreneur’s Daily Dose
IndianRetailer
Francorp
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.
## Rate Card

### Run On Positions (Full Color Advertisements)

<table>
<thead>
<tr>
<th>Description</th>
<th>Tariff Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5,00,000</td>
</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>
</tr>
<tr>
<td>Strip Ad</td>
<td>2,00,000</td>
</tr>
</tbody>
</table>

### Run On Positions (Full Color Advertisements)

<table>
<thead>
<tr>
<th>Description</th>
<th>Tariff Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>12,00,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>9,50,000</td>
</tr>
<tr>
<td>Inside Front Facing</td>
<td>9,50,000</td>
</tr>
<tr>
<td>Inside Back Gatefold</td>
<td>9,00,000</td>
</tr>
<tr>
<td>First Double Spread</td>
<td>15,00,000</td>
</tr>
<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>
</table>

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**Advising Sales Offices**

- **Corporate Office**: 4th - 5th floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad-121009
- **Bangalore Office**: Phoenix Crescent, 2nd Floor, #10, Rest House Road, (Behind Brigade Road), Bangalore-560 001
- **Chennai Office**: Unit 704, 7th floor, Capital Towers, 180, Kodambakkam High Road, (Opp. Hotel Palmgrove), Nungambakkam, Chennai-600034
- **Hyderabad Office**: H.No. 8-2-293/82/A/68, Plot No.68, Road No.1, Jubilee Hills, Hyderabad - 500 033.
- **Pune Office**: World Trade Centre, Tower-2 Office 407, 4th floor, 1 Kharadi, Dholepatil Farms Road, Opp. EON Free Zone, MIDC Knowledge Park, Pune - 411014
- **Mumbai Office**: Unit 11A & 11B, Ground floor, Technopolis Knowledge Park, Mahakalicaves Road, MIDC, Chakala, Andheri (E), Mumbai-400093
- **Kolkata Office**: Merlin Infiniti, Unit No. 502, 5th Floor India, DN-51, Sector V, Kolkata - 700091, West Bengal
- **Ahmedabad Office**: 402, Venus Atlantis, Opp McDonald’s, 100ft road, Prahlad Nagar, Ahmedabad-380015

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**Subscription / Circulation Enquiries**

Tel: 0129-4228800 #931148342, magazine@entrepreneurindia.net

**Franchise & Business Opportunity Advertising - Chief Executive Officer**

Ashta Marya #9610992379, ashita@entrepreneurindia.com
French Door Unit

Right-Hand Gatefold

Tab Unit
(1 inch tab)
6-Page Rolling Gate

Dry Erase

Report Card

Double-Page Butterfly Gate

Right-Hand 1/2 Page Gatefold
Technical Specifications
Printing Process: Web-fed; Binding: Perfect Bound, 175 - line screen, emulsion side down
Cover: 170 gsm Art paper

FULL PAGE BLEED
8” x 10.75” + 0.118” bleed
FULL PAGE NON-BLEED
7” x 9.75”
HALF PAGE HORIZONTAL
4.5” x 7”
HALF PAGE VERTICAL
3.42” x 9.72”
DOUBLE SPREAD BLEED:
16” x 10.75” + 0.118” bleed
DOUBLE SPREAD NON-BLEED:
15” x 10.75”

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”

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.

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:
Manish Raghav
Art Director
manish@franchiseindia.net

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.

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.