

Entrepreneur

العربية رواد الأعمال

MEDIA KIT 2019



FOR THE WORLD'S MOST DARING LEADERS



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.

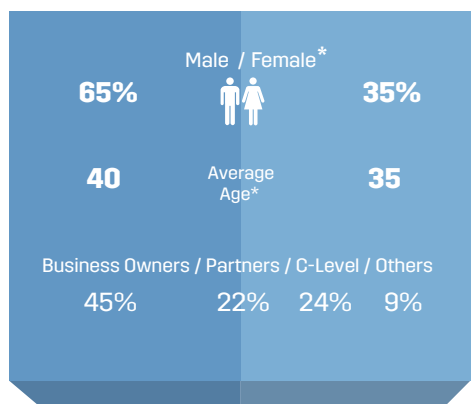


MAGAZINE

25,000 copies across the Middle East

DISTRIBUTION

UAE 44 %	KSA 20 %	Qatar 12 %	Kuwait 6 %	Bahrain 5 %	Oman 4 %	Other 9 %
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DIGITAL/MOBILE

93MM Unique Visitors Per Month

COUNTRY	UNIQUE VISITORS	PAGE VIEWS
UAE	133,180	400,140
KSA	116,852	350,556
Qatar	45,787	137,361
Oman	23,405	70,215
Kuwait	45,400	136,200
Bahrain	23,470	70,410



SOCIAL

1MM+ Followers



EVENTS

4k Attendees



INTERNATIONAL REACH

Canada, Mexico, Philippines, India, South Africa, United States
SOCIAL **14MM** Followers EVENTS **100k** Attendees

Under its *Industry Intel* banner, *Entrepreneur Middle East* hosts a variety of events that range from intensive workshops to half-day conferences catered toward the entrepreneurial ecosystem of the region. Each branded series is tailored to fit a unique mission based on the targeted business audience, whether it's by delivering practical advice or encouraging thought-provoking dialogue. These custom events simultaneously create memorable learning experiences for attendees and invaluable brand engagement for sponsors.

Enterprise Agility Awards

This annual award series, which currently has editions in the UAE, Qatar and Saudi Arabia, recognizes businesses and individuals across the Middle East that have established themselves as clear industry innovators that have made significant contributions to the region's business arena, and set a benchmark for others to follow.



Indian Innovator Awards

This annual event honors the contributions of the Indian business community in the Middle East, whereby it recognizes their agility across a variety of industries including luxury, healthcare, construction, hospitality, education, banking, and communications, amongst other key drivers of the region's economy.



Enterprise Agility Forum

The Enterprise Agility Forum, which is staged under *Entrepreneur Middle East's Industry Intel* banner, features prominent speakers from all around the Middle East to share their insights and expertise with attendees from the entrepreneurial ecosystem of the region.



Achieving Women Forum

With a focus on women in business in the MENA region, this annual conference sees the region's most prominent female industry figures come together to inform, train and inspire their peers.





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



Ideation & Development



Collaborate with Entrepreneur Partner Studio's talented team to produce custom content based on your objectives.

Publication Strategy



Carefully planned release dates of targeted content throughout the year consistently and memorably imprint your brand with our audience.

Distribution



Content is distributed across Entrepreneur platforms, to newsletter subscribers and social communities. Extended distribution with our media partners offers even more exposure to your target.

Optimization



Multivariate headline testing optimizes toward the highest-performing content. Metrics-based reporting and data inform future efforts.

HORIZONTAL PLACEMENTS

728x90

(expandable downward to 728x415 with click)

Max File Size: 300k

Initial Load: 100k

Subsequent Load: 100k,
or unlimited after user initiation

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 initiation

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 initiation

Loops: 3 Length: 30 Seconds

Orientation: Center

Z-index: 100-2999

VERTICAL PLACEMENTS

300x600

(expandable down and left to
600x600 with click or mouseover)

Max File Size: 300k

Initial Load: 100k

Subsequent Load: 100k, or
unlimited after user initiation

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 initiation

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 initiation

Loops: 3 Length: 30 Seconds

Close Button: Top Right

Orientation: Center

Z-index: 100-2999

Audio: On user initiation (click)



MOBILE PLACEMENTS

320x50

Max File Size: 100k Loops: 3

Length: 30 Seconds Orientation: Center

Audio: On user initiation (click)

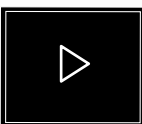
300x50

Max File Size: 100k Loops: 3

Length: 30 Seconds Orientation: Center

Audio: On user initiation (click)

PRE-ROLL PLACEMENT



640x360

(expandable/Vpaid supported)

Site Served: 5mb

Third Party: 10mb

File Type: mp4, FLV

+ WebM

Duration: 15 Seconds

Max Frame Rate: 30

Click Through: Yes

DAILY NEWSLETTERS



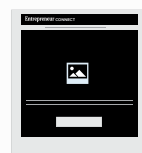
Database: 150k

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



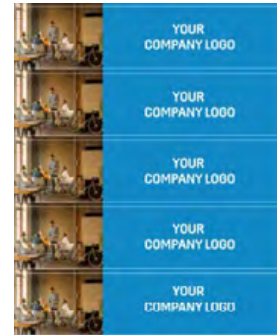
Database: 420k Names

Contact your sales
representatives for
more details

Print Creative Units/



6-Page Rolling Gate



Perforated Bookmarks



Full-Page Insert Card



Dry Erase



Report Card



Trading Cards



Right-Hand Gatefold



Double-Page Butterfly Gate



BRC



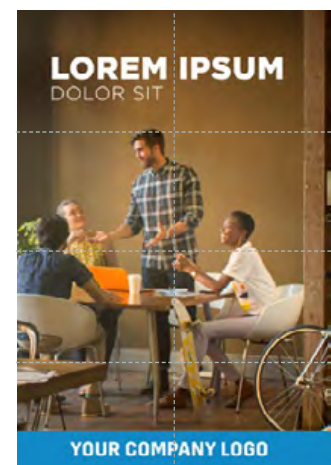
Tab Unit
(1 inch tab)



Right-Hand
1/2 Page Gatefold



French Door Unit



Poster—8 Page Fold-Out
(front and back)

Rate Card

Outside Back Cover	\$USD 20.500
Inside Front Cover Spread	\$USD 20.000
Inside Front Cover	\$USD 14.500
Inside Back Cover	\$USD 12.500
Double Page Spread	\$USD 15.000
Full Page	\$USD 10.000
DPS Prime	\$USD 17.500
Full Page Prime	\$USD 12.500
Half Page Vertical	\$USD 6.500
Half Page Horizontal	\$USD 6.500

Printing Web Offset

Binding Perfect Bound

Magazine Final Trim Size Width 20.3cm x Depth 27.3cm

Live Matter: Keep all live matter 1cm from trim, top, bottom, side and gutter.

SPACE	TRIM	BLEED
Spread*	40.6cm x 27.3cm	41.6cm x 28.3cm
1/2 Spread Horiz.*	40.6cm x 13.3cm	41.6cm x 14.3cm
Full Page	20.3cm x 27.3cm	21.3cm x 28.3cm

*For critical spread crossovers, contact Entrepreneur Advertising Production Department.

FORMAT

The recommended digital format for the supply of artwork is Adobe Acrobat PDF version 4.0 or 5.0 composite files. Please ensure fonts are embedded. Material may also be submitted for Macintosh in Adobe InDesign CS5 or below, Adobe Illustrator CS or Adobe Photoshop CS formats. All scans, logos, illustrations and fonts (used in the layout document and placed EPS files) must be supplied in addition to the layout file. We do not accept Microsoft

Word, Pagemaker or Publisher files. If a PDF cannot be produced, files from PC computers must be saved to an EPS format, with all fonts outlined and either all images embedded or supplied separately. Conversion charges may apply.

COLOUR

CMYK Colour must be used throughout. RGB and spot (eg Pantone) colours will be converted to CMYK colour space. Colour space conversion will change the

appearance of colours in your file. It is strongly recommended that you convert all colour files to CMYK before finalising your design and submitting the material to us. A colour digital proof is required for colour reference. We accept no responsibility for colour variations if files are supplied in Pantone or RGB format and/or you do not supply a colour accurate digital proof. At a minimum, a laser copy of the final artwork is required to enable us to check content.



For all commercial enquiries related to *Entrepreneur Middle East* contact sales@bncpublishing.net

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