

Empowering All Entrepreneurs

Entrepreneur | 2024 MEDIA KIT



JANUARY

Future Possibilities
Exploring New Vistas For 2024



JULY

Money Matters
From Passion To Profit



FEBRUARY

Igniting Innovation
Ideas To Inspire And Grow



AUGUST

Follow The Leader
Strategizing For Success



MARCH

Against All Odds
Celebrating Achieving Women



SEPTEMBER

The Culture Code
Fostering Business Growth



APRIL

Profit With Purpose
Making Change Happen



OCTOBER

Changing The Game
Tech Trailblazers In The Middle East



MAY

The New Guard
Welcoming The Up-And-Coming



NOVEMBER

The Art Of The Hustle
A Toolkit For Entrepreneurs



JUNE

Building A Brand
A Blueprint For Entrepreneurial Success



DECEMBER

The Year That Was
Looking Back (And Looking Ahead)



The Pulse of Entrepreneurship

Entrepreneur connects with millions of innovative minds across every platform and medium.



MAGAZINE
25K
Copies across the Middle East

DIGITAL & MOBILE
86MM
Page Views



DISTRIBUTION

- UAE / 44%
- KSA / 20%
- QATAR / 12%
- KUWAIT / 6%
- BAHRAIN / 5%
- OMAN / 4%
- OTHER / 9%

COUNTRY	UNIQUE VISITORS	PAGE VIEWS
UAE	133K	400K
KSA	116K	350K
QATAR	46K	137K
OMAN	23K	70K
KUWAIT	45K	136K
BAHRAIN	23K	70K

EVENTS
4K
Attendees



Sources: MRI Spring 2023. AAM 6/23 Statement. Social numbers as of 10/23.

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.

Sharene Lee and Morrad Irsane, co-founders|Takadao



Neha Mishra, founder|Kinoya

AFFLUENT LEADERS

Average Age
38

Ranked #1
Average HHI
\$575,500

Ranked #1
Identify As An Entrepreneur
62.8% Index 206

BUSINESS DECISION-MAKERS

Ranked #1
Business Owner/Partner/
C-Level Executive
73.7% Index 192

Ranked #1
Business Purchase Decision-Maker
77.3% Index 160

INFLUENCERS

Ranked #1
Opinion Leader
80.8% Index 148

Ranked #1
Influence Others' Behaviors, Opinions
and Thoughts on Business Issues
67.7% Index 181

Ranked #1
First to Try New Products or Services
78.4% Index 156



Dr. Mounira Jamjoom, Basma Bushnak, and Sara Zaini, co-founders|Emkan Education



Abdullah Al Mutawa, founder|Cari



Kate Wooyeon Park, founder|Lamise Beauty



Armin Moradi, co-founder|Qashio

TV Content for Inspired Minds

Entrepreneur’s exciting new network inspires, informs, and celebrates the people shaping the future of business. Generate visibility with both in-program and interstitial brand integration opportunities featured against premium content.

Where to Watch

Watch on [Entrepreneur.com/TV](https://www.entrepreneur.com/TV) as well as a growing list of linear, AVOD, and streaming platform partners like these.

FEATURED SHOWS



Enterprise Agility Awards



PepsiCo Greenhouse Accelerator Program



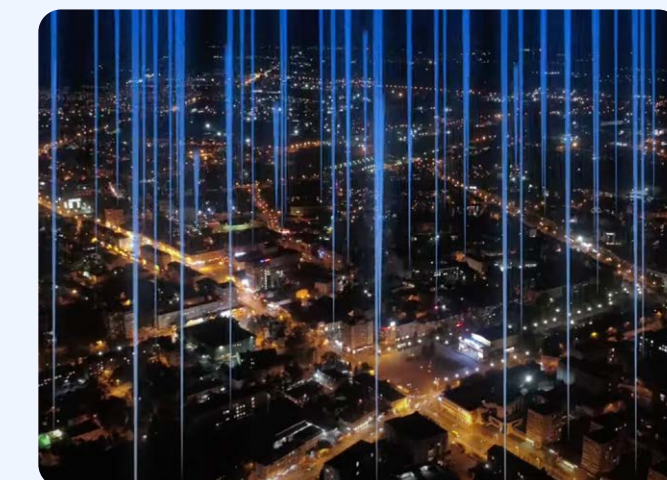
Virtuzone Awards 2023



The MBRIF Innovation Accelerator Program



Masters of Change



App Olympics

Bespoke Content Marketing Solutions for Your Brand

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.

SEE SPOTLIGHT EXAMPLES

Ideation & Development

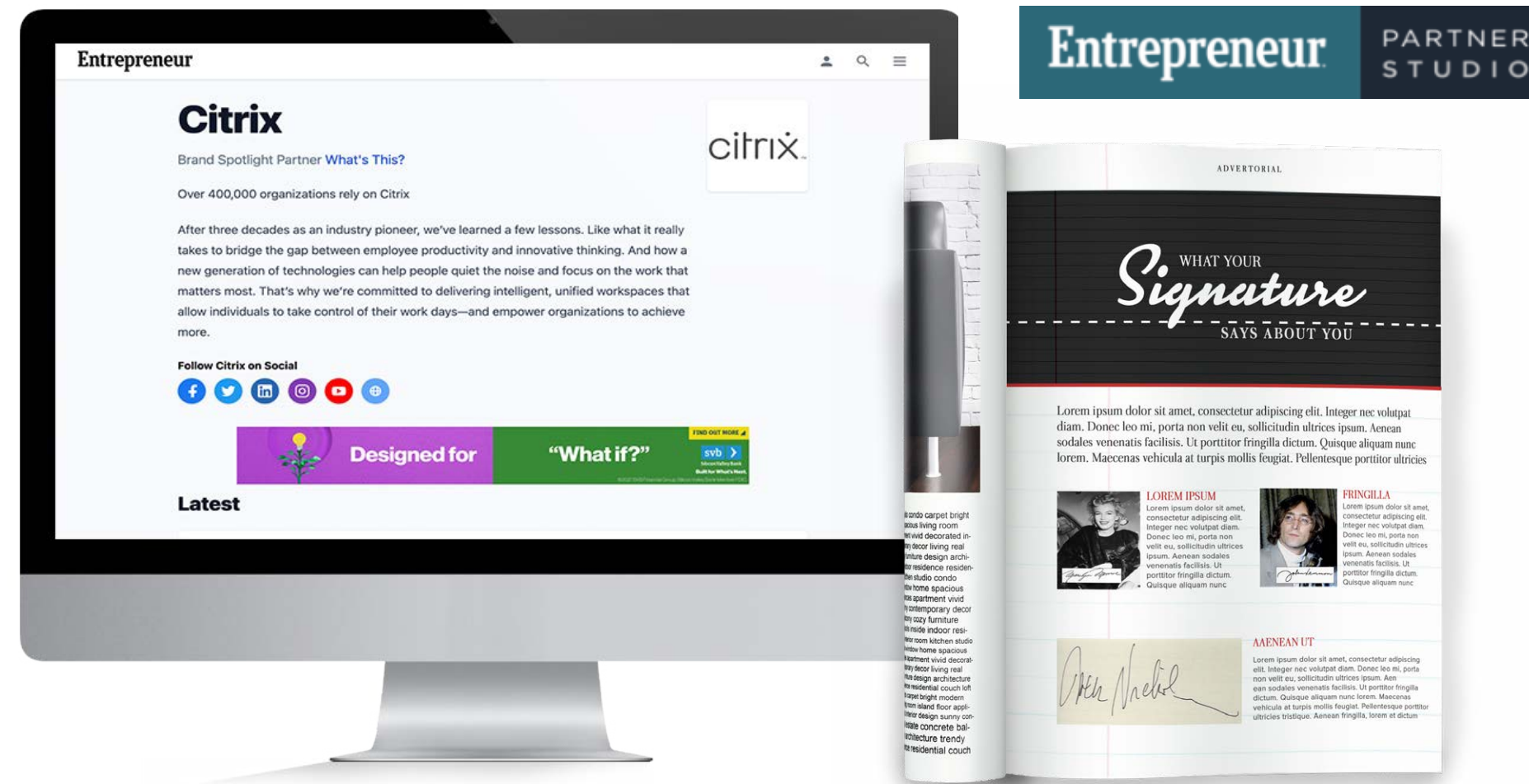
Distribution

Publication Strategy

Optimization

CONTENT FORMATS

- Articles
- Infographics
- Videos
- White Papers
- Webinars
- Social Experiences



Dynamic Content Engaging Over 250K Followers Across Every Major Social Platform

Sponsor partners can leverage Entrepreneur’s dedicated social team and influencer network to share stories, insights and messages that drive action with our communities.

FOLLOW ENTREPRENEUR ON:

ACCESS TO EXPERTS

BUSINESS BREAKDOWNS

INTERVIEWS

STORYTELLING

ADVICE

INFLUENCERS

THOUGHT LEADERSHIP

WORKSHOPS

INSPIRATION

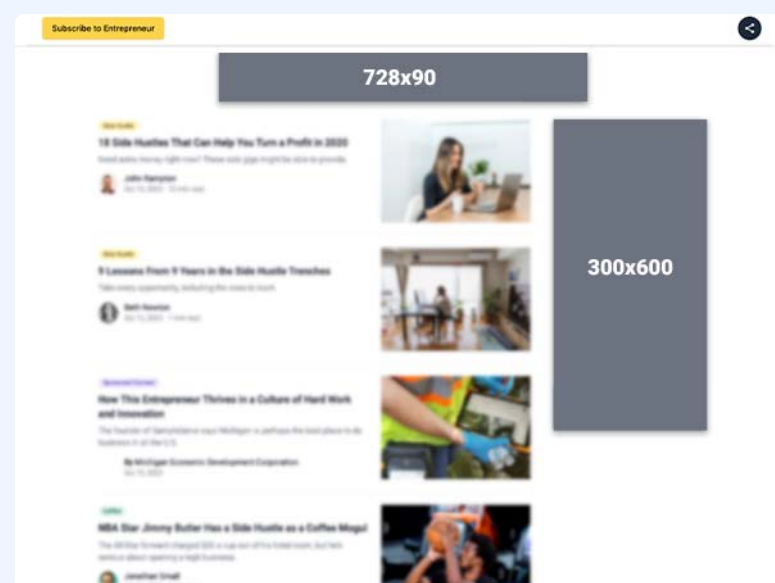
CELEBRATION

EDUCATION

Creating Meaningful Connections With Dynamic Experiences

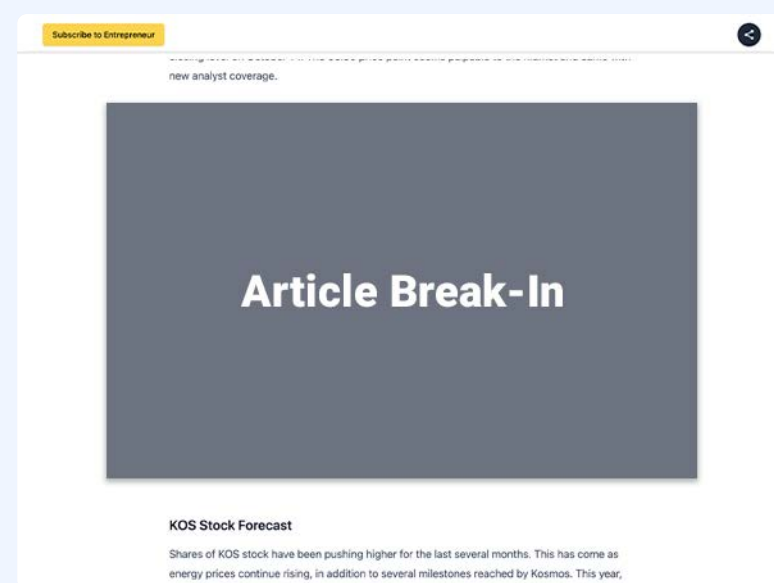
Under its Industry Intel banner, Entrepreneur Middle East hosts a variety of events that range from intensive workshops to half-day conferences catered toward the entrepreneurial ecosystem of the region. Each branded series is tailored to fit a unique mission based on the targeted business audience, 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.





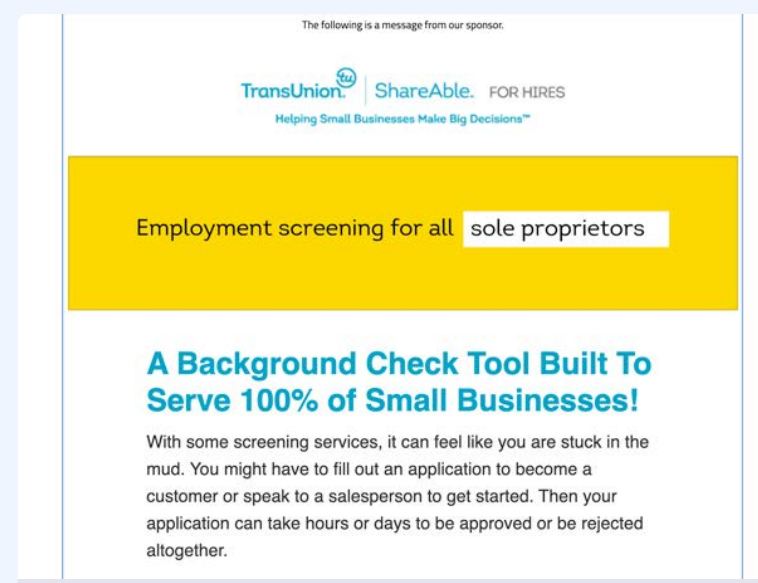
STANDARD BANNERS

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



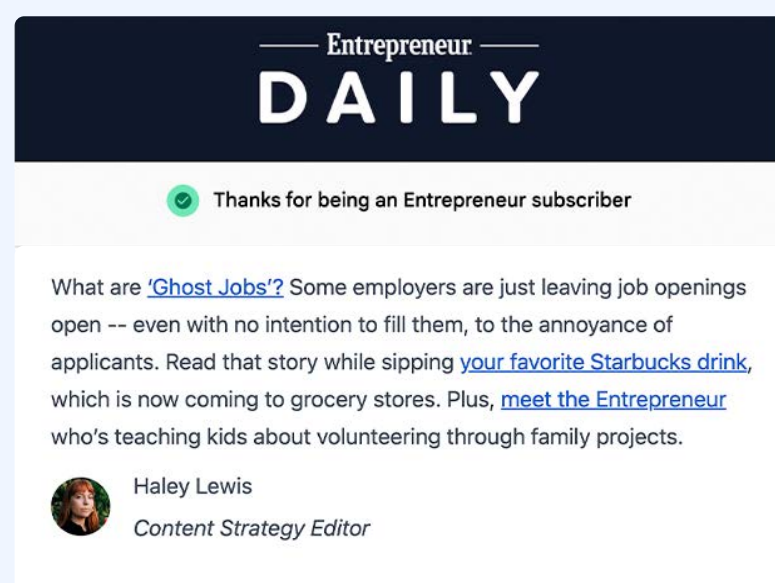
HIGH-IMPACT UNITS

[970×250](#), [ArticleBreak-In](#), [FullWidthUnit](#),
[Skin](#), [Mobile Interscroller](#)



DEDICATED EMAILS

List Size: 200k names
Send Max: 100k

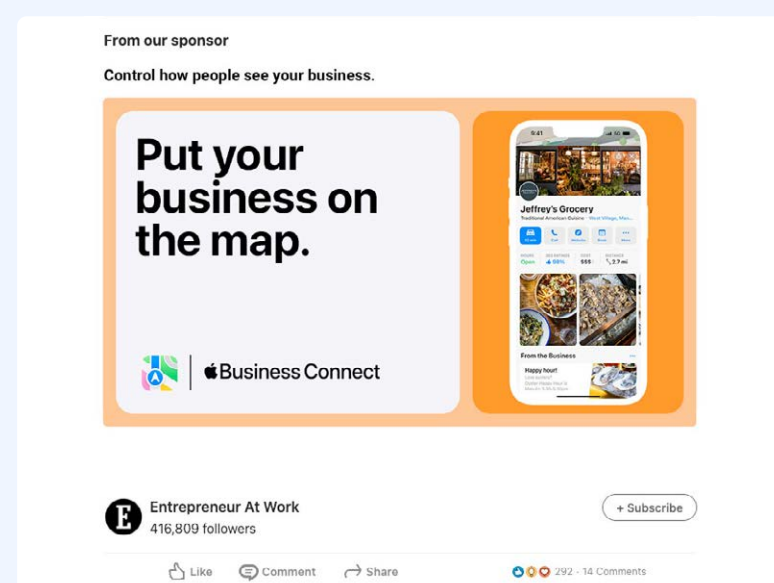


DAILY NEWSLETTERS

Database: 40k subscribers

Native Integration

- **Headline:** 10 words, 50 characters max
- **Deck:** 25 words, 115 characters max
- **Image:** 600×338 (no or minimal text in image)

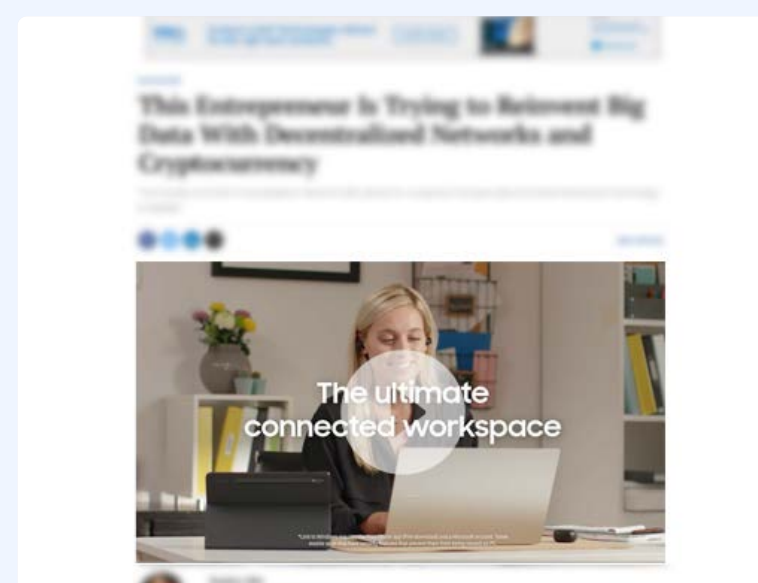


LINKEDIN NEWSLETTERS

Frequency: [Weekly](#)

List Size: 200k names

Send Max: 200k



PRE-ROLL

File Type: 3rd Party VAST or 1st Party (mp4 or mov)

Max File Size: 10 mb

Duration: 15 seconds max

Frame Rate: 30 frames max

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 Initiated sound, pause & mute controls

Rich Media Requirements

All Rich Media must be 3rd-party served (includes expanding and video ads), Expansion must be user initiated and close on mouse-off. 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 x 10.75"
1/2 Spread Horiz.*	15" x 4.75"	15.5" x 5.125"	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 1/3	4.625" x 4.625"	N/A	N/A
Page Vertical	2" x 9.75"	N/A	N/A

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



4-Color

	1x	3x	6x	9x	12x
Outside Back Cover	US\$ 20.500	US\$ 18.450	US\$ 16.605	US\$ 15.000	US\$ 13.500
Inside Front Cover Spread	US\$ 20.000	US\$ 18.000	US\$ 16.200	US\$ 14.600	US\$ 13.125
Inside Front Cover	US\$ 14.500	US\$ 13.050	US\$ 11.745	US\$ 10.570	US\$ 9.500
Inside Back Cover	US\$ 14.000	US\$ 12.600	US\$ 11.340	US\$ 10.200	US\$ 9.180
Double Page Spread	US\$ 15.000	US\$ 13.500	US\$ 12.150	US\$ 10.935	US\$ 9.840
Full Page	US\$ 10.000	US\$ 9.000	US\$ 8.100	US\$ 7.300	US\$ 6.565
DPS Prime	US\$ 17.500	US\$ 15.750	US\$ 14.175	US\$ 12.756	US\$ 11.480
Full Page Prime	US\$ 12.500	US\$ 11.250	US\$ 10.125	US\$ 9.113	US\$ 8.200
Half Page Vertical	US\$ 6.500	US\$ 5.850	US\$ 5.265	US\$ 4.750	US\$ 4.000
Half Page Horizontal	US\$ 6.500	US\$ 5.850	US\$ 5.265	US\$ 4.750	US\$ 4.000

SPACE /	TRIM /	BLEED /
Spread	40.6 cm x 27.3 cm	41.6 cm x 28.3 cm
Full Page	20.3 cm x 27.3 cm	21.3 cm x 28.3 cm
1/2 Page Horizontal	20.3 cm x 13.3 cm	21.3 cm x 13.8 cm
1/2 Page Vertical	10 cm x 27.3 cm	10.5 cm x 28.3 cm

FORMAT

The recommended digital format for the supply of artwork is Adobe Acrobat PDF files. Please ensure fonts are embedded. Material may also be submitted in Adobe InDesign, Adobe Illustrator or Adobe Photoshop 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. 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. 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.

MAGAZINE FINAL TRIM SIZE 20.3CM X 27.3CM





MIDDLE EAST/
NORTH AFRICA

Editor In Chief
Aby Sam Thomas
aby@bncpublishing.net

CEO
Wissam Younane
wissam@bncpublishing.net

DIRECTOR
Rabih Najm
rabih@bncpublishing.net

MANAGING EDITOR
Tamara Pupic
tamara@bncpublishing.net

FEATURES WRITER
Aalia Mehreen Ahmed
aalia@bncpublishing.net

ART DIRECTOR
Simona El Khoury

DIGITAL SOLUTIONS DIRECTOR
Mahdi Hashemi
mahdi@bncpublishing.net

HEAD OF INNOVATION
Sarah Saddouk
sarah@bncpublishing.net

**GROUP SALES DIRECTOR
B2B GROUP**
Joaquim D'Costa
jo@bncpublishing.net

COMMERCIAL ENQUIRIES
sales@bncpublishing.net

EntMagazineME Entrepreneur-me Entrepreneur.com

For all commercial enquiries related to Entrepreneur Middle East, contact BNC Publishing

Building 10, Office 234, 235 & 236, Dubai Media City | PO BOX 502511
sales@bncpublishing.net P +971 4 4200 506