

<p><b>SEGMENTS</b></p> <table border="0"> <tr> <td>1,452,980</td> <td>Total Universe/Base Rate</td> <td>\$120.00/M</td> </tr> <tr> <td>727,605</td> <td>Last 24 Month Hotline</td> <td></td> </tr> <tr> <td>424,344</td> <td>Last 12 Month Hotline</td> <td>+ \$7.00/M</td> </tr> <tr> <td>197,883</td> <td>Last 6 Month Hotline</td> <td>+ \$11.00/M</td> </tr> <tr> <td>92,429</td> <td>Last 3 Month Hotline</td> <td>+ \$15.00/M</td> </tr> <tr> <td>25,535</td> <td>Last 30 Day Hotline</td> <td>+ \$21.00/M</td> </tr> <tr> <td></td> <td>Fundraiser Rate</td> <td>\$75.00/M</td> </tr> <tr> <td></td> <td>Catalog Rate</td> <td>\$95.00/M</td> </tr> <tr> <td>443,281</td> <td>Expires</td> <td>\$100.00/M</td> </tr> </table>		1,452,980	Total Universe/Base Rate	\$120.00/M	727,605	Last 24 Month Hotline		424,344	Last 12 Month Hotline	+ \$7.00/M	197,883	Last 6 Month Hotline	+ \$11.00/M	92,429	Last 3 Month Hotline	+ \$15.00/M	25,535	Last 30 Day Hotline	+ \$21.00/M		Fundraiser Rate	\$75.00/M		Catalog Rate	\$95.00/M	443,281	Expires	\$100.00/M	<p><b>DATE</b> CONFIRMED 10/23/2013</p>
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<p><b>DESCRIPTION</b></p> <p>Entrepreneur delivers distinctive content for the independent thinkers, builders, and leaders who are driving the growth of business across the country. It serves as the primary source of business owners seeking to grow and expand their businesses as well as professionals seeking to become entrepreneurs.</p> <p>The definitive guide to the diverse challenges of business ownership, Entrepreneur equips business owners and managers with the critical information they use to grow their businesses. Every issue is as inspirational as it is informational to motivate readers in addition to providing need-to-know material for how to succeed.</p> <p>Reach a vast audience eager to learn more, do more, and get more from their businesses. These business owners seek information, tools, and resources, for new, established, and growing businesses. They wish to attain higher levels of success or get started on the road to self-employment. These professionals and decision makers are affluent, educated, and passionate about business. Entrepreneur understands what is wanted and needed and provides informative means and the guidance needed to conquer the daily challenges in business.</p> <p>Entrepreneur.com is the #1 website for self-employed/C-Level execs/owners and in the top 3% of websites for business decision makers.</p> <p>Entrepreneur ranked #1 selling Business Magazine on Newsstand for 4 years! These entrepreneurs need guidance, support, and solutions. They attend conferences, seminars, and webinars as well as subscribe to many publications. They are quick to acquire anything that will give them an edge from the latest handhelds to financing to software.</p> <p>Entrepreneur subscribers own and purchase property, belong to private-club memberships, and buy art and collectibles.</p> <p>Individual Demographics:                  Median Age 41                  \$467,000 Average net worth                  \$941,337 Median household value                  78% Own residence                  47% Millionaire households                  81% Use Investment Advisor                  50% Have a membership at a private club                  44% Own 2 or more properties                  34% Buy art or collectibles</p>		<p><b>UNIT OF SALE</b> \$59.00</p> <p><b>GENDER</b> 59% MALE 41% FEMALE</p> <p><b>MEDIA</b> Direct mail sold</p> <p><b>ADDRESSING</b> CHESHIRE LABELS NO CHARGE EMAIL \$75.00/F P/S LABELS \$10.00/M</p> <p><b>ADDITIONAL CHARGES</b>                  12 Month Hotline \$7.00/M                  3 Month Hotline \$15.00/M                  6 Month Hotline \$11.00/M                  Business Address \$8.00/M                  Demographic \$12.00/M                  Gender/Sex \$10.00/M                  Geo/Geographical \$10.00/M                  Home Address \$8.00/M                  Lifestyle \$12.00/M                  Paid \$10.00/M                  Phone Number \$26.00/M                  Source \$10.00/M                  Zip \$10.00/M</p> <p><b>MINIMUM ORDER</b> 7,500 \$350.00 MINIMUM PAYMENT</p> <p><b>NET NAME POLICY</b> Net Name is allowed 85% Min Qty 50,000</p>																											



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<p>Business Demographics: Median company employee size- 37 63% Plan to start new/additional business in next 12 months 89% Involved in purchase decisions 30% Typically fly first or business class 27% Of readers take action to advertising in magazine</p>	
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