

Entrepreneur 2021



EMPOWERING PEOPLE IN THE BUSINESS OF
CHANGING THE WORLD

Entrepreneur 2021

[EDIT CALENDAR](#)

Jan/Feb

Habits of the Most Successful Entrepreneurs

AD CLOSE ON SALE
 12/02/20 01/12/21



March

How to Start, Run and Grow Your Side Hustle

AD CLOSE ON SALE
 01/19/21 03/02/21



April/May

Small Biz Goes Big

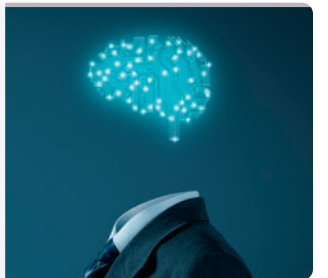
AD CLOSE ON SALE
 03/03/21 04/13/21



June

50 Smartest Business Ideas of 2021

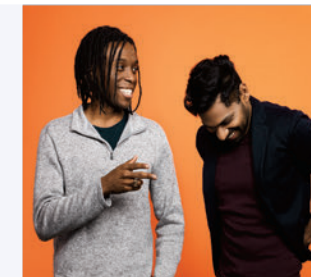
AD CLOSE ON SALE
 04/06/21 05/18/21



July/Aug

Young Millionaires

AD CLOSE ON SALE
 05/24/21 07/06/21



September

The Entrepreneur's Guide to Tech

AD CLOSE ON SALE
 07/13/21 08/24/21



Oct/Nov

100 Women of Impact

AD CLOSE ON SALE
 08/24/21 10/05/21



December

The Future of Entrepreneurship (How to Succeed in 2022)

AD CLOSE ON SALE
 10/12/21 11/23/21



Entrepreneur's startups	TOPIC	AD CLOSE	ON SALE
SPRING	Financing to Launch and Grow Your Startup	01/22/21	03/23/21
SUMMER	Essential Lessons in Marketing	04/20/21	06/15/21
FALL	Turning Your Big Idea Into Reality	07/13/21	09/14/21

Note: Editorial Calendar subject to change without notice. *Subscribers receive issue approx. 7 days prior to on-sale date. UPDATED: 10/20.



E ENTREPRENEUR OF INFLUENCE

Ayesha Curry

Over the past six years, Curry has segued her YouTube and Instagram success into a best-selling cookbook, her own series on Food Network, a barbecue-focused chain of restaurants, and a lifestyle and e-commerce shop. With husband (and NBA star) Stephen Curry, she also launched the Eat. Learn. Play. Foundation in their hometown of Oakland, Calif. to help kids nationwide.

Building a Better Future

Entrepreneurs are business owners, creators and thought leaders everywhere building exciting ventures, reshaping entire industries for the better, and rewriting the rules of success. Entrepreneur helps them grow their businesses and realize their best selves and lives through inspiring stories of real people, valuable resources, how-to content, books, podcasts, videos, coaching and more.



Erica Blumenthal and Nikki Haganir, Co-Founders of Yes Way Rosé

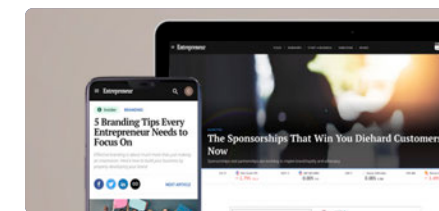
4MM Magazine Readers	14MM Unique Visitors Per Month	100K Event Attendees	2.5MM Book Copies Sold	14MM Social Followers
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Magazine

4MM Magazine Readers

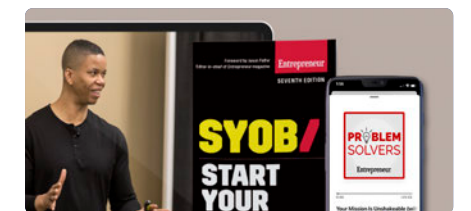
- **500K** Rate Base
- **95K** Digital Subs
- **6.75** Readers Per Copy
- **3x** Startup Issues



Digital & Mobile

14MM Unique Visitors Per Month

- **86MM** Monthly Page Views
- **120K** Daily E-Newsletter Subs
- **600K** Dedicated Email Subs
- **14MM** Social Followers



Events, Books & Podcasts

Thousands of Engaging Conversations

- **100s** Of Virtual Events in 6 Months
- **100s** Of Titles From Entrepreneur Press
- **160k** Average Podcast Network Downloads

International Reach: Mexico, MENA, India, Georgia, APAC, Europe

Media Partners and Distribution Channels



UPDATED: 10/20. Sources: MRI 2020 Spring. Social numbers as of 10/19.



Connect With the World's Innovators

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.



E MAKING AN IMPACT

Taraji P. Hensen

Actress and entrepreneur Taraji P. Hensen is working to improve mental health in Black communities. In 2018, she started a nonprofit named after her father, the In 2018, she started a nonprofit, the Boris Lawrence Henson Foundation (named after her father), to erase the stigma around it. But when the pandemic took hold, Henson and her team quickly pivoted from raising awareness about mental healthcare to actually facilitating it: The foundation offered to cover the cost of up to five therapy sessions for applicants in need.

Affluent Leaders

Men/Women
64.8% / 35.2%

Average Age
40

RANKED #1

Average HHI
\$429K



Jaime Schmidt,
 Founder of Schmidt's Naturals

Decision-Makers

RANKED #1

Business Owner/Partner
 or C-Level Executive
57.8% Index: 195

Business Purchase Decision-Maker
66.4% Index: 153

Take the Lead in Decision-Making
84.8% Index: 126



Mark Lawrence, Founder of SpotHero

Influencers

RANKED #1

Like to Stand Out From Others
67.5% Index: 152

Opinion Leader
77.6% Index: 144

Identify as Entrepreneur
53.0% Index: 221



Natalia Oberti Noguera,
 Founder of Pipeline Angels

Consumers

RANKED #1

First to Try New Products
 or Services
74.5% Index: 160

Business Purchases
 Influence Personal Choices
56.6% Index: 177



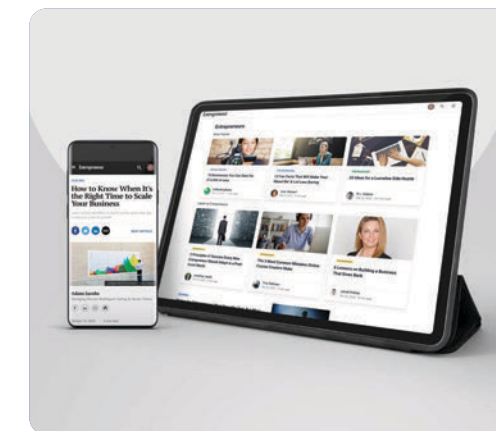
Zach Goldstein, Founder of Public Rec



E FOSTERING CREATIVE COLLABORATION

Joseph Gordon-Levitt

Levitt is best known for collaborations on film and TV—but with production schedules halted, he’s been spending even more time with the company he founded in 2010, HitRecord, which has seen a surge of interest. HitRecord began as a production company, but it has evolved into a platform that enables people to launch and join artistic projects.



Smartphones & Tablets

Deliver Your Message Optimally Formatted

Provide these ad unit dimensions, and your campaign can be designed to include exposure to business decision-makers on the mobile web. Plus, the same contextual targeting developed for your campaign can be carried over to the mobile experience.

86MM **14MM**
Page Views Unique Visitors

Tablet Banner Ad Sizes: 728x90 - 300x600 - 300x250
Smartphone Banner Ad Sizes: 300x50 - 320x50 - 300x250

For more information, contact your Entrepreneur sales representative.



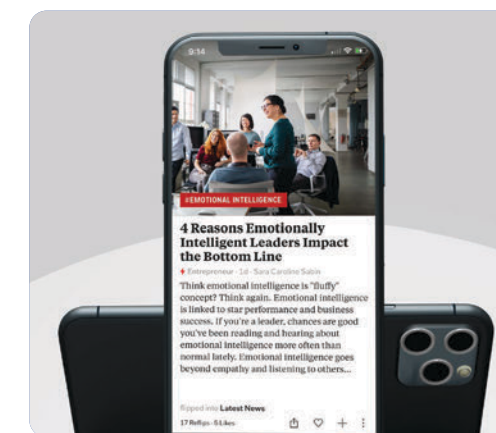
Entrepreneur Magazine Digital Edition

(iPhone/iPad, Kindle, Nook and Android Paid Subscribers)

This enhanced, full-issue digital edition helps company owners discover ideas and solutions no matter where they are. They can share favorite insights and ideas among staff and colleagues easily. Advertisers in the digital magazine edition can be integrated in a unique way using video or other interactive formats.

As part of their subscription, readers enjoy three annual issues of *Entrepreneur Startups*, a special edition magazine designed for early-stage companies.

95k
Circulation



Flipboard

Delivered Every Day

Entrepreneur is in this highly stylized, personal and mobile magazine app curated by the user from favorite media sources and social feeds.

- Run of *Entrepreneur* magazine on Flipboard (20% minimum SOV)
- Mini - Mag Entrepreneur sponsorship (special editorial feature)*
- Brand magazine (minimum spend and existing brand magazine required)*

191k **1.7MM**
Active Readers Flips

*Restricted ad placement with premium and must run in *Entrepreneur* magazine. SOURCE: Flipboard Visitor and Ad Report.



E TESTING THE STATUS QUO

Julia Cheek

In 2015, Julia Cheek launched Everlywell to disrupt the “not particularly sexy” industry of lab testing. She knew that the system was broken, and she started partnering with independent labs around the country to provide access to a menu of at-home hormone, vitamin, and STI tests at transparent prices. Soon after, Everlywell’s Austin-based team began working with the FDA to get a home COVID-19 test authorized.

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.

[See Spotlight Examples](#)



How it Works

Each Stage of Entrepreneur’s Native Program is Designed to Meet Our Partners’ Goals



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.



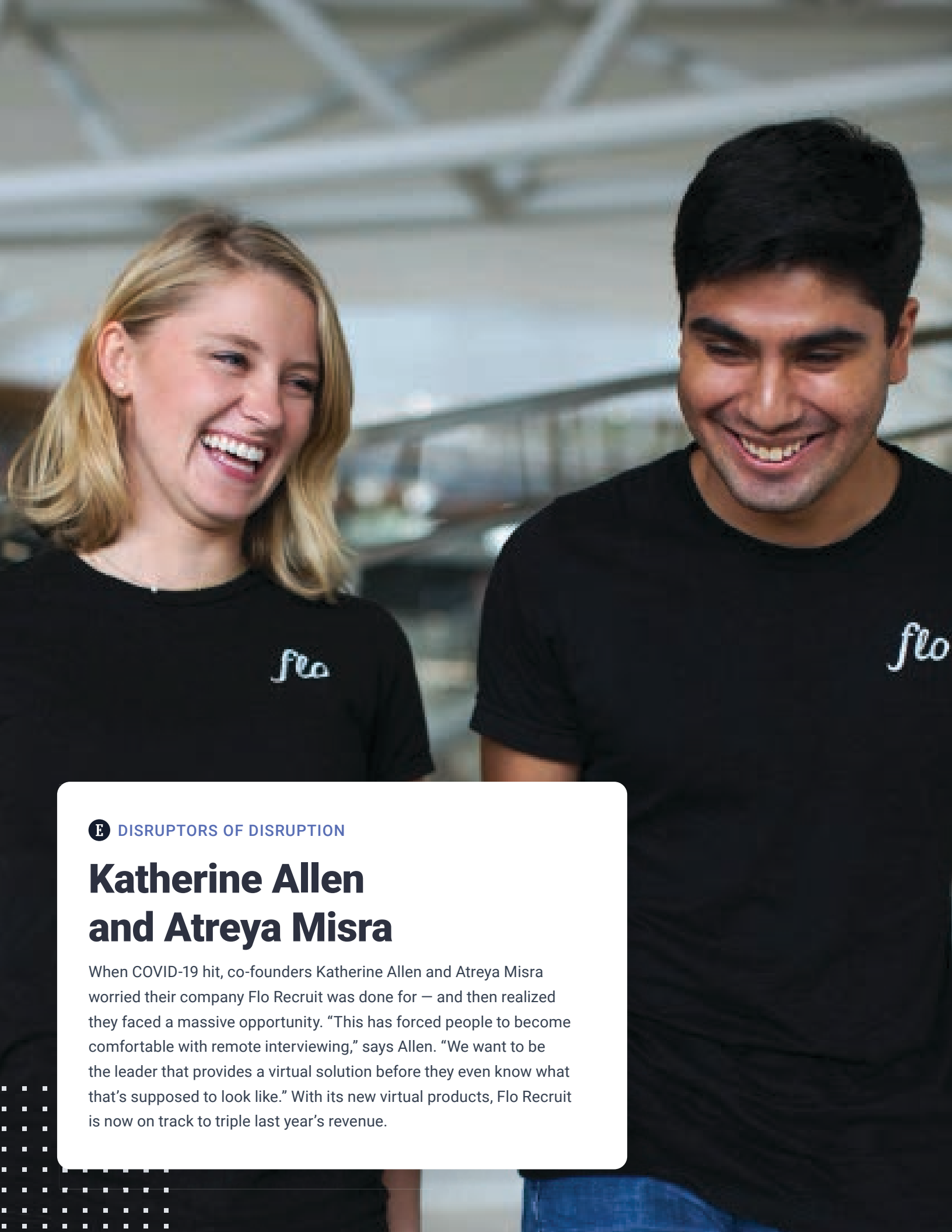
Optimization

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

CONTENT FORMATS

- ✓ Articles
- ✓ Infographics
- ✓ Special Reports
- ✓ Videos
- ✓ Webinars
- ✓ White Papers





E DISRUPTORS OF DISRUPTION

Katherine Allen and Atreya Misra

When COVID-19 hit, co-founders Katherine Allen and Atreya Misra worried their company Flo Recruit was done for — and then realized they faced a massive opportunity. “This has forced people to become comfortable with remote interviewing,” says Allen. “We want to be the leader that provides a virtual solution before they even know what that’s supposed to look like.” With its new virtual products, Flo Recruit is now on track to triple last year’s revenue.

Entrepreneur ELEVATOR PITCH

32.5MM

Video Views

12MM

Social Video Views

30MM

Social Reach

78%

Completion Rate

Based on data from the latest season (5).

Be a Part of the Suspenseful Show with One Critical Minute to Make It

Entrepreneur Elevator Pitch gives real entrepreneurs the opportunity to pitch their businesses to investors. The catch? They have one minute to do it—the length of their actual elevator ride up to the boardroom to meet their potential funders.

A screen inside the elevator counts down: 59, 58, 57... as the entrepreneur makes her pitch and the elevator begins the trip to the top floor. If the pitch is accepted, the elevator doors open and our entrepreneur reaches the boardroom with the investors waiting to ask questions.

If the pitch fails to get investors’ attention, they hear a voice in the elevator that says, “Good try... Going down!”

Learn more and become a part of the popular show helping entrepreneurs acquire the financial capital and media exposure they need to elevate their success.

[Watch Now](#)

Distributed on:



Business funding



High-profile investors

The Voices of Entrepreneurship

Connect with the dynamic voices behind these featured podcasts to align with today's unique perspectives on entrepreneurship. Each show offers the opportunity to immerse your brand into relevant conversations for leaders driving business forward.

[Listen to Podcasts Now](#)



E VISIONARY FOR A SUSTAINABLE CLEAN

Sarah Paiji Yoo

Imagine a nontoxic tablet that's like Alka-Seltzer meets Lysol. Plop it into a reusable container filled with water and voilà: eco-friendly household cleaning products. Paiji Yoo and her cofounder, John Mascari, did their own R&D, pinging 100 chemists on LinkedIn before launching Blueland with a suite of cleaners and hand soap in 2019. As for getting customers to make the switch? That's where they got a break: In March, when the cleaning aisles in grocery stores went empty, Blueland saw a 300 percent surge in demand, and now it's doing several million dollars in revenue a month.



Problem Solvers

Entrepreneur magazine's editor in chief tells the stories of real founders that solved real problems in their businesses, helping listeners get through any obstacle in their own ventures.

[Listen now](#)



Action & Ambition

Host Andrew Medal goes behind the scenes to learn the backstories, mindsets, and actions of the world's most ambitious people.

[Listen now](#)



How Success Happens

Host Robert Tuchman features some of today's brightest entrepreneurial minds talking about overcoming challenges and using them as learning experiences to create success.

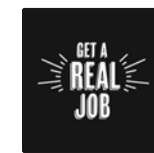
[Listen now](#)



Habits & Hustle

Habits and Hustle helps share the stories, habits, and rituals of people's journeys on living fulfilled lives. Host Jennifer Cohen interviews thought leaders, entrepreneurs, and overall extraordinary people who share what has made a difference in their success.

[Listen now](#)



Get a Real Job

Entrepreneur.com's editorial director Dan Bova chats with entrepreneurs in unusual fields no one seems to consider "a real job," giving listeners get a rare glimpse into the real-life ups and downs experienced by comedians, treasure hunters, craft brewers and more.

[Listen now](#)



160K
Average Downloads
Per Episode!

Available on:

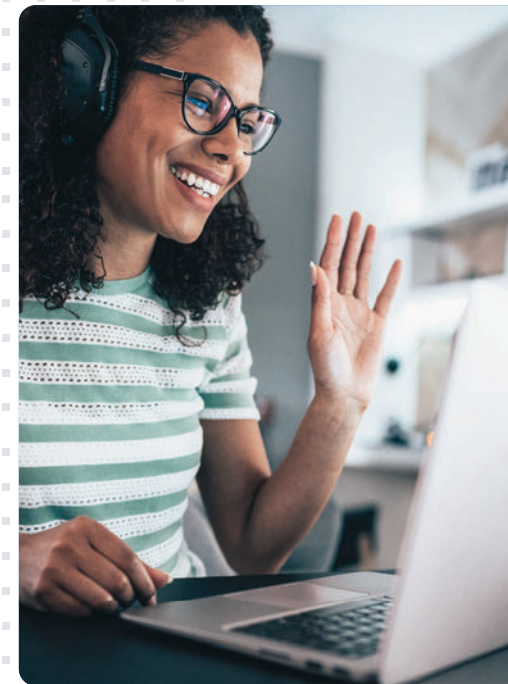




E DIVERSITY IN STORYTELLING

Sterling K. Brown

This Is Us star Sterling K. Brown is part of a show that celebrates different life experiences and includes diverse perspectives through its creative decisions. Now he's working to ensure there's more diversity behind the camera, too. Last year, Brown launched his own production company, Indian Meadows Productions. He wants it to stand as a counternarrative to the urban ghettos Hollywood so often uses as shorthand for Black life in America.



Creating Meaningful Experiences for Entrepreneurs Across the Globe

Entrepreneur hosts a variety of events ranging from intensive virtual seminars to fireside chats and conferences. These events simultaneously create memorable learning experiences for attendees and invaluable brand engagement for sponsors.

[See All Events](#)



Virtual Events

Entrepreneur hosts hundreds of instructional webinars and engaging dialogue discussions online. These special events bring together influencers and entrepreneurs in a mix of riveting Q&As, presentations and panel discussions moderated by our award-winning editors.



Entrepreneur Live

For over a decade, Entrepreneur has hosted an annual full-day conference sharing the most forward-thinking practices with highly respected keynotes and industry experts. These events help established business owners learn new ways to sustain success and push business to the next level.



Propelify Festival

Propelify Innovation Festival empowers innovators to leverage technology and build solutions towards a brighter future. This virtual event unites thousands of entrepreneurs who invent the future in a five-day immersive experience.



Women's Business Workshops

Entrepreneur hosts special events for women who want actionable advice and practical tools to grow and scale their businesses. These immersive bootcamps and discussion events cover brand strategy, growth, financing, and more.



E DOING BUSINESS WITH A TWIST

Jake Bullock and Luke Anderson

Despite the foray into the cannabis space by mammoth beverage companies, the current leader of the pack is a small California start-up called Cann, which offers “social tonics” with flavors such as grapefruit rosemary and lemon lavender. To date, the company has sold more than two million cans. Founded by former investment bankers Jake Bullock and Luke Anderson, Cann positions itself as a healthy alternative to alcohol that gives a similar social buzz minus the hangover and the calories.

Green Entrepreneur is focused on the entrepreneurship, business, technology, and lifestyle of the burgeoning cannabis industry.

Connect with cannabis thought leaders, innovators and consumers through engaging experiences across multiple platforms.



Megan and Rachael Rapinoe, *Mendi*

225k GreenEntrepreneur.com monthly visitors	10k Average podcast downloads	5k E-newsletter subscribers	35k Social followers	40k Green Entrepreneur magazine distribution
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Green Entrepreneur Magazine

Single Issue Publication /

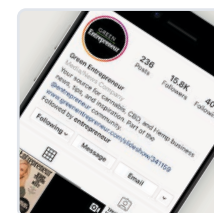
40k Distribution

- Green 100
- Best Budtenders



GreenEntrepreneur.com

225k Monthly Visitors



Social Community

35k Green Followers



E-Newsletters

5k Subscribers

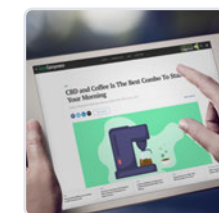
The latest insights and strategies are shared each week with entrepreneurs in the green industry.



Green Entrepreneur Podcast

10k Average Downloads

Hear stories of entrepreneurs who've found success in the growing cannabis market and how they're navigating the exciting but unpredictable Green Rush.



Plus

- Events
- Webinars
- Marketplace Listings
- Videos
- Dedicated Emails
- Custom Content (Print and Online)
- Dedicated Sections in *Entrepreneur Magazine*



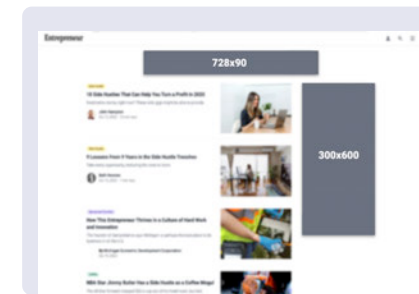
E AGENT OF CHANGE

Natalia Oberti Noguera

“Our members are the friends and family for entrepreneurs who don’t have the friends and family [to raise] that round,” says Natalia Oberti Noguera. She founded Pipeline Angels, which launched in 2011 with a two-part mission: help more women founders raise capital and teach more women how to become angel investors. Since then, more than 400 individuals have completed Pipeline Angels’ boot camp and “earned their wings,” investing more than \$6 million in more than 80 early-stage businesses run by women and nonbinary femme entrepreneurs.

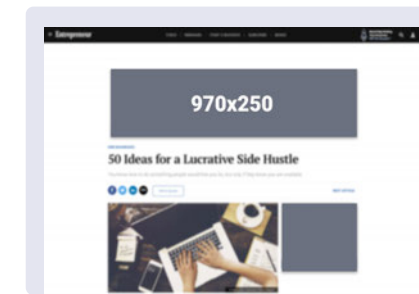
Entrepreneur 2021

DIGITAL AD SPECS



Standard Banners

728x90, 970x90, 300x600,
300x250, 320x50



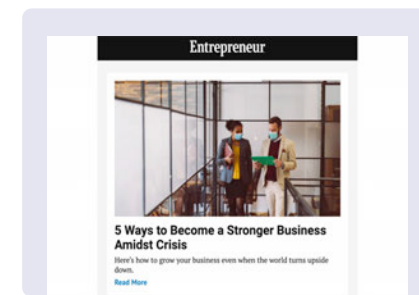
High-Impact Units

970x250, Article Break-In,
In-Article Parallax, Skin,
Mobile Interscroller



Skins

280x900 on both sides of the
content well (2 separate assets)



Daily Newsletters

Database: 120k subscribers

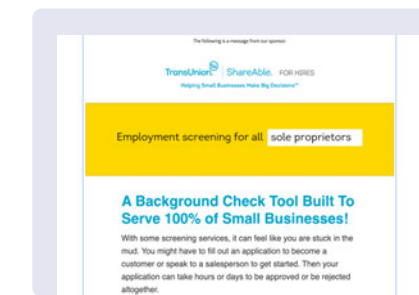
Native Integration:

Headline: 10 words, 50 characters max

Deck: 25 words, 115 characters max

Image: 600x338

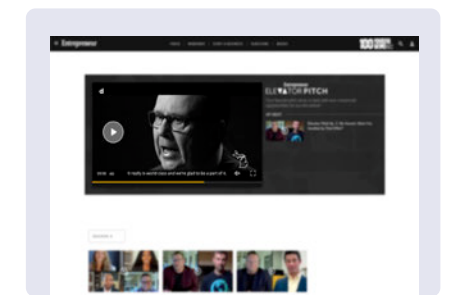
(no or minimal text in image)



Dedicated Emails

List Size: 600k 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 CTR on average. Learn more about AMPHTML ads [here](#) and [here](#).

SPOT HERO

E WORKING SMART

Mark Lawrence

Mark Lawrence co-founded SpotHero in Chicago, and investors told him he needed to expand across America fast. He wanted to take a different approach...even though he wasn't entirely sure it was the right one. He decided to beat his competitors by growing slower than they did, learned to operate at scale and proved himself right. Today the company operates in 300 cities and expects to hit a billion dollars in total parking sales in 2021.

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	4.625" x 4.625"	N/A	N/A
1/3 Page Vertical	2" x 9.75"	N/A	N/A

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

Follow These Instructions When Submitting Materials

All ads must be submitted through AdShuttle

1. Log on to www.adshuttle.com
2. Sign into or create your account
3. Click on "Ad Submission"
4. System will guide you through the process

General Digital Advertising Material Requirements

Every ad must have two (2) contract proofs regardless of delivery mode. All contract proofs must be made to SWOP (Specifications Web Offset Publications) standards. SWOP standards are available at www.swop.org.

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.

INSERT INFORMATION

For supplied insert information, contact:
Paul Fishback, VP Franchise
Tel.: 949-622-5226
E-mail: pfishback@entrepreneur.com

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.

For detailed instructions on creating your ad using specific applications, click on the "Ad Creation Guide" or "Application Preset File" links on the AdShuttle Homepage. You may also call 1-866-774-5784 to contact the 24-hour AdShuttle support line.

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. [See the Ad Creation Guide](#)

SEND PROOFS TO:

Attn: Mona Rifkin, Production Manager
Entrepreneur Magazine
18061 Fitch Irvine, CA 92614 Tel.: 949-622-5271
E-mail: mrifkin@entrepreneur.com

Entrepreneur magazine cannot be responsible for any color or positioning variation if advertiser does not adhere to the above specifications. Proofs that do not meet SWOP criteria will be used for color break and content checking only.



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Entrepreneur Media Inc. Irvine, CA Headquarters

E BUILDING A BETTER WAY

Phat Le

Phat Le was studying aerospace engineering when he realized that college just wasn't for him. As a self-taught UI designer and software engineer he created Blest—an ad-free platform that hosts courses, memberships, and other products to serve online communities—slated to launch in 2021.