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

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.

Entrepreneur 2021

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 Huganir, Co-Founders of Yes Way Rosé

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

**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 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.

**Audience Insights**

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.

**Affluent Leaders**

- Men/Women: 64.8% / 35.2%
- Average Age: 40
- Average HHI: $429K

**Decision-Makers**

- 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)

**Influencers**

- Like to Stand Out From Others: 67.5% (Index: 152)
- Opinion Leader: 77.6% (Index: 144)
- Identify as Entrepreneur: 53.0% (Index: 221)

**Consumers**

- First to Try New Products or Services: 74.5% (Index: 160)
- Business Purchases Influence Personal Choices: 56.6% (Index: 177)

Source: Ipsos 2020 Spring. Rankings against total brand footprints of all business titles. Updated 10/20
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.

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.

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)*

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

MOBILE REACH

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.

<table>
<thead>
<tr>
<th>Page Views</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>86MM</td>
<td>14MM</td>
</tr>
</tbody>
</table>

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

For more information, contact your Entrepreneur sales representative.

Entrepreneur 2021
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.
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.

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

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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.
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.

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.

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.

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.

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.

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.
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.

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

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

Green Entrepreneur Podcast

10k Average Downloads

Social Community

35k Green Followers

Green Entrepreneur Magazine

Single Issue Publication / 40k Distribution
- Green 100 • Best Budtenders

GreenEntrepreneur.com

225k Monthly Visitors

E-Newsletters

5k Subscribers

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

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

UPDATED: 10/20
Entrepreneur 2021

**DIGITAL AD 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 [here](#) and [here](#).

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**Global 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

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**Global Specs**

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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.

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**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.

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

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**For supplied insert information, contact:**

Paul Fishback, VP Franchise
Tel.: 949-622-5226
E-mail: pfishback@entrepreneur.com

**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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**SPACE**

<table>
<thead>
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<th>SPREAD</th>
<th>NON-BLEED/LIVE IMAGE</th>
<th>TRIM</th>
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*Non-bleed image size is 7.5” x 10.75” for 4-color, 7.25” x 10.5” for 4-color process, and 4.5” x 9.25” for 2-color.

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**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.
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.