Entrepreneur 2021

EMPOWERING PEOPLE IN THE BUSINESS OF CHANGING THE WORLD

Jan/Feb
Habits of the Most Successful Entrepreneurs
AD CLOSE 12/07/21 ON SALE 01/26/21

March
How to Start, Run and Grow Your Side Hustle
AD CLOSE 01/19/21 ON SALE 03/02/21

April/May
Small Biz Goes Big
AD CLOSE 03/03/21 ON SALE 04/13/21

June
50 Smartest Business Ideas of 2021
AD CLOSE 04/06/21 ON SALE 05/18/21

July/Aug
Young Millionaires
AD CLOSE 05/24/21 ON SALE 07/06/21

September
The Entrepreneur’s Guide to Tech
AD CLOSE 07/13/21 ON SALE 08/24/21

Oct/Nov
100 Women of Impact
AD CLOSE 08/24/21 ON SALE 10/05/21

December
The Future of Entrepreneurship (How to Succeed in 2022)
AD CLOSE 10/12/21 ON SALE 11/23/21

SPRING
Financing to Launch and Grow Your Startup
AD CLOSE 01/22/21 ON SALE 03/23/21

SUMMER
Essential Lessons in Marketing
AD CLOSE 04/20/21 ON SALE 06/15/21

FALL
Turning Your Big Idea Into Reality
AD CLOSE 07/13/21 ON SALE 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.
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.

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.
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.
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.

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)*

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.

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

For more information, contact your Entrepreneur sales representative.

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

Distributed on:

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

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Distributed on:

Based on data from the latest season (5).

Katherine Allen and Atreya Misra

Disruptors of Disruption

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.
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 ping pong 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.

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.

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.

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.

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.

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.

Behind the Review
Hosted by Yelp’s Small Business Expert, Emily Washcovick, Behind the Review features conversations with reviewers and business owners about their experiences—whether it was one star or five stars—giving listeners behind-the-scenes insights into what was really going on.

Listen to Podcasts Now

Available on:
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

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.

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.

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.

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.

UPDATED: 10/20
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.
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.
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.

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<th>TRIM</th>
<th>BLEED</th>
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*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](http://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](http://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.

**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.

**Updated: 10/20**
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.