Entrepreneur 2021

EMPOWERING PEOPLE IN THE BUSINESS OF CHANGING THE WORLD

Entrepreneur 2021

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 03/09/21

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

TOPIC
AD CLOSE
ON SALE
SPRING
Getting the Word Out
01/22/21
03/23/21
SUMMER
Brand or Bust!
04/20/21
06/15/21
FALL
Closing the Deal
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: 03/21.
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.

Entrepreneur 2021

AT A GLANCE

Magazine

4MM Magazine Readers

Digital & Mobile

20MM Unique Visitors Per Month

Events, Books & Podcasts

100K Book Copies Sold

Thousands of Engaging Conversations

Media Partners and Distribution Channels

4MM Magazine Readers

• 500K Rate Base

• 95K Digital Subs

• 6.75 Readers Per Copy

• 3x Startup Issues

20MM Unique Visitors Per Month

• 86MM Monthly Page Views

• 120K Daily E-Newsletter Subs

• 600K Dedicated Email Subs

• 14MM Social Followers

100K Event Attendees

• 100s Of Virtual Events in 6 Months

• 100s Of Titles From Entrepreneur Press

• 160k Average Podcast Network Downloads

2.5MM Book Copies Sold

14MM Social Followers

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

Updated: 03/21. Sources: MRI 2020 Spring. Social numbers as of 10/19.
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.

Make an Impact

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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.
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.
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.

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Based on data from the latest season (5).

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.
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.

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.
“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.
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.