

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 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

<div>Entrepreneur's</div> startups	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.





**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

**20MM**

Unique Visitors  
Per Month

**100K**

Event  
Attendees

**2.5MM**

Book Copies  
Sold

**14MM**

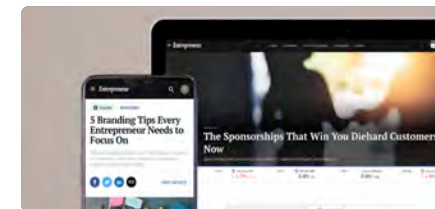
Social  
Followers



### Magazine

4MM Magazine Readers

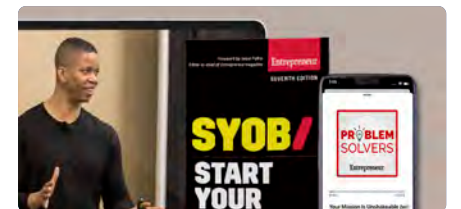
- **500K** Rate Base
- **95K** Digital Subs
- **6.75** Readers Per Copy
- **3x** Startup Issues



### Digital & Mobile

20MM 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



HEARST newspapers



BUSINESS INSIDER







**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.



## 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**

**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



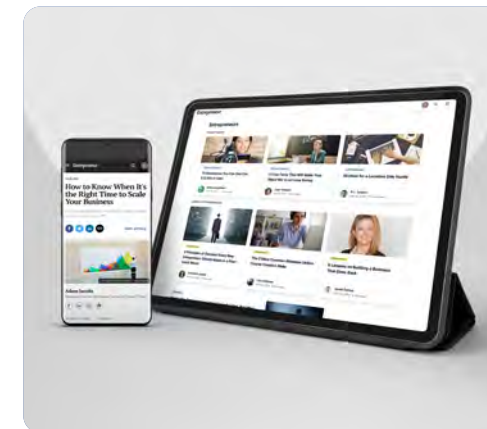
**E** FOSTERING CREATIVE COLLABORATION

## 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.

## Entrepreneur 2021

## 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.

**86<sub>MM</sub>** **20<sub>MM</sub>**  
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.*



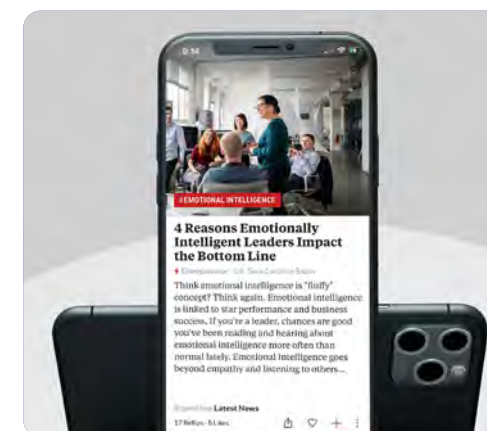
### Entrepreneur Magazine Digital Edition

(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.

**95<sub>k</sub>**  
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.

- Sponsorship of Entrepreneur editorial collections in Flipboard
- Content amplification of your native stories with Entrepreneur in Flipboard

**191<sub>k</sub>** **1.7<sub>MM</sub>**  
Active Readers Flips





**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.



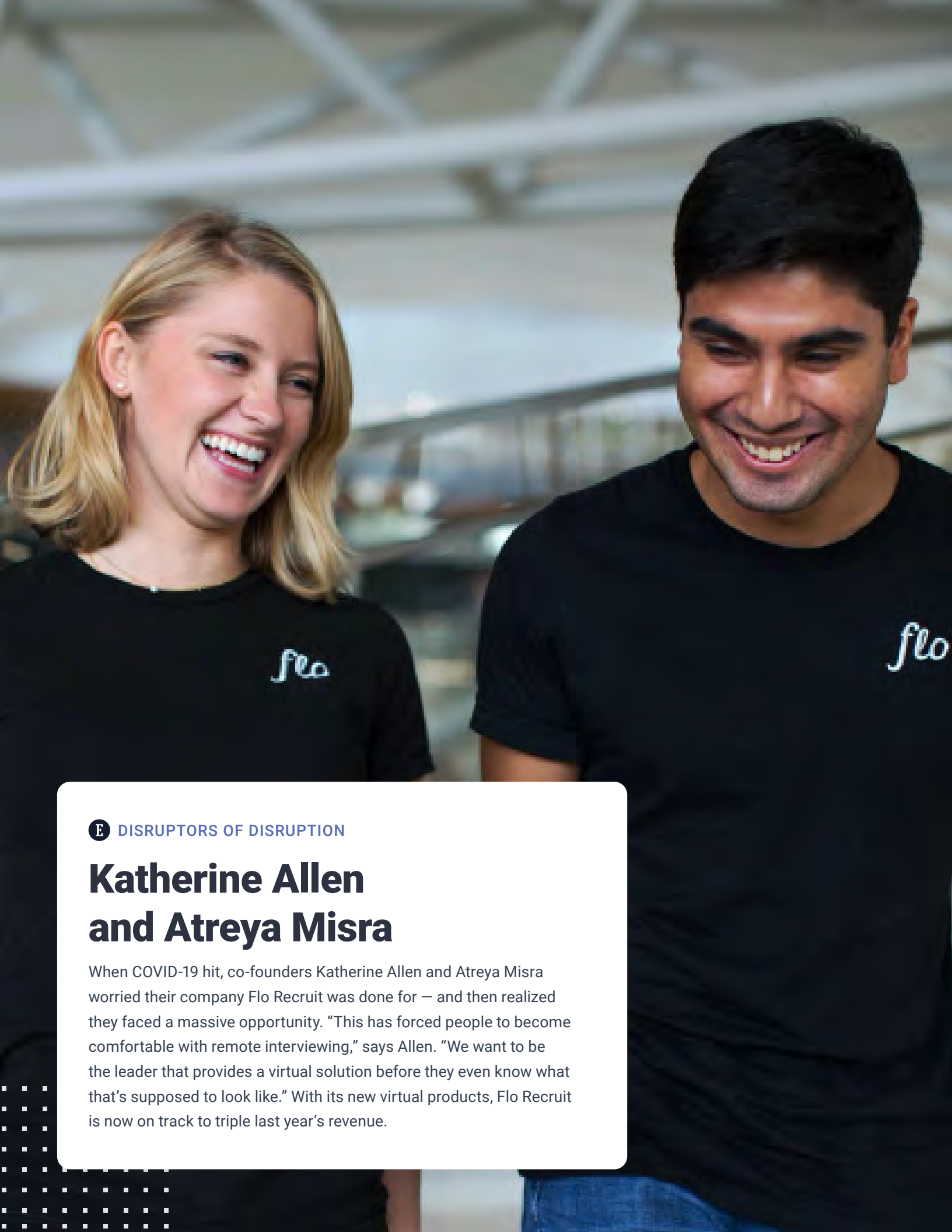
### Optimization

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 2021

ELEVATOR PITCH

# Entrepreneur ELEVATOR PITCH

32.5<sub>MM</sub>

Video Views

12<sub>MM</sub>

Social Video Views

30<sub>MM</sub>

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





**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.

# 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](#)



185k Average Network Downloads Per Episode!



### 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.

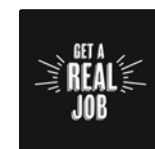
[Listen now](#)



### 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](#)



### 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](#)



### Action and Ambition

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

[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](#)



### 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 now](#)

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



### Green Entrepreneur Magazine

Single Issue Publication /

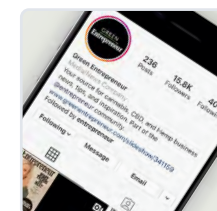
**40k** Distribution

- Green 100 • Best Budtenders



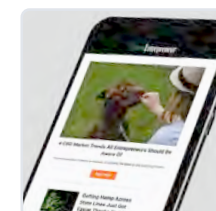
### GreenEntrepreneur.com

**225k** Monthly Visitors



### Social Community

**35k** Green Followers



### E-Newsletters

**5k** Subscribers

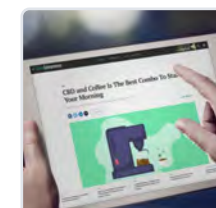
The latest insights and strategies are shared each week with entrepreneurs in the green industry.



### 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*





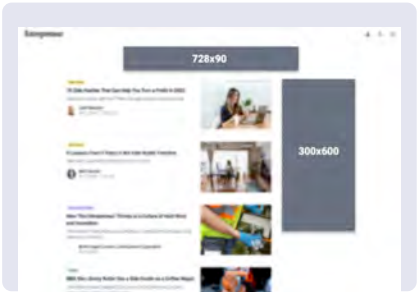
**E** AGENT OF CHANGE

# 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



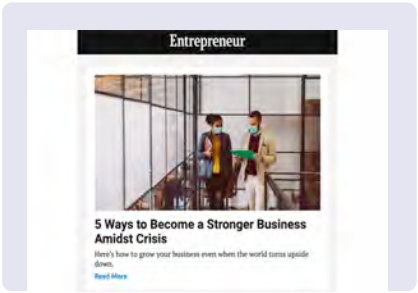
### High-Impact Units

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



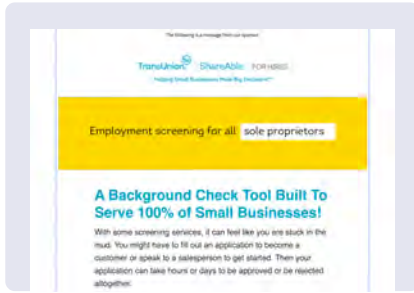
### Skins

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



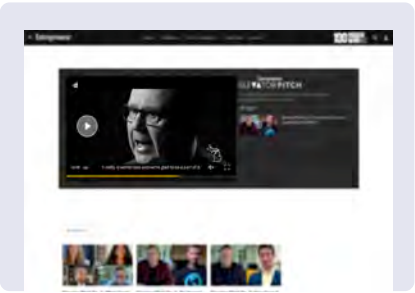
### Daily Newsletters

**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

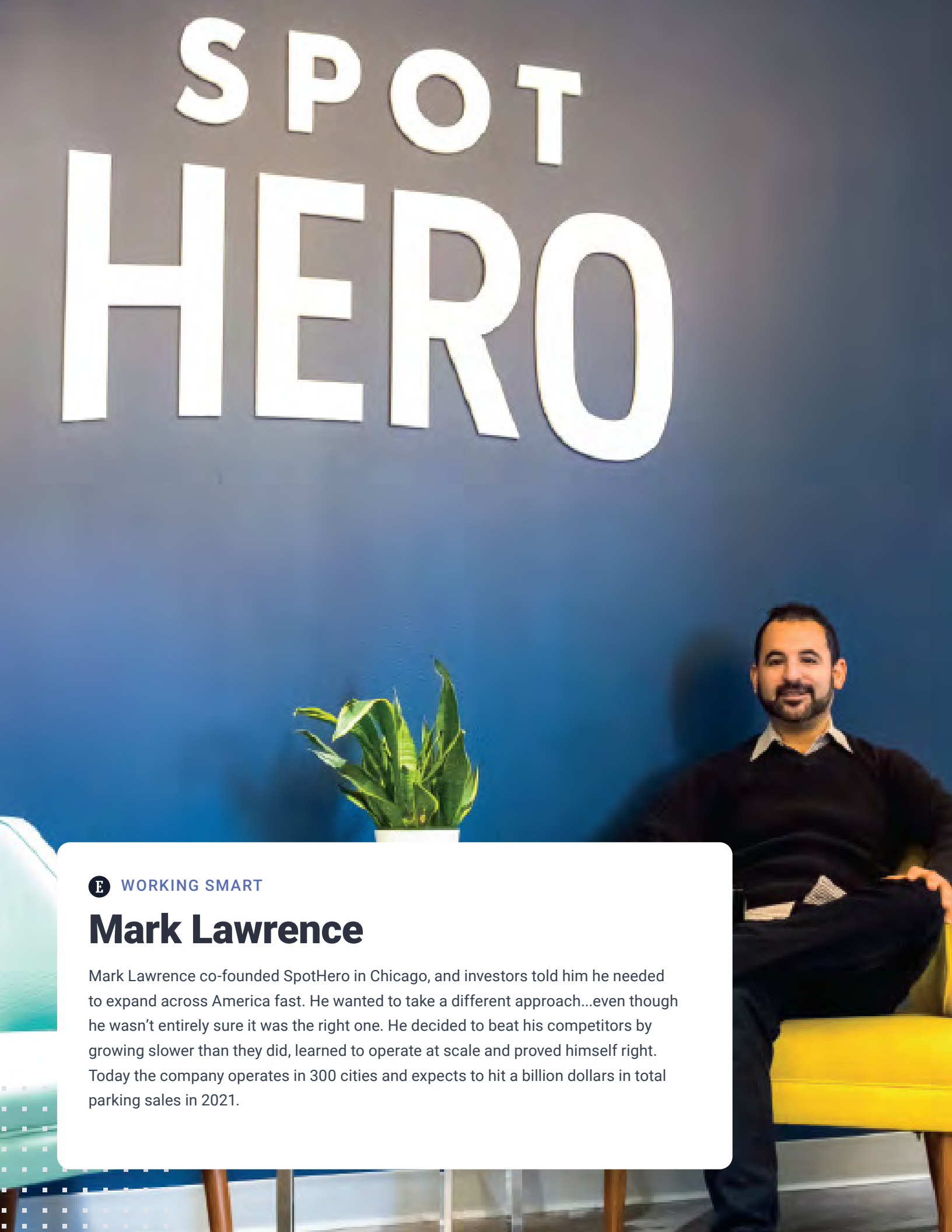


### Pre-Roll

**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 <a href="#">here</a> and <a href="#">here</a> .





**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](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.

#### INSERT INFORMATION

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





**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.



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