



SHAPE

Be Fit. Be Fabulous. Be in SHAPE.

Editorial

Inspiring

OUR MISSION “To help women create better lives”

OUR FUNDAMENTAL MESSAGE “You have the power and strength to achieve what you want through positive change.”

Empowering

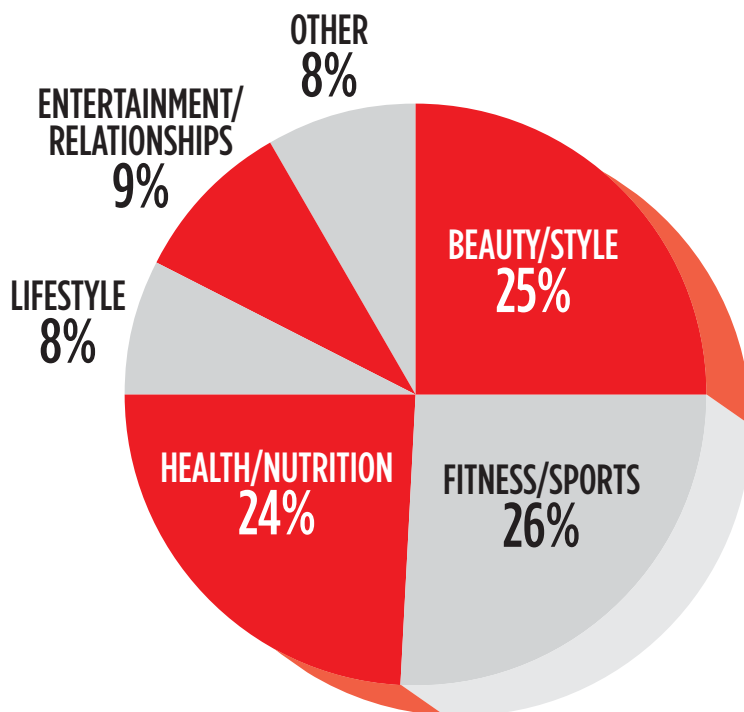
Delivering 100% actionable advice in an always-positive, uplifting tone

Authoritative

A commitment to accurate, trustworthy information based on research from our Editorial Advisory Board of 25+ medical professionals and industry experts (established in 1981 — with the very first issue!)

Balanced

From fitness and health to beauty and fashion to relationships and travel, we deliver a balanced mix of lifestyle editorial for active, confident women everywhere



Source: Hall's Reports 2010. Lifestyle defined as culture, travel, and general interest categories.



SHAPE

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Editor-In-Chief

Tara Kraft

EDITOR-IN-CHIEF

Tara Kraft was named SHAPE's Editor-in-Chief in November 2010. With its circulation over 1.65 million, SHAPE is the #1 active lifestyle magazine for women and the 4th largest young women's magazine. Kraft has been with American Media, Inc. since 2003.

Prior to her appointment to Editor-in-Chief, Kraft served as the Beauty and Fashion Director for *Star*. During her years at the celebrity weekly, Kraft played a particularly significant role in developing the lifestyle pages of the magazine, a significant component of the successful 2004 re-launch of *Star* as a glossy.

Prior to joining American Media Inc., Tara was a veritable powerhouse in the beauty public relations field as Vice President of Beauty at Siren Public Relations, where she oversaw more than 30 beauty accounts. She was also Director of Global Communications for Clinique and Director of Public Relations for Bumble and Bumble. She also held PR positions at Prescriptives (Estee Lauder), Behrman/Tractenberg Communications and Rubenstein Associates.

Tara currently resides in New York City and is an AFTRA member. As a child, Tara was with Ford Models and William-Schuller Management. She was a SAG member and did various print campaigns, as well as commercial and film work.



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2012 Editorial Calendar

January

New Year, New You!

- **Special:** Style Resolutions
- **Fitness:** Motivating Fitness Routines
- **Beauty:** The Active Girl's Guide to Hair
- **Food:** Lighten Up Your Lunch (Sandwiches)
- **Health:** Get a Good Night's Sleep

Closing Date: 11/2/11 **On-Sale Date:** 12/26/11

April

Spring Forward

- **Special:** Spring Recipe Special
- **Fitness:** SHAPE's Annual Shoe Awards
- **Beauty:** Green Your Routine
- **Food:** Throw a Greener Party
- **Health:** Spring Clean Your Appliances

Closing Date: 2/1/12 **On-Sale Date:** 3/26/12

February

The Love Your SHAPE Issue

- **Special:** SHAPE/Men's Fitness Sex Survey Results
- **Fitness:** Couples Workouts
- **Beauty:** Sexy Skin
- **Style:** Lingerie for Every Body Type
- **Food:** Guilt-Free Superbowl Snacks
- **Health:** Women and Heart Disease

Closing Date: 12/7/11 **On-Sale Date:** 1/30/12

May

Summer Spectacular

- **Special:** Sun Smart Awards
- **Fitness:** Outdoor Workouts That Firm and Burn
- **Beauty:** Nail It!
- **Style:** Swimsuits that Fit (and Flatter) Every Figure
- **Food:** Cinco De Mayo Made Healthy
- **Health:** Boost Your Body Image

Closing Date: 2/29/12 **On-Sale Date:** 4/23/12

March

Sexiest Bodies in Hollywood

- **Special:** The Hottest Body in Hollywood
- **Fitness:** Celebrity Trainer Workouts
- **Beauty:** The Perfect Canvas: A Guide to Foundation, Primers, And More!
- **Food:** Recipes from Celeb-Owned Restaurants
- **The Skinny On:** St. Patty's Day
- **Health:** Depression

Closing Date: 1/4/12 **On-Sale Date:** 2/27/12

June

The Bikini Body Issue

- **Special:** The Culmination of SHAPE's 3-Month Action-Oriented Diet and Fitness Plan, The Bikini Body Countdown
- **Fitness:** Tone Your Trouble Zones
- **Beauty:** No-Fuss Summer Beauty
- **Food:** Foods That Fight Belly Fat
- **Health:** Migraines

Closing Date: 3/28/12 **On-Sale Date:** 5/21/12

SHAPE

2012 Editorial Calendar

July

The Get Outside Issue

- **Special:** Essential Gear for Hiking, Biking and More!
- **Award:** 6th Annual SHAPE Snack Awards
- **Fitness:** Fit on the Fly
- **Beauty:** Stay Sun Safe
- **Food:** Healthy Grilling Guide
- **Health:** Make the Best of Your Doctor's Visit

Closing Date: 5/2/12 **On-Sale Date:** 6/25/12

August

Age Proof Your Body

- **Special:** What's Really Aging You?
- **Fitness:** Stay-Fit Secrets of Olympic Athletes
- **Beauty:** Effective Anti-Aging Solutions
- **Food:** Top Foods to Eat at 20, 30, & 40
- **Health:** Healthy Travel Guide

Closing Date: 5/30/12 **On-Sale Date:** 7/23/12

September

The Beauty & Fashion Spectacular

- **Special:** 9th Annual SHAPE Beauty Awards
- **Fitness:** Skinny Jeans Workout/
Little Black Dress Workout
- **Style:** Sweat Chic
- **Food:** Fall Recipes Galore
- **Health:** What's Really Sabotaging Your Weight Loss?

Closing Date: 6/27/12 **On-Sale Date:** 8/20/12

October

The Pink Issue

- **Special:** Breast Cancer Prevention Guide
- **Fitness:** Total Body Makeover—Pilates Style
- **Beauty:** Turn Back the Clock with Hair Color Transformations
- **The Skinny On:** Halloween Candy
- **Food/Health:** The Anti-Cancer Diet

Closing Date: 7/25/12 **On-Sale Date:** 9/17/12

November

The Healthy Holiday Issue

- **Special:** Women Who SHAPE the World
- **Fitness:** De-Stressing Holiday Workouts
- **Beauty:** The Eyes Have It: A Shadow, Liner, and Lash Spectacular
- **Food:** A Healthier Thanksgiving
- **Health:** Flu Fighters

Closing Date: 8/29/12 **On-Sale Date:** 10/22/12

December

The Gift/Gear Guide Issue

- **Special:** The Best Gifts for Everyone on Your List
- **Special:** Tech Gear Guide
- **Fitness:** Beat Winter Gain
- **Beauty:** Holiday Hair and Makeup
- **Food:** Food, Fashion, Fun: Throw A Holiday Party
- **Health:** Stress Less

Closing Date: 10/3/12 **On-Sale Date:** 11/26/12



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2012 Closing Dates

<i>Issue</i>	<i>Closing Date</i>	<i>Materials Due</i>	<i>On-Sale Date</i>
January	11/2/11	11/8/11	12/26/11
February	12/7/11	12/13/11	1/30/12
March	1/4/12	1/10/12	2/27/12
April	2/1/12	2/7/12	3/26/12
May	2/29/12	3/6/12	4/23/12
June	3/28/12	4/3/12	5/21/12
July	5/2/12	5/8/12	6/25/12
August	5/30/12	6/5/12	7/23/12
September	6/27/12	7/3/12	8/20/12
October	7/25/12	7/31/12	9/17/12
November	8/29/12	9/4/12	10/22/12
December	10/3/12	10/9/12	11/26/12

Covers and franchise positions close 30 days prior to published closing dates. Fractional ads close one week prior to published closing dates. The Production Manager must approve all requests for extensions on ad material. All dates subject to change.



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2012 General Rates & Dimensions

Rate Base: 1,650,000

4-Color

Full Page	\$182,023
2/3 Page	\$142,893
1/2 Page	\$116,176
1/3 Page	\$78,970

Black & White

Full Page	\$145,930
2/3 Page	\$114,756
1/2 Page	\$92,930
1/3 Page	\$63,181

Covers

Cover 2	\$218,429
Cover 3	\$200,223
Cover 4	\$236,629

Rate Card #35. Effective January 2012 Issue.

General Advertising Policy

Rates are subject to change without notice and are based on receipt by Publisher of complete offset film and proofs in compliance with SHAPE mechanical specifications. Materials are to be supplied by due dates shown on this rate card, or by extended dates officially granted by Production Manager. Additional work required to convert artwork to film will be billed at cost plus service charges, but Publisher retains right to reject such artwork if there is insufficient time to submit proof for advertiser's approval before materials are required. SHAPE does not accept advertising for tobacco products. Commission to recognized agencies: 15%. Pre-payment required on all orders not approved for credit. Payment terms: Net 30. Past due accounts are subject to 1.5% monthly service charge. Publisher reserves right to reject advertisements that do not comply with SHAPE editorial policy. AMI accepts Checks, Money Orders, Wire Transfers, Visa, MasterCard and American Express.

Late Advertising

Publisher may be able to accept full-page or spread advertisements after closing dates on a "space available" basis, with the understanding that such advertisements will be positioned in the magazine solely at Publisher's discretion.

Advertisement Dimensions

Book Trim 7.75" x 10.5"

UNIT SIZE	SAFETY*	TRIM	BLEED	NON-BLEED
Full Page	7" x 9.75"	7.75" x 10.5"	8" x 10.75"	6.75" x 9.5"
1/2 Page, vertical	3" x 9.75"	3.75" x 10.5"	4" x 10.75"	3.5" x 10"
1/2 Page, horizontal	7" x 4.375"	7.75" x 5.125"	8" x 5.375"	7" x 4.875"
1/3 Page, vertical	1.875" x 9.75"	2.625" x 10.5"	2.875" x 10.75"	2.25" x 10"
2/3 Page, vertical	4" x 9.75"	4.75" x 10.5"	5" x 10.75"	4.25" x 9.5"
1/3 Page, square	3.875" x 4.125"	4.625" x 4.875"	4.875" x 5.125"	4.625" x 4.875"
1/2 Page digest	3.875" x 6.25"	4.625" x 7"	4.875" x 7.25"	4.125" x 6.5"
2 Page Spread	14.75" x 9.75"***	15.5" x 10.5"	15.75" x 10.75"***	14.5" x 9.5"***
1/2 Page Spread	14.75" x 4.375"***	15.5" x 5.125"	15.75" x 5.375"***	14.5" x 4.625"***

*.375" safety from all trim edges, **.75" total gutter safety on spreads

Marketplace Dimensions

1/6 vertical	2.125" x 4.625"
1/6 horizontal	4.375" x 2.25"
1/12 square	2.125" x 2.25"
1/3 vertical	2" x 9"
1/2 horizontal	6" x 4.5"

Mechanical Requirements

Printing Process: Web Offset.

Binding Method: Perfect Bound.

Regionals: Full A/B Splits AND Half Run A/B Splits: Available. Please speak to your SHAPE sales representative.

Inserts: Full-size supplied inserts are charged at black and white open rate per side, e.g. a single-sheet is charged as two black and white pages. Magna-strip binding extra. Card inserts measuring smaller than a half page are charged at one-half the open rate per side, e.g. a Business Reply Card measuring 4" x 6" is charged as one black and white page. Inserts smaller than a full-page are acceptable only with a full page backup ad. Specifications, quantities, shipping information, etc., for all inserts will be supplied by Production Manager after space is scheduled. All supplied inserts must be reviewed by the Production Department to determine bindery charges and whether the inserts meet our manufacturing specifications. Rates and production charges for booklets and other special formats available upon request from the V.P. of Sales Operations.

Material Specifications

Colors: CMYK (no pantone or spot color, no 4/c black type)

Preferred Material: PDF and PDF x/la only. Files must conform to SWOP standards. Digital files must be correct size with no extra image. All crop and register marks must be 12 pt or 0.167 outside the trim of the magazine. Trimbox has to be defined to match AD size from Magazine Material Kit. All type must meet GAA/SWOP specifications for size & thickness. All reverse type must incorporate spreading in undercolors where applicable.

All Material Files should be submitted to AMI advertising portal. The process is easy and no software to download or install. Please sign up to create your account and make sure to check Frequently Asked Questions and view Video Tutorials. <https://americanmediainc.sendmyad.com>
Screen ruling: 150-linescreen for covers, 133-linescreen for body.

Total area coverage: Minimum 280% total 4/c density for blacks. Maximum density is 300%. Minimum ink density each printing color recommended: 5%

Minimum line rule thickness required: .5pt overprinting, non-screened

Minimum image resolution: 300 dpi

Proofing: 1 GAA/SWOP color accurate certified proofs

No native applications accepted.

All SWOP proofs must be clearly identified with corresponding final file uploaded to our advertising portal to exact size, incorporating all final versions of color and type. Indicate publication name, issue date and advertiser name on all proofs.

Send all SWOP certified proofs to:

Katie Klosterman
SHAPE Production
Four New York Plaza, 2nd Floor
New York, NY 10004
Phone: 646-521-2808, Fax: 212-743-6610
kklosterman@amilink.com

Advertising Offices

NEW YORK
Four New York Plaza, 4th Floor
New York, NY 10004
212.545.4800

LOS ANGELES
6420 Wilshire Boulevard, 15th Floor
Los Angeles, CA 90048
323.658.2001

CHICAGO
680 North Lake Shore Drive, 15th Floor
Chicago, IL 60611
312.373.2406

DETROIT
1307-C Allen Drive
Troy, MI 48083
248.588.1720 x215

SAN FRANCISCO
147 Ricardo Avenue
Piedmont, CA 94611
510.547.2776

Contact Your SHAPE Sales Representative at 212.545.4800

Contract & Copy Regulations

A. Terms and Conditions.

Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Upon such acceptance by Publisher (in its sole and absolute discretion) there shall exist an advertising contract between the advertiser (or its agency, if the insertion order was submitted by an agency) and Publisher which advertising contract shall be subject to the terms and conditions of this rate card. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Only those terms and conditions set forth in this rate card are binding upon Publisher. No terms or conditions that conflict with the provisions of this rate card (including but not limited to the terms and conditions contained in any insertion order) shall be binding upon Publisher, unless agreed to in a writing signed by an authorized representative of Publisher.

B. Acceleration.

Contracts must be completed within one year from date of first insertion. If advertiser or its agency breach or are in default of any contract, Publisher shall have the right, upon written notice to advertiser or its agency, to accelerate payment of all obligations payable to Publisher under all contracts, so that the entire amount for the remaining term of the contract(s) shall become immediately due and payable, without any obligation on the part of Publisher to mitigate damages. The foregoing is in addition to, and not exclusive of, any other rights or remedies available to Publisher.

C. Rate Adjustments.

Rates are subject to change without notice. Insertion orders and contracts may be canceled when a change in rate becomes effective without a short rate penalty charge, if the space used up to the date of cancellation has been in accordance with applicable frequency discount rates. Short rate will apply if advertiser or its agency has not earned the billed rate at the end of the applicable period. Rebate will be made at the end of the applicable period if advertiser has used sufficient additional insertions to earn lower rates.

D. Representations and Warranties.

Each of advertiser and its agency (if any) represent and warrant to Publisher that: (i) the agency is the duly authorized agent of advertiser; (ii) advertiser and its agency shall be jointly and severally liable for all charges of and other obligations to Publisher arising hereunder; (iii) the content or subject matter of any advertisement does not, and if published shall not, violate or infringe the rights of any third party, including not limited to trademark, service mark, trade dress, copyright, moral rights and any other personal or proprietary right; (iv) the content or subject matter of any advertisement does not, and if published shall not, contain any material that is obscene, defamatory, libelous, violative of any third party's right of privacy or publicity or otherwise in contravention of the law or the rights of any person or entity; (v) in connection with each advertisement, advertiser and its agency have obtained all necessary rights, permissions, consents and authorizations, including but not limited to the right use the names, images and/or likenesses of living persons, all copyrighted or trademarked material, and any testimonials submitted by or on behalf of the

advertiser; (vi) each of advertiser and its agency are duly organized and validly existing entities and have taken all necessary action to authorize the execution and delivery of the insertion order; (vii) the insertion order has been duly executed and delivered and constitutes a legal, valid and binding obligation of advertiser or its agency, enforceable against each of advertiser and its agency in accordance with its terms; and (viii) all of the foregoing representations and warranties shall be true and correct each time advertiser or its agency submits an insertion order and each time Publisher publishes an advertisement for advertiser or its agency.

E. Limitation of Liability.

Publisher shall have no liability for errors in key numbers, subset type, free information numbers or advertisers index. Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials which fail to meet the mechanical requirements stipulated in this rate card. Mechanical requirements not specifically stipulated in this rate card must conform to the Recommended Specifications for Web Offset Publications (SWOP). Positioning of advertisements is at the sole discretion of Publisher, except where specific positions are agreed upon separately and in a writing signed by an authorized representative of Publisher. Publisher shall have no liability to advertiser or its agency as a result of any failure to publish or circulate all or any part of an issue or otherwise fulfill an insertion order as a result of any event beyond Publisher's control, except to publish the advertisement in a subsequent issue or refund any amount previously paid in respect of such advertisement. Publisher's liability, if any, for any act, error or omission shall not exceed the cost of space ordered or occupied by Publisher's error, which shall be the sole remedy available to advertiser and its agency, and Publisher shall not, in any event, be liable for any consequential or other damages including, but not limited to, lost income or profits.

F. Advertising Materials.

All advertising materials will be destroyed after one year unless Publisher receives from advertiser or its agency a written request that such materials be returned or shipped to a third party, at the requesting party's sole liability, expense and risk. Publisher does not guarantee the condition of returned materials and advertiser or its agency should take all precautions they deem necessary in order to protect or insure the materials provided to Publisher.

G. Rejection of Advertisement.

Publisher reserves the unrestricted right, in Publisher's sole discretion, to reject any advertisement at any time after receipt of advertising materials, regardless of whether such advertisement has already been accepted for publication and/or previously published. Rejection of an advertisement by Publisher shall not constitute a breach of contract between Publisher and advertiser or its agency.

H. Cancellation of Advertisement.

Publisher reserves the unrestricted right, in Publisher's sole discretion, to cancel any insertion order or advertisement at any time, for any reason, regardless of whether such insertion order or advertisement has already been accepted for publication and/or previously published. If Publisher elects to cancel any insertion order or advertisement, Publisher may, in its sole discretion, elect to (i) publish such advertisement in a subsequent issue or (ii) refund any amount previously paid by advertiser or its agency to Publisher in respect of the canceled advertisement.

I. Indemnification.

The advertiser and its agency hereby jointly and severally indemnify, defend, release and hold Publisher and its officers, directors, employees, agents and affiliates harmless from and against any and all losses, liabilities, damages, expenses and costs (including but not limited to attorney fees), arising from or in connection with any allegation that (i) any representation or warranty made herein shall prove to have been incorrect, incomplete or misleading in any respect on or as of the date made or deemed made; (ii) the content or subject matter of any advertisement violates or infringes the rights of any third party, including not limited to trademark, service mark, trade dress, copyright, moral rights and any other personal or proprietary right; and (iii) the content or subject matter of any advertisement is obscene, defamatory, libelous, violative of any third party's right of privacy or publicity or otherwise in contravention of the law or the rights of any person or entity.

J. Insurance.

Upon request, Advertiser shall provide to Publisher evidence of adequate liability insurance supporting Advertiser's obligations hereunder and shall, upon Publisher's request, name Publisher as an additional named insured. Said insurance shall remain in effect, with all premiums paid in a timely manner by advertiser, from the date that the particular advertisement is published to the date that any suit or claim against Publisher or its affiliates shall have been barred by an applicable statute of limitations.

K. Jurisdiction.

All contracts, insertion orders and advertisements placed by advertiser or its agent with Publisher shall be governed by and construed in accordance with the laws of the State of California, without regard to conflict of law principles. Any controversy arising under this Agreement shall be adjudicated before a state or federal court of competent jurisdiction located in Los Angeles County, California, and each of Publisher and advertiser and its agency (i) accepts, generally and unconditionally, the exclusive jurisdiction of such court and any related appellate court, and irrevocably agrees to be bound by any judgment rendered thereby in connection herewith, and (ii) irrevocably waives any objection it may now or hereafter have as to the venue of any such suit, action or proceeding brought in such a court or that such court is an inconvenient forum.

L. Assignment.

Neither advertiser nor its agency shall resell, assign or transfer any insertion order, in whole or in part, without the prior written consent of Publisher. Any assignment in violation hereof shall be null and void ab initio.

M. Waiver, Cumulative Remedies.

No failure or delay in the exercise of any right, remedy, power or privilege hereunder shall operate as a waiver thereof; and no single or partial exercise of any right, remedy, power or privilege hereunder shall preclude any other or further exercise thereof or the exercise of any other right, remedy, power or privilege. The rights, remedies, powers and privileges herein provided are cumulative and not exclusive of any rights, remedies, powers and privileges provided by law or in equity.

N. Enforceability.

If any term or condition herein is found to be invalid, unlawful or unenforceable to any extent, such term or condition shall be excluded herefrom, and such term or condition shall continue to be valid and enforceable in all other respects to the fullest extent permitted by law.

O. Force Majeure.

Publisher shall be excused from any delay or failure in its performance hereunder caused by any act of God, fire, flood, war, civil disturbance, sabotage, terrorism, national disaster, disputes with organized labor or other acts of third parties beyond Publisher's control.

P. Entire Agreement.

The terms and conditions set forth herein constitute the sole and entire agreement between Publisher, advertiser and its agency with respect to the subject matter hereof and supersedes all prior agreements, promises, proposals, representations, understandings and negotiations, whether written or oral, between the such parties with respect to such subject matter.

Q. Modification.

No modification, amendment or supplement to any provision of these terms and conditions shall be binding upon Publisher unless made in writing and duly signed by Publisher.

SHAPE

Published monthly by:
Weider Publications, LLC
21100 Erwin Street
Woodland Hills, CA 91367

 The
Audit
Bureau
Member:
Audit Bureau of Circulations



SHAPE

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Circulation

More Exposure

Total Circulation

Cosmopolitan	3,032,211
Glamour	2,304,146
InStyle	1,713,802

SHAPE 1,656,678

Women's Health	1,589,342
Self	1,545,247
Fitness	1,501,244
Vogue	1,248,121
Elle	1,132,860
Lucky	1,122,736
Allure	1,108,834
Marie Claire	963,305
Harper's Bazaar	714,249

LARGEST
CIRCULATION
IN THE ACTIVE
LIFESTYLE SET

4TH LARGEST
CIRCULATION
IN THE YOUNG
WOMEN'S SET

HIGHEST COVER
PRICE AMONG
COMPETITIVE
MAGAZINES

Premium Brand

Average Single Copy Price

SHAPE \$4.99

Women's Health	\$4.99
InStyle	\$4.32
Vogue	\$4.16
Harper's Bazaar	\$4.16
Elle	\$4.16
Cosmopolitan	\$4.12
Glamour	\$3.99
Self	\$3.99
Allure	\$3.99
Marie Claire	\$3.58
Fitness	\$3.50
Lucky	\$3.50

Source: ABC Publisher's Statement June 2011.



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Demographic Profile

High Quality Readers

Audience	6,176,000	
Age	Median Age:	37.3
18-49	84%	143
25-49	69%	150
25-54	75%	135
Income	Median HHI:	\$86,295
\$60,000+	67%	135
\$75,000+	56%	145
\$100,000+	43%	169
Education/Employment		
College Educated	78%	141
Employed	72%	120
Professional/Managerial	37%	165
Marital Status/Children		
Any Children	54%	134
Single	31%	119

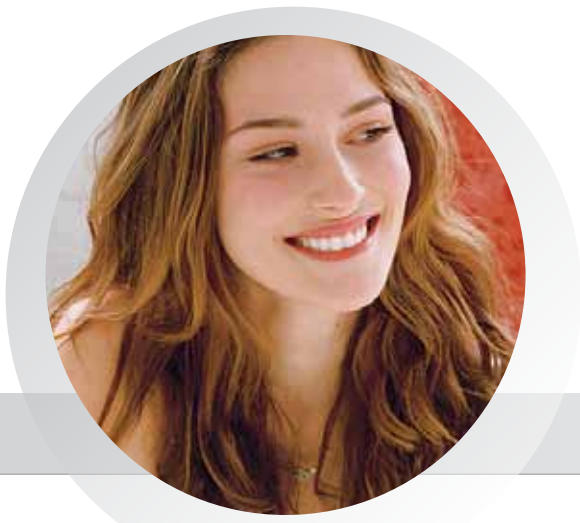
Loyal, Unduplicated Audience

Read 3-4/4 Issues	54%
In-Home Readership	48%
Primary Readers	41%
Unduplicated with Competitive Titles	72%

Source: MRI Spring 2011, base: adults. Duplication based on Fitness, Self, Women's Health.

SHAPE READERS
ARE A HIGHLY
ENGAGED AUDIENCE
- #1 IN-HOME
READERSHIP IN THE
ACTIVE LIFESTYLE SET

SHAPE READERS
HAVE MORE
SPENDING POWER
- #1 IN THE ACTIVE
LIFESTYLE SET



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Psychographic Profile

Confident

"I often find myself in a leadership position"

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Balanced

"Maintaining a long-term commitment to friends and loved ones is very important"

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MORE ACTIVE GO-GETTERS
 ENGAGES IN A REGULAR EXERCISE PROGRAM (2+ TIMES/WEEK)
Index 206 Rank #1

MORE STYLE-CENTRIC WOMEN
 BUYS NEW CLOTHING AT THE BEGINNING OF EACH SEASON
Index 194 Rank #1

MORE FUN-LOVING WOMEN
 PARTICIPATES IN SOCIAL ACTIVITIES
Index 167 Rank #1

Source: MRI Spring 2011, base: adults 18-49. Social activities include bars/nightclubs, dining out, and entertaining friends/family at home.



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Promotions

Signature Issues

- **JANUARY:** New Year, New You
- **FEBRUARY:** The Love Your SHAPE Issue
- **MARCH:** The Sexiest Bodies in Hollywood
- **APRIL:** The Spring Forward/Spring Recipe Special
- **MAY:** The Summer Spectacular
- **JUNE:** The Bikini Body Issue
- **JULY:** The Get Outside Issue
- **AUGUST:** The Age Proof Your Body Issue
- **SEPTEMBER:** The Fashionably Fit/Fall Food Spectacular
- **OCTOBER:** The Pink Issue Issue
- **NOVEMBER:** The Healthy Holiday Issue
- **DECEMBER:** The Gift/Gear Guide Issue

In-Book Promotions

- **OCTOBER:** "The Pink List" breast cancer promotional page
- **DECEMBER:** "Holiday It List" promotional page
- Available in every issue:
 - "It List" promotional page
 - Custom advertorials, high-impact units, sweepstakes, giveaways and more

Targeted Marketing Opportunities

- Retail programs at drug, grocery and mass chains
- Sampling/distribution at gyms, spas, doctors offices, etc.
- Magazine cover stickers or polybag promotions
- Direct mail
- Database
- Custom research
- TrendSHAPers
- Vista

Special Events

September 2011 - August 2012

- **SEPTEMBER - JANUARY 2012:** Beauty Blowout - Multi-City
- **OCTOBER 2011:** Pilates for Pink - NY
- **OCTOBER 2011:** Best Friends Forever (BFF) Girls Getaways @ Beaches Resorts - Caribbean
- **NOVEMBER 2011:** SHAPE Turns 30 Birthday Bash
- **JANUARY 2012:** SHAPE Diva Dash, New Year, New You - San Diego
- **MARCH 2012:** SHAPE Diva Dash - Austin
- **MAY 2012:** Best Friends Forever (BFF) Girls Getaways @ Beaches Resorts - Caribbean
- **MAY & JUNE 2012:** Bikini Body Tour - Chicago and LA
- **JULY & AUGUST 2012:** SHAPE Diva Dash - Denver

Online Promotions

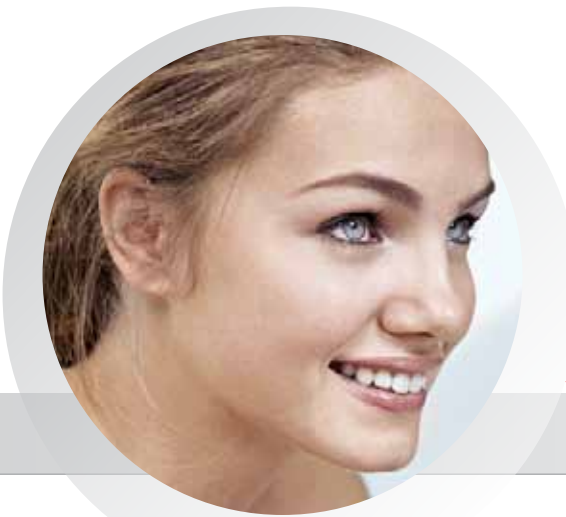
- "Click List" promotional e-newsletter
- Co-branded e-blast
- Sweepstakes

Special Opportunities

- SHAPE licensed DVDs
- SHAPE iPhone/Android applications
- Mobile activation codes
- Custom mini-digital magazine

SHAPE High-Impact Cover Opportunities

- Peel-Down Cover
- SHAPE Action Code
- French Door
- Cover Gate
- And More!



SHAPE.com

Be Fit. Be Fabulous. Be in SHAPE.

SHAPE.com is the ultimate online resource empowering users by giving them the content, tools and community to customize their experience and achieve their goals.



SHAPE.com Channels

- Fitness
- Healthy Eating
- Weight Loss
- Lifestyle
- Celebrities
- Bride

Traffic

- 1 Million Average Monthly Unique Visitors
- 700,000+ Newsletter Subscribers

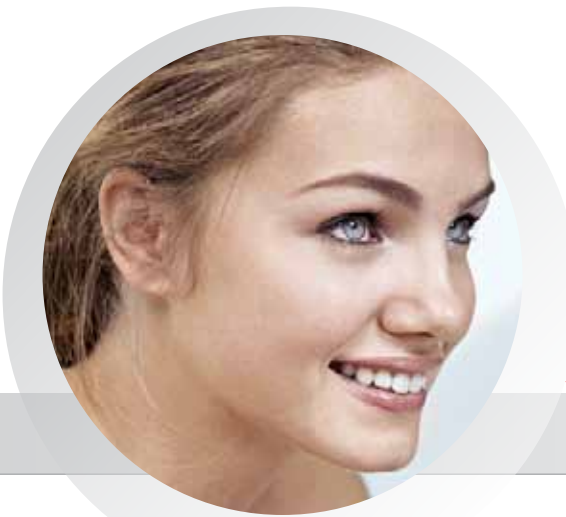
Demographic Profile

- Women 91%
- 18-49 86%
- Attended College+ 98%

Online Features

- **EDITORIAL SHIFT** Top editorial features rotated daily—offering more points of entry
- **SOCIAL MEDIA INTEGRATION** Users can easily share articles via their social media networks and find SHAPE's recent Facebook posts—directly on our homepage
- **EMAIL NEWSLETTERS** Delivered weekly to subscribers and featuring specially themed content
- **WORKOUT BUILDER** Gives users the ability to design their very own workout video from our library of over 100 routines—all for free
- **RECIPE FINDER** Searchable database of SHAPE-tested recipes—with the option for users to search based on ingredients already in their kitchen

Source: Google Analytics 2011.
comScore, August 2011.



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Advertising Specifications

UNIT	DIMENSIONS	MAX FILE SIZE*
Leaderboard	728x90	40K
Wide Skyscraper	160x600	40K
Large Rectangle	300x250	40K
Floating DHTML	400x400	40K
Pop Ups	Various	40K
Pop Unders	Various	40K
Sponsored By Logo	120x90	40K
Interstitial	500x400	40K

GUIDELINES

- All creative is due 5 business days prior to launch date
- Third party ad tags are accepted
- No looping restrictions
- All ads should be coded so that click-throughs launch in a new browser window

FLASH GUIDELINES FOR DISPLAY

- A default .gif or .jpg is required
- All ads should be coded so that click-throughs launch a new browser window
- Flash ads need to have a clicktag encoded rather than a hard-coded. The following code needs to be added manually to the .swf file:

```
On (release) {  
getURL({_level0.clicktag})  
}
```

VIDEO GUIDELINES

- Dimensions - 480x360 (4:3 Full Screen) or 16:9
- Video length (30 seconds)
- Flash version - Flash 8
- Frame rate - same as source or Ɖ of source (15 - 30 fps)
- Key frame - every 30-60 frames (2 seconds)
- Video Data Rate - 600kbps
- Audio Data Rate - 48kbps
- Total Data Rate - 648kbps
- It is recommended to crop to TV-Safe Area and de-interlace. Video should not include a leader.
- Clickable, please supply a click-through URL.
- Preferred file type: mp4 (H.264) or flv (VP6).
- Video files must be no larger than 2 GB.

EXPANDABLES GUIDELINES

- 728x90 - expands down to 728x390
- 160x600 - expands right to 460x600
- 300x250 - expands right to 460x250

RICH MEDIA GUIDELINES

- Flash 8 is preferred (Action Script 2 preferred)

INTERSTITIAL GUIDELINES

- 500 x 400; we will convert video; 15 second max

WALLPAPER GUIDELINES

- 500x400
- Repeating pattern
- .eps or .ai file

Email Specifications for Advertiser Provided Email Creative

- All email creative is due 8 business days prior to email deployment date and should be submitted to msmith@amilink.com
- Images must be hosted by client. If client cannot host images, AMI can host for a fee.
- All image calls must be absolute
- Creative must be accompanied by a seed/proof list

HTML FORMAT GUIDELINES

Deliverables - we will need from you:

- Subject line
- HTML file
- Formatted no larger than 800 x 1000 pixels, total page weight not to exceed 100k
- Images must be hosted by client. All image calls should be absolute URLs.
- Maximum of 4 unique links
- Text version of email (see below for specs)

Coding Restrictions:

- CSS, image maps, JavaScript and Flash/rich media are not permitted in HTML emails
- No formatting should be included in the header of the HTML

TEXT FORMAT GUIDELINES

Deliverables - we will need from you:

- Subject line
- Text version of email
- URLs must be on their own line, preceded by http://
- Copy limited to 750 characters, including spaces
- Maximum of 2 unique links

Coding Restrictions:

- All text files should be delivered in plain text (.txt) format
- Hyperlinks / 'a href's' not permitted



SHAPE BRIDE

Be Fit. Be Fabulous. Be in SHAPE.

SHAPE Bride is the only integrated resource that gives aspiring brides-to-be the #1 thing they are looking for - an authoritative plan to look fit & fabulous on the big day.

SHAPEBride.com

BRIDE FITNESS

- The Wedding Dress Workout
- Bachelorette Boot Camps
- Lessons for a Memorable First Dance

DIET PLANS

- Drop 10-15-20 Pounds
- Healthy Wedding Cocktails
- Brides Reveal Their Best Weight Loss Secrets

BRIDAL STYLE

- Stylish Wedding Dresses Hot off the Runway
- Look Better in Any Gown
- Top Bridesmaid Dresses

WEDDING HAIR & MAKEUP

- Bridal Beauty Advice from Real Women
- 4 Pre-Wedding Beauty Treatments to Avoid
- Celebrity Hair How-Tos

SHAPE Bride iPhone App

- Comprehensive fitness and nutrition countdown plans
- Beauty and style news feeds
- Interactive checklists and planners
- Bridal must-have cheat sheets





SHAPE

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Contact Info

Advertising Offices

NEW YORK

Four New York Plaza
4th Floor
New York, NY 10004
212.545.4800

LOS ANGELES

6420 Wilshire Boulevard
15th Floor
Los Angeles, CA 90048
323.658.2001

CHICAGO

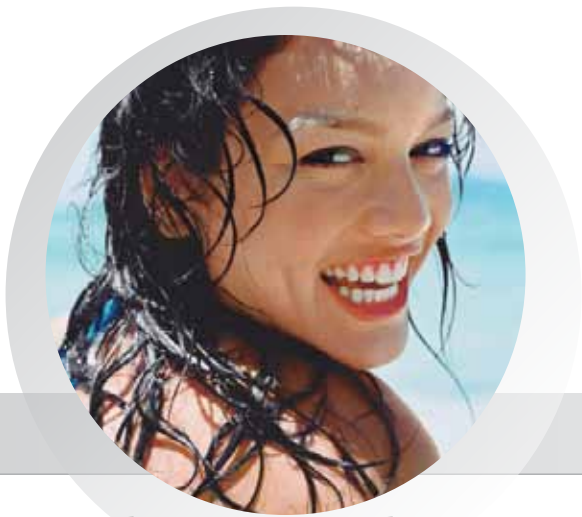
680 North Lake Shore Drive
15th Floor
Chicago, IL 60611
312.373.2406

DETROIT

296 Town Center
Troy, MI 48084
248.588.1723

SAN FRANCISCO

147 Ricardo Avenue
Piedmont, CA 94611
510.547.2776



SHAPE

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Editorial Awards

MIN Most Engaged Media Brands

MEDIA INDUSTRY NEWSLETTER

- Winner, One of the Most Engaged Media Brands

MIN Editorial & Design Awards

MEDIA INDUSTRY NEWSLETTER

Online, Repackaging of Archived Content

- Award, “Unhealthy Food: Stadiums Fail Food Safety Inspections”
- Honorable Mention, “The Trendiest Way to Get Around: Bike Commuting”

Online, Slideshows

- Honorable Mention, “Top 10 Ways to Keep Your Running—and Your Motivation—Strong”

Web Health Award

THE HEALTH INFORMATION RESOURCE CENTER

- Gold, Microblog Media/Publishing, Twitter: SHAPE Magazine
- Silver, Web-Based Resource/Tool Media/Publishing: SHAPE.com Virtual Trainer
- Silver, Digi-Mag Mobile Application Media/Publishing: SHAPE “New Year, New You”

MM&M Awards

MEDICAL MARKETING AND MEDIA MAGAZINE

- Silver Award, Best Healthcare Consumer Publication: SHAPE Magazine

Gold Triangle Awards

THE AMERICAN ACADEMY OF DERMATOLOGY

- “Clear Up Acne for Good”
- “I Got Skin Cancer at 27”

FOLIO Eddie Award

FOLIO MAGAZINE

- Winner, “Diary of a Germaphobe”

FOLIO Aveda Environmental Award

AVEDA/FOLIO MAGAZINE

- Bronze Award, Greatest Impact: SHAPE Magazine

Magnum Opus Award

MAGNUM OPUS/MISSOURI SCHOOL OF JOURNALISM

- Gold Award, Outstanding Achievement in Custom Media: SHAPE SIP (Make Over Your Body in 21 Days)

National Health Information Awards

THE HEALTH INFORMATION RESOURCE CENTER

Gold Awards, Magazine Article

- “Clean Up Your Life—And Feel Better Fast”
- “The Worry-Free Guide to Healthy Breasts”

Bronze Awards, Magazine Article

- “Are You Worrying Yourself Sick?”
- “When You Need to Take a Supplement”
- “Who Will Be the Healthiest at 50?”
- “Become Portion-Savvy”
- “6 Surprising Reasons You’re Not Losing Weight”

Merit Awards, Magazine Article

- “Diary of a Germaphobe”
- “Fight Skin Cancer While You Sleep”
- “Drop the Weight for Good!”
- “Lose the Last 10 Pounds!”
- “Lick Your Sugar Habit”
- “The Essential Breast Cancer Guide”
- “The Secrets to Our Success”
- “5 Simple Ways to Save Your Heart Health”
- “Nibble Your Way Slim”