

A woman with long dark hair, wearing a grey sports bra and black leggings, is shown from the back with her arms outstretched horizontally. She is positioned against a clear blue sky with light clouds. The word "SHAPE" is overlaid in large, white, bold, sans-serif capital letters across the center of the image, partially obscuring her back and arms.

SHAPE

2022 MEDIA KIT

MISSION

SHAPE2022

SHAPE is the authoritative voice speaking directly to women who lead an active lifestyle, rooted in the science-backed expertise of our editors and contributing board of advisors.

Through our magazine, website, social platforms, and experiences, SHAPE serves as their definitive resource for active wellness, delivering information, stories, and a trusted roadmap for our readers to navigate the journey to their goals. We understand her, we motivate her, and we speak to her—about the race she trains for, the cooking class she wants to try, the adventure trip she goes on, the workout trend that piques her interest, the new skin care routine she has been searching for. With SHAPE, she has the tools and motivation to stay active, healthy and happy—today and every day. Our trusted voice offers inspiration. She takes the action—and shapes her biggest and boldest life.



2022 EDITORIAL CALENDAR

SHAPE2022

JANUARY/FEBRUARY

NEW YEAR, NEW ENERGY:

Fuel 2022 with renewed spirit and passion. We seek out the best ways to optimize and revitalize your physical health, mental wellbeing, motivation, and sense of optimism.

» Closing Date: 11.19.21
On-Sale Date: 1.14.22

MARCH

THE INNOVATION ISSUE:

We celebrate the latest advancements in wellness and honor the inspiring women influencing change in fields like STEM.

» Closing Date: 12.17.21
On-Sale Date: 2.11.22

APRIL

CLEAN LIVING:

The most current research and news on green, clean, sustainable living, including how to be kind to the planet, make smart choices to protect your health, and the products with strong missions and integrity.

» Closing Date: 1.14.22
On-Sale Date: 3.11.22



MAY

THE SKIN ISSUE:

New science, treatments, and products in skincare and suncare, plus the best expert advice for head-to-toe skin health.

» Closing Date: 2.18.22
On-Sale Date: 4.15.22



JUNE

NO BOUNDS:

Discover new adventures, joy, and enthusiasm by adopting a no-limits mindset—and feel more optimistic and present every day.

» Closing Date: 3.18.22
On-Sale Date: 5.13.22



JULY/AUGUST

STRONG, HEALTHY BODY ISSUE:

We round up the best advice and strategies to maximize physical strength and brain power—for a bold, confident, resilient you.

» Closing Date: 4.15.22
On-Sale Date: 6.10.22

SEPTEMBER

STRENGTH AND CONFIDENCE (WOMEN RUN THE WORLD):

Meet the inspiring women who are shaping wellness today and find out what gives them purpose and drives their determination.

» Closing Date: 6.17.22
On-Sale Date: 8.12.22



OCTOBER

BEAUTY ISSUE:

SHAPE's annual Beauty Awards: The very best out there in skin, hair, makeup, body and mission.

» Closing Date: 7.22.22
On-Sale Date: 9.16.22



NOVEMBER

FUEL YOUR PASSION:

Why finding meaning in your goals makes them easier to achieve; how to get in tune with what excites you to build internal strength and life fulfillment.

» Closing Date: 8.19.22
On-Sale Date: 10.14.22



DECEMBER

HAPPY, HEALTHY HOLIDAY:

The little moments that bring joy, and the daily experiences that create meaning this time of year.

» Closing Date: 9.16.22
On-Sale Date: 11.11.22

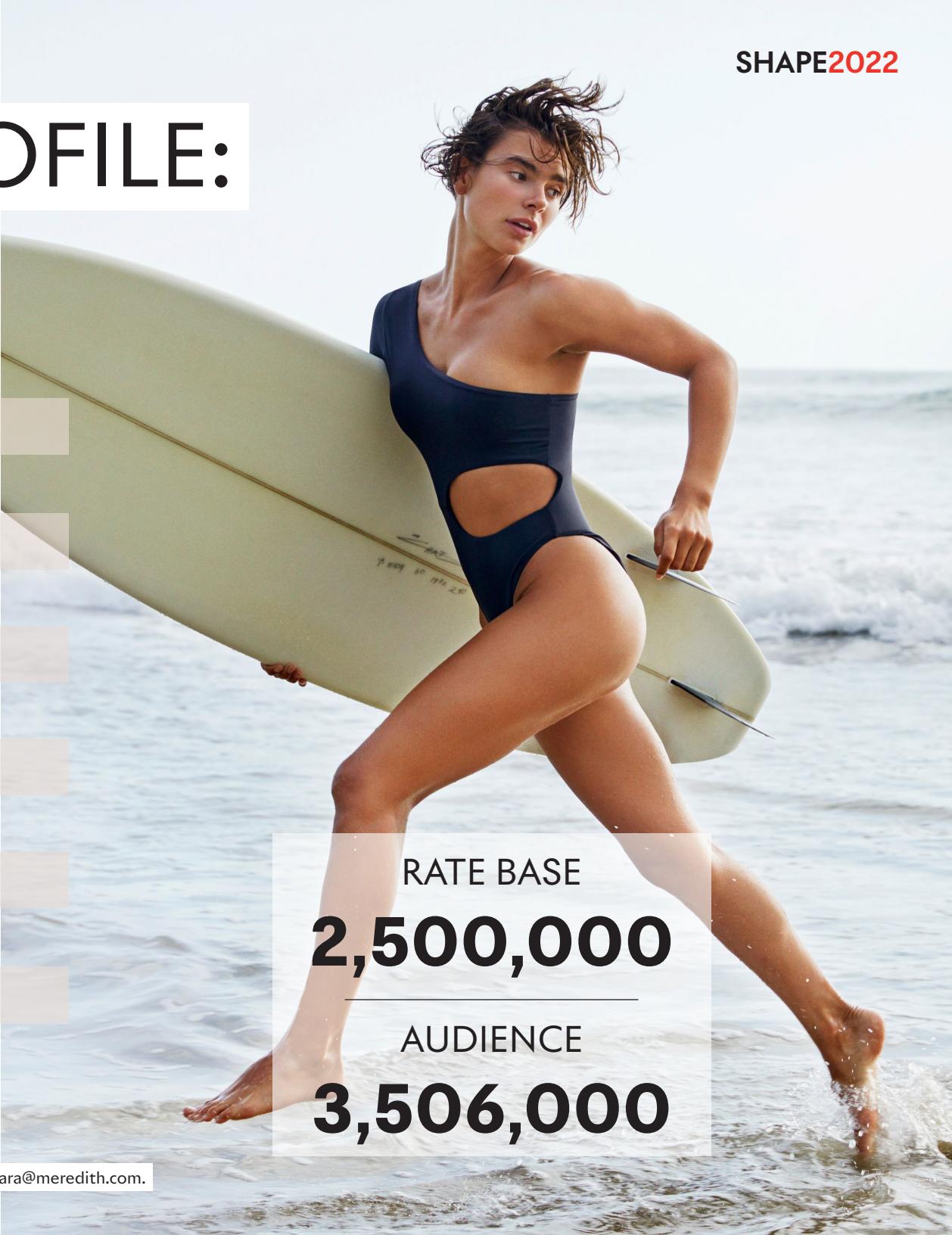


AUDIENCE PROFILE: PRINT

MEDIAN AGE	47
Age 18-34	25%
Age 35-54	46%
Age 55+	29%
MEDIAN HHI	\$87,632
HHI \$100,000+	41%
Any College	69%
Employed	65%
Home Owner	63%
Married	52%
Any Kids	45%
Multicultural	46%

Source: MRI Doublebase 2021, Total Adults; Median HHI Based on Total Women

For more information, contact Associate Publisher Hillari Lazzara at Hillari.Lazzara@meredith.com.



RATE BASE
2,500,000

AUDIENCE
3,506,000

AUDIENCE PROFILE: DIGITAL

MEDIAN AGE **44**

Age 18-34 29%

Age 35-54 42%

Age 55+ 29%

MEDIAN HHI **\$88,780**

HHI \$100,000+ 44%

Any College 72%

Employed 67%

Home Owner 63%

Married 52%

Any Kids 41%

Multicultural 39%

SOCIAL

f 4.2M FOLLOWERS

@ 1M FOLLOWERS

t 600K FOLLOWERS

📌 636K FOLLOWERS

SHAPE.COM TOTAL
UNIQUE VISITORS

5MM

LICENSING

ACCOLADES & AWARD SEAL LICENSING

Brands that have earned a SHAPE Accolade—SHAPE Beauty Award, SHAPE Skin Award, SHAPE Editor's Pick, Shape Well Tech Award or SHAPE Sneaker Award—can maximize their win and capitalize on the sales impact of SHAPE's editorial authority through seal licensing.

SHAPE BEAUTY LAB BOX

Put your beauty brand in the hands of beauty enthusiast with our best-selling Beauty Lab boxes.

For more information, please contact:

HILLARI LAZZARA

Associate Publisher

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212.499.1505

BRAND LICENSING & PRODUCT COLLABORATIONS

Enhance your brand's credibility with SHAPE licensed products and editorial collaborations, providing a new way to capture and engage active buyers.

For more information, please contact:

AMANDA KUSS

Director, Business Development

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212.522.0151

ARTICLE & CONTENT LICENSING

Put SHAPE's trusted voice to work for your brand by leveraging SHAPE's editorial expertise and brand recognition in your marketing materials.

For more information, please visit:

meredithcontentlicensing.com

GENERAL RATES

4-Color

	Gross
Full Page	\$421,900
2/3 Page	\$331,200
1/2 Page	\$269,100
1/3 Page	\$183,000

Black & White

Full page	\$338,400
2/3 Page	\$265,900
1/2 Page	\$215,400
1/3 Page	\$146,500

Covers

Cover 2	\$506,300
Cover 3	\$464,100
Cover 4	\$548,600

2,500,000
RATE BASE



ADVERTISEMENT DIMENSIONS

MAGAZINE TRIM SIZE: 8" X 10 7/8"

Binding: Perfect Bound

FILE TYPES AND DELIVERY:

- Submit PDF-X1a FILES via Ad Shuttle:
<https://www.adshuttle.com/Meredith>
- For instructions on how to create a PDF-X1a go to:
http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf
- Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Include/embed all fonts and artwork.
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.
- 5/c ads: Use the Pantone Library.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()*&^%\$#@!{}[]\';:in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS:

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Borders must be a minimum of 1/4" wide within trim, plus 1/8" bleed. Press and bind allowed variance is up to 1/8" in either direction from trim and will result in varying border thickness.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS:

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.

- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type with colored background, and line art should not be less than .5 pts (.007") at the thinnest area. Single color type and line art should not be less than .3 pts (.004") at the thinnest area.

PROOFS:

- Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

NOTES:

- Meredith does not make any changes to ads or files.
- Retention of materials is 13 months.

AD SIZE	TRIM SIZE	NON-BLEED	BLEED SIZE	BLEED SAFETY
Full Page	8" x 10 7/8"	7 1/2" x 10 3/8"	8 1/4" x 11 1/8"	7 1/2" x 10 3/8"
Spread	16" x 10 7/8"	15 1/2" x 10 3/8"	16 1/4" x 11 1/8"	15 1/2" x 10 3/8"
1/2 Vertical	3 7/8" x 10 7/8"	3 3/8" x 10 3/8"	4 1/8" x 11 1/8"	3 3/8" x 10 3/8"
1/3 Vertical	2 3/4" x 10 7/8"	2 1/4" x 10 3/8"	3" x 11 1/8"	2 1/4" x 10 3/8"
2/3 Vertical	5" x 10 7/8"	4 1/2" x 10 3/8"	5 1/4" x 11 1/8"	4 1/2" x 10 3/8"
1/2 Horizontal	8" x 5 1/4"	7 1/2" x 4 3/4"	8 1/4" x 5 1/2"	7 1/2" x 4 3/4"
1/2 Sprd Horizontal	16" x 5 1/4"	15 1/2" x 4 3/4"	16 1/4" x 5 1/2"	15 1/2" x 4 3/4"

Upload files to Quad Ad Shuttle:
<http://www.adshuttle.com/meredith>

Material extensions, file specs,
and ad portal, please contact:
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TERMS & CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Operations Corporation ("Publisher") in the U.S. print edition of SHAPE magazine (the "Magazine"). These terms and conditions may be revised by Publisher from time to time. For the latest version, go to www.shape.com. For Publisher's Digital Editions Advertising Terms and Conditions, go to <https://www.meredith.com/digital-editions-advertising-tc>. Submission of insertion order for placement of advertising in the Magazine, and/or delivery of advertising materials to Publisher for inclusion in the Magazine, constitutes acceptance of the following terms and conditions by both the advertiser ("Advertiser") and any agency or other representative acting for or on behalf of Advertiser ("Agency"). No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that are submitted or maintained by Agency or Advertiser will be binding on Publisher, unless expressly authorized in a writing signed by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

- Publisher has sole discretion over payment terms for advertising. Publisher may change the payment terms from time to time and without limiting generality of the foregoing may require Advertiser to make payment in advance of the on-sale date of the relevant Magazine issue.
- Agency and Advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
- If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
- Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
- Invoices are rendered on or about the on-sale date of the Magazine. Payments are due in full, without deductions or set-offs, within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
- No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by Advertiser on ad space charges may not be applied to production charges.
- Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

- Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
- Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
- The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of

the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the Advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. In no event shall any rebate be payable in cash. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

PUBLISHER'S LIABILITY

- Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, pandemics, public health emergencies, failure of transportation, strike, acts of governments, terrorism or other occurrence beyond Publisher's control.
- Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
- The liability of Publisher for any act, error, omission or other matter for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits. The foregoing limitations shall apply to the greatest extent permitted by law and regardless of the theory under which liability is asserted.

MISCELLANEOUS

- Agency and Advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine, and all materials contained therein (collectively, the "Ad Materials") including, but not limited to, Ad Materials for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law, infringe any right of any party, and/or is libelous, defamatory, obscene, disparaging, racist, hateful or scandalous. As part of the consideration and to induce Publisher to publish such advertisement, Agency and Advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability, damages, fines, penalties, and related costs and expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such Ad Materials in any applicable editions, formats or derivations of the Magazine, including, but not limited to: (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher; or (b) the failure of such Ad Materials to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof; or (c) any products, goods, services, programs, events, offers and promotions that are promoted by or referenced in the Ad Materials (and the fulfillment or non-fulfillment thereof).
- Publisher may, in Publisher's sole and exclusive discretion and without penalty to Publisher, reject and refuse to run any Ad Materials that Publisher believes: (a) do or may violate Agency's and Advertiser's representations and warranties set forth

above; (b) are reasonably likely to be considered objectionable by a reasonable person; and/or (c) are likely to expose Publisher, Agency and/or Advertiser to heightened legal or reputational liability or risk for any reason.

- In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, Agency and Advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of Agency or Advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, Agency and Advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any such claims.
- Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No Advertiser or Agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
- The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.
- All terms and conditions of this Rate Card and associated insertion orders, including but not limited to pricing information, shall be the confidential information of Publisher, and neither Agency nor Advertiser may disclose any such information without obtaining Publisher's prior written consent.
- This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Advertiser and Agency each hereby consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts. ALL PARTIES WAIVE ALL RIGHTS TO TRIAL BY JURY.

ADDITIONAL COPY AND CONTRACT REGULATIONS

- For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
- Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
- Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
- Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
- If a third party either acquires or is acquired by Advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to Advertiser's earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate Advertiser if Advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that Advertiser fails to achieve a spending level for which it has been billed, Advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.