

SHAPE

THE CATEGORY LEADER. THE 3RD LARGEST YOUNG WOMEN'S TITLE.

The Category Leader

REACH

Circulation	Shape	Self	Fitness	Women's Health
Rate Base	1,650,000	1,400,000	1,500,000	850,000
Total Circulation	1,730,088	1,470,792	1,602,723	907,838
Subscriptions	1,374,224	1,119,475	1,267,764	625,407
Newsstand	355,864	351,317	334,959	282,431

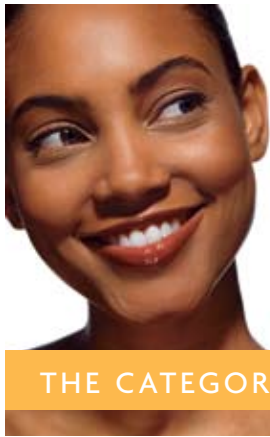
PERFORMANCE

Year	Shape Award
2002	Dan Capell 20-Year Best Circulation Performer
2001	Dan Capell Best Circulation Performer
1998	Dan Capell Best Circulation Performer

VITALITY

Year	Shape Award
2005	Adweek "Hot List" of Top 10 Magazines
2004	Adweek "Hot List" of Top 10 Magazines
2004	Advertising Age "A-List"
2003	Adweek "Hot List" of Top 10 Magazines

Source: ABC Fas-Fax December 2007.



SHAPE

THE CATEGORY LEADER. THE 3RD LARGEST YOUNG WOMEN'S TITLE.

The 3rd Largest Young Women's Title

CIRCULATION

Total Circulation

Cosmopolitan	2,902,797
Glamour	2,353,854
Shape	1,730,088
InStyle	1,723,840
Fitness	1,602,723
Self	1,470,792
Vogue	1,273,546
Lucky	1,153,309
Allure	1,094,032
Elle	1,055,027
Marie Claire	997,937
Women's Health	907,838
Harper's Bazaar	729,767

SUBSCRIPTIONS

Total Subscriptions

Glamour	1,606,840
Shape	1,374,224
Fitness	1,267,764
Self	1,119,475
In Style	1,023,728
Cosmopolitan	1,006,156
Lucky	896,948
Vogue	858,332
Allure	838,803
Elle	703,127
Marie Claire	656,914
Women's Health	625,407
Harper's Bazaar	551,478