

# SHAPE

## EDITORIAL

INSPIRING. AUTHORITATIVE. DISTINCTIVE.

## *10 Reasons to Get in Shape*

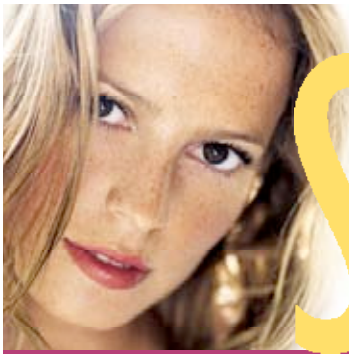
*Shape is one of the largest, most successful young women's magazines. With a 29-year heritage of editorial excellence, a unique audience of 5.9 million affluent, educated readers and a circulation story that rivals every title in the young women's set—Shape moves the marketplace.*

### When you're in Shape you're...

- 1 *Young* median age = 36.8
- 2 *Smart* 81% college educated
- 3 *Rich* median HHI = \$87,237
- 4 *Vital* the 4th largest circulation among young women's titles
- 5 *Green* The largest women's consumer magazine printed on recycled paper
- 6 *Trusted* Editorial Advisory Board of top health experts since 1981
- 7 *Balanced* 1/3rd health/fitness, 1/3rd beauty/style, 1/3rd lifestyle
- 8 *Acclaimed* 33 editorial awards in 2008
- 9 *Unique* 73% unduplicated with any other title
- 10 *Global* 14 international editions distributed in over 30 countries

### ISN'T IT TIME TO GET IN SHAPE?

Source: MRI Fall 2009, on total women. Audience based on total adults. ABC Publishers Statement June 2009. Ranked against Allure, Cosmopolitan, Elle, Fitness, Glamour, Harper's Bazaar, InStyle, Lucky, Marie Claire, Shape, Self, Vogue and Women's Health. HALLS 2008.



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*Award-winning Shape magazine is the largest, most-successful active lifestyle title for women—delivering trusted wellness information, sophisticated beauty and fashion editorial and inspirational steps for positive change in every issue.*

### INSPIRING

- Shape's mission is to help women create better lives.
- Shape's empowering fundamental message is: "You have the power and strength to achieve what you want through positive change."

### AUTHORITATIVE

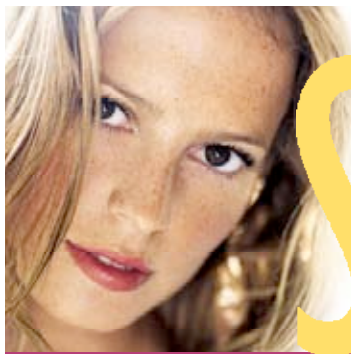
Shape's Editorial Advisory Board of over 23 medical professionals and industry experts was established in 1981—before any competitive title. It includes:

- **Jeanine Downie, M.D.**, Director of Image Dermatology in Montclair, NJ, Fellow of the American Academy of Dermatology
- **Barbara E. Ainsworth Ph.D., M.P.H.** Professor, Department of Exercise and Nutritional Sciences, San Diego State University
- **Pamela Peeke, M.D., M.P.H., FACP**, Senior Scientist and Assistant Professor, University of Maryland, Baltimore
- **Vivian Pinn, M.D.**, Director, Office of Research on Women's Health, National Institutes of Health, Bethesda, MD

### DISTINCTIVE

Shape is unique among young women's titles:

- One consistent, inspirational mission
- An always-positive, uplifting editorial voice
- A commitment to accurate, trustworthy information based on research

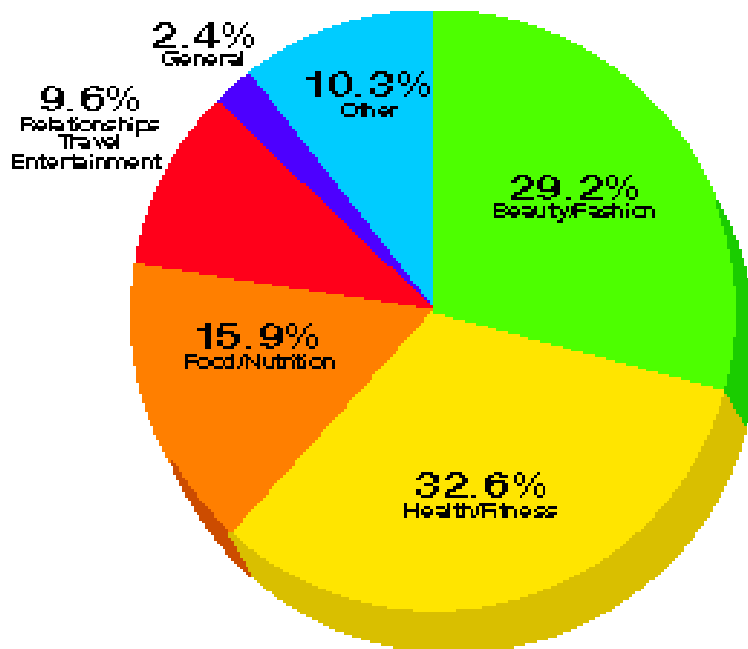


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## *A Balanced Approach*



Source: HALLS January - December 2008.  
General = humor, satire, letters, announcements, puzzles, horoscopes.