



## Shape Marketing & Promotions

### SIGNATURE ISSUES

- **JANUARY:** *The Makeover/Motivation Issue*
- **FEBRUARY:** *The Body Confidence Issue*
- **MARCH:** *The Sexiest Bodies in Hollywood*
- **APRIL:** *The Green Issue*
- **MAY:** *The Get Outside Issue*
- **JUNE:** *The Essential Guide to Summer/Bikini Body Issue*
- **JULY:** *The Music Issue*
- **AUGUST:** *The 20s, 30s, 40s Issue*
- **SEPTEMBER:** *The Beauty & Fashion Spectacular*
- **OCTOBER:** *The Pink Issue*
- **NOVEMBER:** *Women Who Shape the World*
- **DECEMBER:** *The Best of Everything Issue*

### IN-BOOK PROMOTIONS

- **OCTOBER:** “In The Pink” breast cancer promotional page
- **DECEMBER:** “Holiday Gift Guide” 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 sticker or polybag promotions
- Direct mail
- Database
- Custom Research

### SPECIAL EVENTS JULY 2009 - JUNE 2010

- **JULY '09:** L.A.T.E. Ride Bicycling Event – Chicago
- **SEPTEMBER '09 - FEBRUARY '10:** SHAPE & Men’s Fitness/Wilhelmina Hot Body Model Search – Multi-City
- **OCTOBER '09 & JANUARY '10:** Best Friends Forever (BFF) Girls Getaways @ Beaches Resorts – Caribbean
- **OCTOBER '09:** Pilates for Pink Breast Cancer Initiative – New York
- **OCTOBER - DECEMBER '09:** Beauty Blowout Tour – Multi-City
- **FEBRUARY '10:** Lingerie New York Show – New York
- **APRIL & OCTOBER '10:** Best Friends Forever (BFF) Girls Getaways @ Beaches Resorts – Caribbean
- **MAY & JUNE '10:** Bikini Body Tour – South Beach, FL & Santa Monica, CA

### ONLINE PROMOTIONS

- SHAPE Promotions & Events E-Bulletin
- Banner advertising
- Content sponsorships
- E-newsletter advertising
- E-mail blasts
- Sweepstakes
- Surveys/polls

### SPECIAL OPPORTUNITIES

- Shape licensed products (DVDs, CDs, etc.)