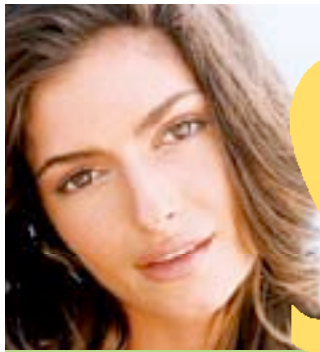




## *Shape Demographic Profile*

|                         | % COMP.         | INDEX | AUD. (000) |
|-------------------------|-----------------|-------|------------|
| <b>Age</b>              |                 |       |            |
| 18-34                   | 44.8            | 153   | 2,362      |
| 18-49                   | 87.7            | 152   | 4,624      |
| 25-49                   | 71.9            | 158   | 3,792      |
| 25-54                   | 78.0            | 142   | 4,114      |
| <b>Median Age</b>       | <b>36.8</b>     |       |            |
| <b>Education</b>        |                 |       |            |
| College Educated        | 81.2            | 145   | 4,281      |
| College Graduate        | 41.1            | 154   | 2,167      |
| <b>Occupation</b>       |                 |       |            |
| Professional/Managerial | 38.0            | 167   | 2,004      |
| Employed                | 78.8            | 141   | 4,156      |
| <b>HH Income</b>        |                 |       |            |
| \$50,000+               | 75.6            | 137   | 3,987      |
| \$60,000+               | 69.6            | 147   | 3,668      |
| \$75,000+               | 58.9            | 160   | 3,106      |
| \$100,000+              | 40.7            | 172   | 2,147      |
| <b>Median HHI</b>       | <b>\$87,237</b> |       |            |
| <b>Marital Status</b>   |                 |       |            |
| Married                 | 55.2            | 104   | 2,911      |
| Single                  | 31.0            | 136   | 1,635      |
| <b>Children</b>         |                 |       |            |
| Any Kids                | 55.9            | 133   | 2,946      |

Source: MRI Fall 2009, based on total women.



# SHAPE READERS

YOUNG . SMART . RICH . CONFIDENT .

## *Shape vs. The Young Women's Set*

### YOUNG

Median Age=36.8

|                 |             |
|-----------------|-------------|
| Cosmopolitan    | 30.4        |
| Allure          | 31.2        |
| Elle            | 32.4        |
| Marie Claire    | 33.3        |
| Lucky           | 33.4        |
| Vogue           | 34.3        |
| Glamour         | 34.4        |
| In Style        | 35.4        |
| <b>Shape</b>    | <b>36.8</b> |
| Fitness         | 38.1        |
| Self            | 38.5        |
| Harper's Bazaar | 44.1        |
| Women's Health  | 44.7        |

### AFFLUENT

Median HHI=\$87,237

|                 |                 |
|-----------------|-----------------|
| <b>Shape</b>    | <b>\$87,237</b> |
| Self            | \$85,994        |
| In Style        | \$84,112        |
| Lucky           | \$82,732        |
| Elle            | \$77,292        |
| Fitness         | \$75,028        |
| Marie Claire    | \$74,116        |
| Harper's Bazaar | \$69,089        |
| Vogue           | \$68,143        |
| Glamour         | \$67,555        |
| Allure          | \$65,677        |
| Cosmopolitan    | \$61,232        |
| Women's Health  | \$59,047        |

### PROFESSIONAL

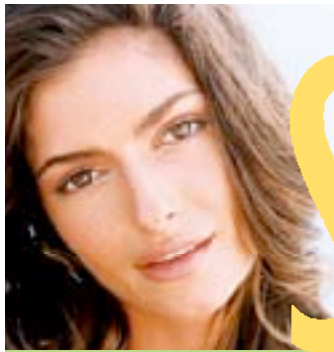
Professional/Managerial=Index 167

|                 |            |
|-----------------|------------|
| <b>Shape</b>    | <b>167</b> |
| Self            | 166        |
| Fitness         | 154        |
| In Style        | 147        |
| Lucky           | 140        |
| Glamour         | 121        |
| Marie Claire    | 115        |
| Elle            | 104        |
| Cosmopolitan    | 103        |
| Vogue           | 103        |
| Allure          | 100        |
| Women's Health  | 100        |
| Harper's Bazaar | 99         |

### EMPLOYED

Employed=Index 141

|                 |            |
|-----------------|------------|
| Lucky           | 142        |
| <b>Shape</b>    | <b>141</b> |
| Self            | 140        |
| In Style        | 135        |
| Fitness         | 132        |
| Glamour         | 125        |
| Marie Claire    | 125        |
| Cosmopolitan    | 123        |
| Allure          | 121        |
| Elle            | 116        |
| Vogue           | 115        |
| Harper's Bazaar | 110        |
| Women's Health  | 110        |



# SHAPE READERS

YOUNG. SMART. RICH. CONFIDENT.

## Shape Psychographic Profile

### CONFIDENT

"I LIKE TRYING NEW THINGS."

#### Index

|                             |            |
|-----------------------------|------------|
| Allure                      | 161        |
| <b>Shape</b>                | <b>158</b> |
| Cosmopolitan                | 155        |
| Glamour                     | 152        |
| Women's Health <sup>P</sup> | 153        |
| In Style                    | 151        |
| Vogue                       | 151        |
| Elle                        | 149        |
| Marie Claire                | 146        |
| Self                        | 139        |
| Fitness                     | 138        |
| Lucky                       | 138        |
| Harper's Bazaar             | 115        |

### AMBITIOUS

"ASPIRING TO GET AHEAD IS EXTREMELY IMPORTANT."

#### Index

|                 |            |
|-----------------|------------|
| Cosmopolitan    | 165        |
| <b>Shape</b>    | <b>159</b> |
| Allure          | 156        |
| Lucky           | 154        |
| Fitness         | 153        |
| Marie Claire    | 152        |
| Elle            | 151        |
| Glamour         | 149        |
| In Style        | 149        |
| Vogue           | 147        |
| Self            | 145        |
| Harper's Bazaar | 124        |
| Women's Health  | 119        |

### STYLE-CENTRIC

"LOOKING GOOD AND SEEKING THE UTMOST ATTRACTIVE APPEARANCE IS EXTREMELY IMPORTANT."

#### Index

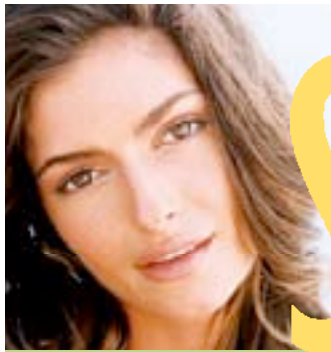
|                 |            |
|-----------------|------------|
| <b>Shape</b>    | <b>167</b> |
| Marie Claire    | 167        |
| Allure          | 165        |
| Cosmopolitan    | 163        |
| Fitness         | 161        |
| Lucky           | 157        |
| Vogue           | 154        |
| Elle            | 154        |
| In Style        | 150        |
| Self            | 148        |
| Glamour         | 147        |
| Women's Health  | 122        |
| Harper's Bazaar | 113        |

### BALANCED

"MAINTAINING A LONG-TERM COMMITMENT TO FRIENDS AND LOVED ONES IS EXTREMELY IMPORTANT."

#### Index

|                 |            |
|-----------------|------------|
| <b>Shape</b>    | <b>156</b> |
| Lucky           | 153        |
| Cosmopolitan    | 151        |
| Fitness         | 146        |
| Allure          | 146        |
| In Style        | 145        |
| Marie Claire    | 144        |
| Elle            | 142        |
| Glamour         | 140        |
| Self            | 138        |
| Vogue           | 136        |
| Women's Health  | 112        |
| Harper's Bazaar | 108        |



# SHAPE

## READERS

YOUNG. SMART. RICH. CONFIDENT.

### *A Loyal, Unduplicated Audience*

#### COMMITTED

##### Read 3-4/4 Issues

|                 |              |
|-----------------|--------------|
| <b>Shape</b>    | <b>58.6%</b> |
| Lucky           | 58.0%        |
| Self            | 55.3%        |
| Fitness         | 54.1%        |
| Cosmopolitan    | 53.9%        |
| Glamour         | 51.8%        |
| In Style        | 47.3%        |
| Vogue           | 45.9%        |
| Women's Health  | 45.8%        |
| Marie Claire    | 44.4%        |
| Allure          | 42.8%        |
| Elle            | 40.0%        |
| Harper's Bazaar | 36.7%        |

#### ENGAGED

##### In-Home Readership

|                 |              |
|-----------------|--------------|
| <b>Shape</b>    | <b>51.4%</b> |
| Lucky           | 51.4%        |
| Self            | 48.6%        |
| Cosmopolitan    | 42.9%        |
| Fitness         | 41.6%        |
| Glamour         | 39.7%        |
| Marie Claire    | 37.7%        |
| Allure          | 37.4%        |
| Elle            | 34.5%        |
| Vogue           | 33.9%        |
| In Style        | 32.4%        |
| Women's Health  | 31.8%        |
| Harper's Bazaar | 31.2%        |

#### SELECTIVE

##### Newsstand Buyers

|                 |              |
|-----------------|--------------|
| Lucky           | 42.6%        |
| <b>Shape</b>    | <b>29.7%</b> |
| Fitness         | 27.5%        |
| Marie Claire    | 26.7%        |
| Self            | 26.7%        |
| Harper's Bazaar | 21.1%        |
| Glamour         | 19.7%        |
| Elle            | 19.3%        |
| Allure          | 17.8%        |
| In Style        | 17.3%        |
| Cosmopolitan    | 16.4%        |
| Women's Health  | 11.4%        |
| Vogue           | 10.8%        |

#### UNIQUE

##### Net Duplication With Shape

|                |       |
|----------------|-------|
| Harpers Bazaar | 4.1%  |
| Lucky          | 7.7%  |
| Allure         | 9.5%  |
| Vogue          | 9.6%  |
| Elle           | 9.9%  |
| Marie Claire   | 10.2% |
| Cosmopolitan   | 10.6% |
| Women's Health | 12.3% |
| Glamour        | 13.3% |
| In Style       | 13.4% |
| Fitness        | 19.0% |
| Self           | 27.4% |