



SHAPE

Annual Frequency: 10 times/year

Field Served: Young, educated, affluent women leading active lifestyles who use fitness, fashion, and beauty to be their best.

Published by Meredith Corporation

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
2,385,837	135,366	2,521,203	2,500,000	21,203

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan/Feb	2,151,879	124,162	2,276,041	86,841		86,841	2,362,882	164,000	1,325	165,325	2,402,720	125,487	2,528,207
Mar	2,142,833	124,816	2,267,649	86,841		86,841	2,354,490	115,000	1,146	116,146	2,344,674	125,962	2,470,636
Apr	2,193,488	121,148	2,314,636	87,027		87,027	2,401,663	103,000	1,125	104,125	2,383,515	122,273	2,505,788
May	2,186,414	118,887	2,305,301	87,049		87,049	2,392,350	158,000	1,361	159,361	2,431,463	120,248	2,551,711
Jun	2,208,196	114,574	2,322,770	95,032		95,032	2,417,802	131,000	875	131,875	2,434,228	115,449	2,549,677
Average	2,176,562	120,717	2,297,279	88,558		88,558	2,385,837	134,200	1,166	135,366	2,399,320	121,883	2,521,203

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,452,220	49,717	1,501,937	59.6
Multi-Title Digital Programs		40,668	40,668	1.6
Partnership Deductible Subscriptions	539,022	30,332	569,354	22.6
Sponsored Subscriptions	185,320		185,320	7.4
Total Paid Subscriptions	2,176,562	120,717	2,297,279	91.1
Verified Subscriptions				
Public Place	82,230		82,230	3.3
Individual Use	6,328		6,328	0.3
Total Verified Subscriptions	88,558		88,558	3.5
Total Paid & Verified Subscriptions	2,265,120	120,717	2,385,837	94.6
Single Copy Sales				
Single Issue	134,200	1,166	135,366	5.4
Total Single Copy Sales	134,200	1,166	135,366	5.4
Total Paid & Verified Circulation	2,399,320	121,883	2,521,203	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2015	2,500,000	2,592,047	2,573,777	18,270	0.7

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)
Average Single Copy	\$4.99
Subscription	\$22.00

(1) For statement period

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Automotive Outlets	1,235		1,235
Business/Professional Services	630		630
Doctor/Health Care Providers	37,269		37,269
Fitness/Recreational Facilities	4,519		4,519
Personal Care Salons	36,977		36,977
Public Place Other	1,600		1,600
Total Public Place	82,230		82,230
Individual Use			
Ordered/Payment Not Received	6,328		6,328
Total Individual Use	6,328		6,328

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Partnership Subscriptions: Deductible: Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

Combination Subscriptions: These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

Average Subscription Price Waiver for New Members: The requirement to report an average subscription price has been temporarily waived due to the fact that the publication has not been an AAM member long enough to maintain the records required for calculating an average subscription price.

Transfer: MORE ceased publication. 83,539 of its subscribers received 1 issue(s) of this publication for every paid issue remaining of their paid subscription, starting with the May 2016 issue. Included in Paid Subscriptions is the following average: 31,307

Multi-Title Digital Programs

Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

Program	Reported Multi-Title Digital Program	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
Texture	40,668	12,402	3.3	40,417

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 11,964

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: Meredith Corporation

Shape, published by Meredith Corporation • 375 Lexington Avenue • New York, NY 10017-5514

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 Established: 1981

Timothy O'Connor
 Publisher
 AAM Member since: 2015