SHAPE is the authoritative voice speaking directly to women who lead an active lifestyle, rooted in the science-backed expertise of our editors and contributing board of advisors.

Through our magazine, website, social platforms, and experiences, SHAPE serves as their definitive resource for active wellness, delivering information, stories, and a trusted roadmap for our readers to navigate the journey to their goals. We understand her, we motivate her, and we speak to her—about the race she trains for, the cooking class she wants to try, the adventure trip she goes on, the workout trend that piques her interest, the new skin care routine she has been searching for. With SHAPE, she has the tools and motivation to stay active, healthy and happy—today and every day. Our trusted voice offers inspiration. She takes the action—and shapes her biggest and boldest life.

For more information, contact Vice President, Group Publisher Agnes Chapski at Agnes.Chapski@meredith.com
## DEMOGRAPHIC PROFILE

<table>
<thead>
<tr>
<th>Category</th>
<th>PRINT</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18–44</td>
<td>118</td>
<td>145</td>
</tr>
<tr>
<td>Age 25–49</td>
<td>143</td>
<td>96</td>
</tr>
<tr>
<td>Age 25–54</td>
<td>137</td>
<td>96</td>
</tr>
<tr>
<td>Median Age</td>
<td>44.5</td>
<td>43</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>162</td>
<td>134</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$103,975</td>
<td>$89,333</td>
</tr>
<tr>
<td>Education</td>
<td>158</td>
<td>139</td>
</tr>
<tr>
<td>Employment</td>
<td>133</td>
<td>110</td>
</tr>
<tr>
<td>Moms</td>
<td>132</td>
<td>93</td>
</tr>
</tbody>
</table>

Source: MRI Doublebase 2019, Women, MRI Media Fusion 7–19/ S19, Women. 2020 comScore Multi-Platform © MRI-Simmons (02-20/F19)
<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>On-Sale Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>11/20/20</td>
<td>1/15/21</td>
</tr>
<tr>
<td>March</td>
<td>12/18/20</td>
<td>2/12/21</td>
</tr>
<tr>
<td>April</td>
<td>1/15/21</td>
<td>3/12/21</td>
</tr>
<tr>
<td>May</td>
<td>2/19/21</td>
<td>4/16/21</td>
</tr>
<tr>
<td>June</td>
<td>3/19/21</td>
<td>5/14/21</td>
</tr>
<tr>
<td>July/August</td>
<td>4/16/21</td>
<td>6/11/21</td>
</tr>
<tr>
<td>September</td>
<td>6/18/21</td>
<td>8/13/21</td>
</tr>
<tr>
<td>October</td>
<td>7/16/21</td>
<td>9/10/21</td>
</tr>
<tr>
<td>November</td>
<td>8/20/21</td>
<td>10/15/21</td>
</tr>
<tr>
<td>December</td>
<td>9/17/21</td>
<td>11/12/21</td>
</tr>
</tbody>
</table>

All on-sale and closing dates are subject to change. Fractionals close one month prior to ad close.

For more information, contact Vice President, Group Publisher Agnes Chapski at Agnes.Chapski@meredith.com
# GENERAL RATES

<table>
<thead>
<tr>
<th></th>
<th>4-Color Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$397,700</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$312,200</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$253,700</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$172,500</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$134,200</td>
</tr>
<tr>
<td>1/9 Page</td>
<td>$37,000</td>
</tr>
</tbody>
</table>

**Black & White**

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$318,900</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$250,700</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$203,000</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$138,100</td>
</tr>
</tbody>
</table>

**Covers**

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$477,300</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$437,500</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$517,100</td>
</tr>
</tbody>
</table>

**2,500,000**

**RATE BASE**

For more information, contact Vice President, Group Publisher Agnes Chapski at Agnes.Chapski@meredith.com
FILE TYPES AND DELIVERY:
- PDF-X1a preferred, some PDFs are acceptable.
- For instructions on how to create a PDF-X1a go to www.meredith.com/ad-specs
- Submit FILES via Meredith Ad Express: https://meredith.sendmyad.com
- Files must be prepared to Meredith's specs in accordance with SWOP 2013 specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES:
- Include/embed all fonts and artwork.
- Max density of 300 DPI for images and 2400 DPI for line work.
- All RGB or Pantone elements must be converted to CMYK.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Do not use illegal characters in file names.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Files must be prepared to Meredith's specs in accordance with SWOP 2013 specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Do not use illegal characters in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS:
- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Printer marks should be offset .167" when creating PDF-X1a files. Marks are not to touch live image or bleed areas.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

NOTES:
- Meredith does not make any changes to ads or files.
- Meredith does not accept color proofs. Any proofs received will be used for content only.
- Retention of materials is 13 months.

Material extensions, file specs and ad portal contact:
Matt Fischels at 515-284-2158
matthew.fischels@meredith.com

<table>
<thead>
<tr>
<th>Bleed Ad Sizes</th>
<th>Trim W x L</th>
<th>Non-Bleed Ad Sizes</th>
<th>Trim W x L</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bleed ads:</strong> Add 1/8&quot; image outside of trim. Safety Area: Keep live elements 1/4&quot; inside trim on all sides.</td>
<td><strong>Full Page</strong> 8&quot; x 10 7/8&quot;</td>
<td><strong>2/3 Vertical</strong> 4 1/2&quot; x 10 3/8&quot;</td>
<td></td>
</tr>
<tr>
<td><strong>Spread</strong></td>
<td>16&quot; x 10 7/8&quot;</td>
<td><strong>1/2 Vertical</strong> 3 3/8&quot; x 10 3/8&quot;</td>
<td></td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5&quot; x 10 7/8&quot;</td>
<td><strong>1/2 Horizontal</strong> 7 1/2&quot; x 4 3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 7/8&quot; x 10 7/8&quot;</td>
<td><strong>1/2 Horizontal Spread</strong> 15 1/2&quot; x 4 3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8&quot; x 5 1/4&quot;</td>
<td><strong>1/3 Vertical</strong> 2 1/4&quot; x 10 3/8&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>16&quot; x 5 1/4&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 3/4&quot; x 10 7/8&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of [TITLE] magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to www.meredith.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://meredithdigital.com/stp/terms-conditions.php.

Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions, or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT
1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.

2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.

4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.

5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than six (6) months after the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.

6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES
1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published or of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation or changes for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.

3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE
The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.

PUBLISHER’S LIABILITY
1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.

4. The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resemble editorial matter.

5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher’s prior written consent.

6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS
1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earning discounts.

REBATES AND SHORTRATES
Publisher shall rebate advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

For more information, contact Vice President, Group Publisher Agnes Chapski at Agnes.Chapski@meredith.com
### 2021 Editorial Calendar

#### January/February

**New Year, New Outlook:**
Looking ahead to a year of renewed commitment to self-care, we explore the best new methods for optimizing your physical health, mental wellbeing, motivation and sense of optimism.

- **Closing Date:** 11/20/20
- **On-Sale Date:** 1/15/21

#### March

**Women Influencing STEM:**
We honor and engage in conversations with the most inspiring women influencing the STEM fields, especially those areas that are newly emerging and under-the-radar.

- **Closing Date:** 12/18/20
- **On-Sale Date:** 2/12/21

#### April

**Clean Living:**
The most up-to-date research and news on clean, sustainable living, something the SHAPE consumer cares about deeply. In this issue, we address how to protect the environment, make smart choices to safeguard your health, and the products with a mission to get behind.

- **Closing Date:** 1/15/21
- **On-Sale Date:** 3/12/21

#### May

**The Skin Issue:**
We investigate the latest innovations in skincare and suncare, including new science, products and treatment—and provide the best ways to nurture your face and full body.

- **Closing Date:** 2/19/21
- **On-Sale Date:** 4/16/21

#### June

**No Bounds:**
How to expand your boundaries every day, inviting adventure, excitement, and novelty into your life to become more engaged and present.

- **Closing Date:** 3/19/21
- **On-Sale Date:** 5/14/21

#### July/August

**Body Issue:**
Building strength and improving health is the focus. We offer the best advice and strategies to do both—plus feel bold, confident and full of body pride.

- **Closing Date:** 4/16/21
- **On-Sale Date:** 6/11/21

#### September

**Shape Women Run the World™:**
Meet the inspiring women who are shaping wellness today, and find out what makes them strong, resilient and driven.

- **Closing Date:** 6/18/21
- **On-Sale Date:** 8/13/21

#### October

**Beauty Issue:**
SHAPE’s annual Beauty Awards: The very best out there in skin, hair, makeup, body and mission.

- **Closing Date:** 7/16/21
- **On-Sale Date:** 9/10/21

#### November

**Emotional Balance:**
Why being in tune with your feelings and having a handle on your emotional state leads to internal strength and deep life appreciation.

- **Closing Date:** 8/20/21
- **On-Sale Date:** 10/15/21

#### December

**Happy, Healthy Holiday:**
Take joy in little moments and absorb the everyday experiences that make this time meaningful to you.

- **Closing Date:** 9/17/21
- **On-Sale Date:** 11/12/21
# CONTACT INFORMATION

## NEW YORK

- Agnes B. Chapski  
  Vice President, Group Publisher  
  agnes.chapski@meredith.com  
  212.522.0022  

- Hillari Lazzara  
  Associate Publisher, Sales  
  hillari.lazzara@meredith.com  
  212.499.1505  

- Christina Marusic  
  Executive Beauty Director  
  christina.marusic@shape.com  
  212.551.7093  

- Amanda Boyle  
  Executive Account Director  
  amanda.boyle@shape.com  
  212.499.2111  

- Alissa McConachie  
  Executive Account Director  
  alissa.mcconachie@shape.com  
  212.455.1165  

## CHICAGO

- Amy Monroe  
  Advertising Director  
  amy.monroe@shape.com  
  312.281.3508  

## DETROIT

- Karen Barnhart  
  Account Director  
  karen.barnhart@meredith.com  
  248.988.7797  

- Wendy Rosinski  
  VP, Group Sales Director  
  wendy.rosinski@meredith.com  
  248.988.7883  

## WEST COAST

- Jennie Renzi  
  Account Director  
  jennie.renzi@meredith.com  
  310.268.7578  

## SOUTHEAST

- Courtney Cofield  
  Advertising Director  
  courtney@wnpmedia.com  
  770.361.1143  

For more information, contact Vice President, Group Publisher Agnes Chapski at Agnes.Chapski@meredith.com