

## 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.

- **Be Strong + Well: Energy**  
How to maximize your energy every day, from how you move to the way you recharge.
    - **Fitness:** Workouts that power you up and the expert advice to fuel them
    - **Beauty:** Forward-thinking beauty
    - **Food:** How to eat for all-day energy
- » Closing Date: 11/20/20 | On-Sale Date: 1/15/21

## MAY

**THE SKIN ISSUE:** We investigate the latest innovations in skincare and sun care, including new science, products and treatment—and provide the best ways to nurture your face and full body.

- **Be Strong + Well: Skin**  
The inside-out approach to exercise and wellness for healthy skin.
    - **Fitness:** The key workouts your skin needs
    - **Beauty:** Skin Awards
    - **Food:** How to eat for healthy, glowing skin
- » Closing Date: 2/19/21 | On-Sale Date: 4/16/21



## 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.

- **Be Strong + Well: Breaking Boundaries**  
Surprising ways to take your fitness, health, and life to the next level.
    - **Fitness:** Go stronger and longer with this workout challenge
    - **Beauty:** Power looks: Beauty that helps you show up
    - **Food:** A woman in food who is changing the world for the better
- » Closing Date: 6/18/21 | On-Sale Date: 8/13/21



## 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.

- **Be Strong + Well: Physical and Mental Strength**  
All the latest science, products and workouts to build a stronger body, mind and emotional state.
    - **Fitness:** Best workouts to strengthen and sculpt from top exercise scientists
    - **Beauty:** Beauty breakthroughs spotlighting the science, technology, and women behind the latest advances.
    - **Food:** Food STEM influencers are featured throughout our food section
- » Closing Date: 12/18/20 | On-Sale Date: 2/12/21

## JUNE

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

- **Be Strong + Well: Happiness**  
Science-backed, everyday moves that will uplift you.
    - **Fitness:** Workouts that boost your body's feel-good response
    - **Beauty:** Beauty as self-expression
    - **Food:** The joy of experimenting with new foods, flavors, and cooking techniques
- » Closing Date: 3/19/21 | On-Sale Date: 5/14/21

## 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.

- **Be Strong + Well: Hormones**  
Unlocking the way to hormone balance to make your body fitter, your mood brighter, and your health better than ever.
    - **Fitness:** Work out to rev your metabolism-boosting hormones
    - **Beauty:** Clean + sustainable beauty
    - **Food:** The nutrition and health benefits of sustainable eating
- » Closing Date: 1/15/21 | On-Sale Date: 3/12/21



## 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.

- **Be Strong + Well: Body**  
Fitter, faster, stronger—how to realize your body goals.
    - **Fitness:** A body-changing workout that's superefficient
    - **Beauty:** Head-to-toe treatments
    - **Food:** The surprising body benefits of plant-based eating
- » Closing Date: 4/16/21 | On-Sale Date: 6/11/21



## OCTOBER

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

- **Be Strong + Well: Sleep**  
Maximize those crucial reset hours with the latest sleep science.
- **Fitness:** How to exercise for sounder sleep
- **Beauty:** Beauty Awards
- **Food:** Three foods to eat for a stronger, healthier body

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

BEAUTY AWARDS

## 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.

- **Be Strong + Well: Mood**  
The real science behind what makes a healthy headspace and simple moves to get you there.
- **Fitness:** The best workouts to destress
- **Beauty:** The new science of self-care
- **Food:** Foods that improve your mood

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

WELL TECH AWARDS

## DECEMBER

**HAPPY, HEALTHY HOLIDAY:** Take joy in little moments and absorb the everyday experiences that make this time meaningful to you.

- **Be Strong + Well: Optimism**  
How to build your brighter side and the power domino effect for your body and well-being.
- **Fitness:** Cardio workout to make you feel good
- **Beauty:** Looks that lift you up
- **Food:** Celebrate with these fun and festive recipes and ideas

» Closing Date: 9/17/21 | On-Sale Date: 11/12/21

ANNUAL GIFT GUIDE



## IN EVERY ISSUE

- A-List Celebrity Covers:** Multiple-page cover story
- **The Body Shop:** Shoppable wellness marketplace
  - **Everyday Athlete:** A celebration of women living an active lifestyle

### BE WATERPROOF

#### Beauty & Style for the Active Life

Featured Franchises

- **Vibrant Hair:** Best techniques and products for healthy hair
- **Skin Smart:** Actionable and science-backed tools to protect and nurture the skin you are in
- **Beauty Lab:** Dives into the research, innovation and backstory of a relevant topic or product analyzing the latest science and tech
- **What Makes You Pretty Happy?:** A celebrity or influencer shares their beauty ritual
- **Style Lab:** Trend focused style page\*
- **Scentric:** Exploring the connection between scent and well-being

### BE STRONG & WELL

#### Health and Wellness Super Section

Featured Franchises

- **SHAPE Studio:** Spotlight on an on-trend workout developed with our roster of star trainers
- **One Perfect Move:** The breakdown of one mega multi-functional workout move by one of our expert trainers
- **Mom Life:** Explores active family living
- **Keep It Clean:** Keeping your wellness routine clean, based on emerging science and new products
- **Getaway:** Inspo for exploring new areas, feeling rejuvenated, and newly inspired
- **Immunity +:** Keeping your body strong and healthy by building immunity and taking on healthy habits
- **Pet Life:** The pet-human connection
- **No Bounds:** Explores being active outdoors
- **Lab Series:** Reports on evolving innovations in fitness and wellness and reports on the latest technology available (Rotates between: **Wellness Lab, Health Lab & Fit Lab**)
- **Let's Talk:** Wellness Q&A with an industry expert

Rotating Franchises

- **Women Run The World:** Profile on a game-changing woman

### BE FOOD SMART

#### Creative Ways to Eat Healthy

Featured Franchises

- **Plant Life:** Tips and tricks to veggie-based meals
- **Fast Track:** Highlights a single food topic (i.e. breakfast) and offers a roundup of tips on how to best prepare and enjoy
- **The Sip:** Explores the world of beverages, from flavor-packed smoothies to cocktails with a healthy twist
- **Food Lab:** Dives into the research & innovation of a relevant topic or product analyzing the latest science and tech
- **How I Eat Well:** A look at how a celeb or influencer really eats