



# SHAPE

**2021 MEDIA KIT**



# MISSION

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.

SHAPE2021



# DEMOGRAPHIC PROFILE

	PRINT	DIGITAL
Age 18-44	118	145
Age 25-49	143	96
Age 25-54	137	96
Median Age	44.5	43
HHI \$100,000+	162	134
Median HHI	\$103,975	\$89,333
Education	158	139
Employment	133	110
Moms	132	93



Source: MRI Doublebase 2019, Women, MRI Media Fusion 7-19/ S19, Women. 2020 comScore Multi-Platform © MRI-Simmons (02-20/F19)

**PRINT** 2.5M Rate Base

4.5M Audience

**DIGITAL** 5M Unique Visitors



# 2021 & Closing On-Sale Dates

Issue	Closing Date	On-Sale Date
January/February	11/20/20	1/15/21
March	12/18/20	2/12/21
April	1/15/21	3/12/21
May	2/19/21	4/16/21
June	3/19/21	5/14/21
July/August	4/16/21	6/11/21
September	6/18/21	8/13/21
October	7/16/21	9/10/21
November	8/20/21	10/15/21
December	9/17/21	11/12/21

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

# GENERAL RATES

**4-Color Gross**

Full Page	\$409,600
2/3 Page	\$321,600
1/2 Page	\$261,300
1/3 Page	\$177,700
1/4 Page	\$138,200
1/9 Page	\$38,100

**Black & White**

Full page	\$328,500
2/3 Page	\$258,200
1/2 Page	\$209,100
1/3 Page	\$142,200

**Covers**

Cover 2	\$491,600
Cover 3	\$450,600
Cover 4	\$532,600

**2,500,000**  
RATE BASE



# ADVERTISEMENT DIMENSIONS

## 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](http://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.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- 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.

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

## FONTS:

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type and line art should not be less than .007 at the thinnest area. Single color type and line art should not be less than .004 at the thinnest area.

## 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.

## Magazine Trim Size: 8" x 10 7/8"

Bleed Ad Sizes	Trim W x L
<b>Bleed ads:</b> Add 1/8" image outside of trim. <b>Safety Area:</b> Keep live elements 1/4" inside trim on all sides.	
Full Page	8" x 10 7/8"
Spread	16" x 10 7/8"
2/3 Vertical	5" x 10 7/8"
1/2 Vertical	3 7/8" x 10 7/8"
1/2 Horizontal	8" x 5 1/4"
1/2 Horizontal Spread	16" x 5 1/4"
1/3 Vertical	2 3/4" x 10 7/8"

Non-Bleed Ad Sizes	Trim W x L
2/3 Vertical	4 1/2" x 10 3/8"
1/2 Vertical	3 3/8" x 10 3/8"
1/2 Horizontal	7 1/2" x 4 3/4"
1/2 Horizontal Spread	15 1/2" x 4 3/4"
1/3 Vertical	2 1/4" x 10 3/8"



# TERMS & CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of SHAPE magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to [www.shapemediakit.com](http://www.shapemediakit.com). For Publisher's Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmag.com/sfp/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 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 as 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 of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders 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.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

## MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims", or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in

any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
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.

# 2021 EDITORIAL CALENDAR

SHAPE2021

## 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

SNEAKER  
AWARDS

## 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

SKIN  
AWARDS

## 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

SHAPE  
WOMEN  
RUN THE  
WORLD

## 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

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.

» 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.

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

ANNUAL  
GIFT  
GUIDE



# CONTACT INFORMATION

## NEW YORK

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