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>
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<tr>
<td>Age 25–49</td>
<td>143</td>
<td>96</td>
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<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>
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<tr>
<td>Education</td>
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<tr>
<td>Employment</td>
<td>133</td>
<td>110</td>
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<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)
All on-sale and closing dates are subject to change. Fractionals close one month prior to ad close.

<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>

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

### 4-Color Gross

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$409,600</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$321,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$261,300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$177,700</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$138,200</td>
</tr>
<tr>
<td>1/9 Page</td>
<td>$38,100</td>
</tr>
</tbody>
</table>

### Black & White

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$328,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$258,200</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$209,100</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$142,200</td>
</tr>
</tbody>
</table>

### Covers

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$491,600</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$450,600</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$532,600</td>
</tr>
</tbody>
</table>

---

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

**MAGAZINE TRIM SIZE:** 8" X 10 7/8"

**Binding:** Perfect Bound

**FILE TYPES AND DELIVERY:**
- Submit PDF-X1a FILES via Ad Shuttle: https://www.adshuttle.com/Meredith
- For instructions on how to create a PDF-X1a go to: http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf
- Prepare files to Meredith’s specs in accordance with SWOP 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 (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.
- 5/c ads: Use the Pantone Library.
- 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 such as (‘‘*’’&’’@’’!’’)}\[\]:; in file names.

**AD SIZE** | **TRIM SIZE** | **NON-BLEED** | **BLEED SIZE** | **BLEED SAFETY**
--- | --- | --- | --- | ---
**Full Page** | 8" x 10 7/8" | 7 1/2" x 10 3/8" | 8 1/4" x 11 1/8" | 7 1/2" x 10 3/8" |
Spread | 16" x 10 7/8" | 15 1/2" x 10 3/8" | 16 1/4" x 11 1/8" | 15 1/2" x 10 3/8" |
1/2 Vertical | 3 7/8" x 10 7/8" | 3 3/8" x 10 3/8" | 4 1/8" x 11 1/8" | 3 3/8" x 10 3/8" |
1/3 Vertical | 2 3/4" x 10 7/8" | 2 1/4" x 10 3/8" | 3" x 11 1/8" | 2 1/4" x 10 3/8" |
2/3 Vertical | 5" x 10 7/8" | 4 1/2" x 10 3/8" | 5 1/4" x 11 1/8" | 4 1/2" x 10 3/8" |
1/2 Horizontal | 8" x 5 1/4" | 7 1/2" x 4 3/4" | 8 1/4" x 5 1/2" | 7 1/2" x 4 3/4" |
1/2 Sprd Horizontal | 16" x 5 1/4" | 15 1/2" x 4 3/4" | 16 1/4" x 5 1/2" | 15 1/2" x 4 3/4"

- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.
- 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 with colored background, and line art should not be less than .5 pts (.007") at the thinnest area. Single color type and line art should not be less than .3 pts (.004") at the thinnest area.

**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.
- Borders must be a minimum of 1/4" wide within trim, plus 1/8" bleed. Press and bind allowed variance is up to 1/8" in either direction from trim and will result in varying border thickness.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed.
- Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.
- 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.

**FONTS:**
- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- 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 with colored background, and line art should not be less than .5 pts (.007") at the thinnest area. Single color type and line art should not be less than .3 pts (.004") at the thinnest area.

**FOR MORE INFORMATION, CONTACT:**
For more information, contact Vice President, Group Publisher Agnes Chapski at Agnes.Chapski@meredith.com

**PROOFS:**
- Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

**NOTES:**
- Meredith does not make any changes to ads or files.
- Retention of materials is 13 months.

**Effective Jan/Feb 2021 issue, upload files to Quad Ad Shuttle:**
http://www.adshuttle.com/meredith

Material extensions, file specs, and ad portal, please contact:
Chrystian Colin Hernandez
ccolinhernan@quad.com
414.622.2888
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. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://meredithdigitalmedia.com/tp/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 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 performance of the billing of 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 averaged 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. Rebates in the amount of reported 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 any 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 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 publicity or privacy, 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.

4. 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

Kristine Scichilone
Group Director,
Brand Strategy and Marketing
kristine.scichilone@meredith.com
212.499.1965

Amanda Boyle
Executive Account Director
amanda.boyle@meredith.com
212.499.2111

Alissa McConachie
Executive Account Director
alissa.mcconachie@meredith.com
212.455.1165

Alyssa Benzilio
Account Manager
alyssa.benzilio@meredith.com
212.522.2877

CHICAGO
Amy Monroe
Advertising Director
amy.monroe@meredith.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