



# SHAPE

effective January/February issue

# 2017

## NATIONAL RATES

CIRCULATION: 2,500,000

NATIONAL	4-COLOR	BLACK & WHITE
<b>Full Page</b>	\$351,000	\$281,400
<b>2/3 Page</b>	275,600	221,300
<b>1/2 Page</b>	224,000	179,200
<b>1/3 Page</b>	152,300	121,900

COVERS*	
<b>Second cover</b>	\$421,300
<b>Third cover</b>	386,100
<b>Fourth cover</b>	456,300

\*NON-CANCELABLE

## ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
<b>January/February</b>	Nov 7, 2016	Jan 3, 2017
<b>March</b>	Dec 19, 2016	Feb 14, 2017
<b>April</b>	Jan 23, 2017	Mar 14, 2017
<b>May</b>	Feb 27, 2017	Apr 18, 2017
<b>June</b>	Apr 3, 2017	May 23, 2017
<b>July/August</b>	May 8, 2017	June 27, 2017
<b>September</b>	June 26, 2017	Aug 15, 2017
<b>October</b>	July 24, 2017	Sept 12, 2017
<b>November</b>	Aug 28, 2017	Oct 17, 2017
<b>December</b>	Sept 25, 2017	Nov 14, 2017