



SHAPE

RATEBASE: 2,500,000

FREQUENCY: 10 TIMES A YEAR

EDITORIAL MISSION

She wants to know what's next and SHAPE gives her the tools to stay ahead of the curve.

We motivate, not dictate, and spark fresh thinking from owning her personal style to nurturing her body and brain. With SHAPE, she will discover and participate in a well-lived life.

AUDIENCE PROFILE

Readership	5,384,000	Took action as a result of reading an ad	60%
Median Age	43 years	Subscription:Newsstand Ratio	98:2
Median Household Income	\$92,222		
Own Home	67%		
Median Home Value	\$279,815		
Female:Male Ratio	91:9		