

SHAPE

(Updated 6/2023)

Formerly Published by Dotdash Meredith, SHAPE® magazine is the leading source for information about healthy living for the female millennial generation. *** CEASED PUBLICATION. NAMES THRU: 12/21 ***

Gender:
75% Female/20% Male

Source:
DTP/DMS

Counts and Rates:

1,090,000	Total Universe	\$85/M
1,090,000	FORMER Subscribers	\$85/M
68,300	3 Mo Former Subscribers	+\$12/M
178,200	6 Mo Former Subscribers	+\$9/M
	Catalog Rate	\$65/M
	Fundraising Rate	\$60/M

SHAPE readers share common goals - they want to live healthy and active lifestyles and know the physical and emotional rewards of doing so. The brand has a long history of empowering women to achieve their personal best. The SHAPE brand will deliver the category's premier active lifestyle content.

SHAPE inspires women to live in the fit mindset - to embrace getting stronger, healthier and more confident as not just an end goal, but a daily joy and reward. Connecting directly with today's active and professional women, it provides the realistic tools and information readers need to achieve balance in all areas of their lives.

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Selections:

3 Mo Former	\$12/M
6 Mo Former	\$9/M
DTP/DMS/Paid	\$12/M
Change of Address	\$12/M
Renewals	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Net Name (50M Min)	85/8.50

Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

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Please send list clearances & orders to:
orders@AudienceFirstMedia.com

All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.