

## Shape Marketing & Promotions

### SIGNATURE ISSUES

- “The Spring Fashion Issue” (MAR)
- “The Sexiest Bodies in Hollywood” (APR)
- “The Essential Guide to Summer” (MAY)
- “The Bikini Bony Issue” (JUN)
- “The Beauty and Fashion Spectacular” featuring the *Shape of Beauty Awards* (SEP)
- “The Live Healthy Issue” (OCT)
- “Best of Everything Issue” (NOV)
- “Women Who Shape the World” (DEC)

### IN-BOOK PROMOTIONS

- “The Scoop” promotional page
- “Spring Into Action” sweepstakes promotion (APR)
- “Shape Days of Giveaways” sweepstakes promotion (MAY)
- “First Class Finds” BRC promotion (SEP)
- “In The Pink” breast cancer awareness promotional page (OCT)
- “Holiday Gift Guide” promotional page (DEC)
- Custom advertorials, sweepstakes and giveaways



### ONLINE PROMOTIONS

- Banner advertising
- Content sponsorships
- E-newsletter advertising
- E-mail blasts
- Sweepstakes
- Surveys/Polls

### TARGETED MARKETING OPPORTUNITIES

- Sampling
- Direct Mail
- Database
- Research

### SPECIAL EVENTS

- *Shape Sun & Sea*  
The Shape/Men’s Fitness Mind/Body Cruise (DEC)  
The Shape/Men’s Fitness Fit for Fun Vacation at Sandles (BEGINS OCT 2007)
- *Shape Snow & Ski*  
Shape Escape to Aspen (APR)
- *Shape Shopping*  
The Shape Spring Spree at Macy’s (APR)  
Autumn in the Aisles at Eckerd drugstores (SEP)  
Shape Shops New York Shopping Tours (FALL)
- *Shape Strength*  
The Shape Late Ride in Chicago (JUL)  
Pilates for Pink at the Sports Club/LA (OCT)  
Shape/Men’s Fitness Special Events at the Sports Club/LA (JAN, FEB, MAY, SEP)

### SPECIAL OPPORTUNITIES

- Shape Licensed Products DVDs, books, CDs, etc.
- American Media Times Square Billboard

# Shape leads in circulation

## Shape vs. Self and Fitness

### Total Circulation

Shape:	1,659,845
Fitness:	1,523,346
Self:	1,400,408

### Rate Base

Shape:	1,650,000
Fitness:	1,500,000
Self:	1,400,000

### Newsstand Sales

Shape:	362,342
Self:	354,341
Fitness:	297,489

### Subscriptions

Shape:	1,297,503
Fitness:	1,225,857
Self:	1,046,067

### Cover Price

Shape:	\$3.99
Fitness:	\$3.50
Self:	\$3.50

### Publisher's Suggested 1-Year Subscription Price

Shape:	\$21.97
Fitness:	\$19.98
Self:	\$17.97

# The 4th Largest Young Women's Title

## Shape vs. Young Women's Titles

### Total Circulation

Cosmopolitan	2,932,554
Glamour	2,340,958
InStyle	1,793,902
<b>Shape</b>	<b>1,659,845</b>
Fitness	1,523,346
Self	1,400,408
Vogue	1,219,164
Allure	1,048,497
Lucky	1,037,939
Elle	1,031,108
Marie Claire	951,183
Harper's Bazaar	716,340

### Subscriptions

Glamour	1,448,438
<b>Shape</b>	<b>1,297,503</b>
Fitness	1,225,857
Self	1,046,067
Cosmopolitan	940,108
InStyle	928,899
Vogue	801,788
Lucky	785,306
Elle	754,941
Allure	735,432
Harper's Bazaar	540,333
Marie Claire	461,639

**PAID  
MAGAZINE**  
PUBLISHER'S STATEMENT

Subject to Audit



**SHAPE<sup>®</sup>**

For the six months ended June 30, 2005

**Field Served:** Young, educated, affluent women leading active lifestyles who use fitness, fashion, and beauty to be their best.

Published by Weider Publications, LLC

Frequency: 12 times/year

ABC Member # 04-1101-2

Shape

Paid Magazine  
Publisher's Statement

For 6 months ended June 30, 2005

**AVERAGE PAID CIRCULATION**

<b>1</b>	<b>Total Average Paid Circulation:</b>		1,659,845
		% of Total	
	Subscriptions (Individual): See Par. 9(c)	1,297,503	78.2
	Single Copy Sales:	362,342	21.8
	Total Paid	1,659,845	100.0
	Paid Advertising Rate Base/Circulation Guarantee:		1,650,000
	% Above/Below Rate Base (+/-)		0.6

**PRICES**

**2** Prices effective during the six month period ending June 30, 2005

Publisher's Suggested 1 year price	\$21.97
Average Single Copy cover price	\$3.99

**2A AVERAGE PRICE**

Represents the price of individual subscriptions sold during the 12 month period ending December 31, 2004

Average subscription price:	Net	Gross
Per Copy	\$1.19	(optional)
Annualized (12 issue frequency)	\$14.24	(optional)

Publisher's Suggested 1 year price in effect for average price period, \$21.97.

**2B SUPPLEMENTAL ANALYSIS OF PRICES**

Gross individual subscriptions sold in the six month period ended June 30, 2005 at below 35% of average net price.

None Claimed

**ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS**

**3** Total gross individual subscriptions (new and renewal) sold in the six month period ended June 30, 2005

<b>A. DURATION</b>			<b>C. CHANNELS</b>		
		%			%
(a) One to six months (1 to 6 issues).....	745	0.1	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.) .....	703,780	87.5
(b) Seven to eleven months (7 to 11 issues) .....	3,369	0.4	(b) Ordered through salespeople:		
(c) Twelve months (12 issues).....	628,054	78.1	1. Catalog agencies and individual agents - includes institutional and library subscriptions .....	1,566	0.2
(d) Thirteen to twenty-four months .....	90,328	11.2	2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions.....	71,759	8.9
(e) Twenty-five months and more .....	82,197	10.2	3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals .....	27,588	3.4
Total Subscriptions Sold in Period.....	804,693	100.0	(c) Association members .....	None	
<b>B. USE OF PREMIUMS</b>			Total Subscriptions Sold in Period.....	804,693	100.0
(a) Ordered without premium.....	726,929	90.3			
(b) Ordered with material reprinted from this publication, See Par. 9(d) .....	77,764	9.7			
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	804,693	100.0			

## ANALYSIS OF AVERAGE CIRCULATION

### 4A PAID BY ISSUES

Issue	Subscriptions	Single Copy Sales	Total Paid
Jan.	1,301,609	347,015	1,648,624
Feb.	1,326,090	324,932	1,651,022
Mar.	1,270,032	299,441	1,569,473
Apr.	1,232,995	387,239	1,620,234
May	1,244,699	455,158	1,699,857
June	1,409,591	360,269	1,769,860

### 4B SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

Subscriptions:	
Sponsored Sales	3,869
Single Copy:	
Sponsored Sales	16,667

## AVERAGE CIRCULATION of Regional, Metro and Demographic Editions

### 5

None

## POST EXPIRATION COPIES

### 6

(a) Average number of copies served on subscriptions not more than three months after expiration. None

## GEOGRAPHIC DATA for the May, 2005 Issue

### 7A

Paid circulation of this issue was 2.4% greater than the total average paid circulation.

### Analysis by ABCD County

County Size	% of Households	Paid Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	709,471	44.7	112
B	30	503,057	31.7	106
C	15	216,016	13.6	91
D	15	159,141	10.0	67

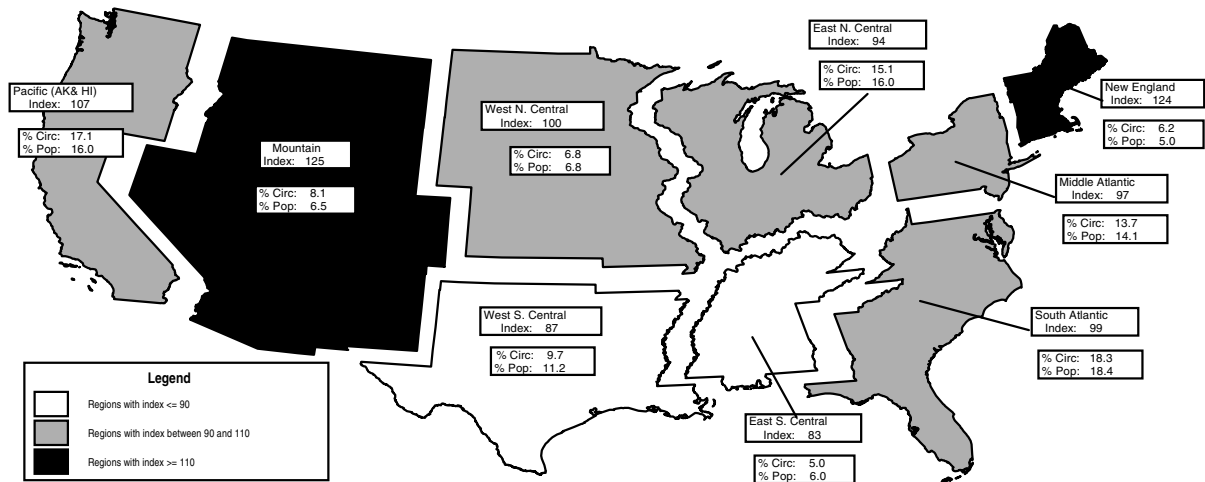
County Size Group Definitions by the A.C. Nielsen Company - Data for the coterminous 48 states.

Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	
Maine .....	5,851	1,910	7,761	
New Hampshire.....	5,893	2,591	8,484	
Vermont .....	2,955	957	3,912	
Massachusetts .....	33,815	14,600	48,415	
Rhode Island .....	5,029	1,574	6,603	
Connecticut .....	18,146	6,004	24,150	
<b>NEW ENGLAND</b>	<b>71,689</b>	<b>27,636</b>	<b>99,325</b>	<b>6.2</b>
New York .....	79,090	25,174	104,264	
New Jersey .....	37,667	12,998	50,665	
Pennsylvania .....	51,442	13,661	65,103	
<b>MIDDLE ATLANTIC</b>	<b>168,199</b>	<b>51,833</b>	<b>220,032</b>	<b>13.7</b>
Ohio .....	48,074	11,334	59,408	
Indiana .....	23,818	6,458	30,276	
Illinois .....	54,096	14,875	68,971	
Michigan .....	44,132	12,791	56,923	
Wisconsin.....	20,251	6,252	26,503	
<b>EAST N. CENTRAL</b>	<b>190,371</b>	<b>51,710</b>	<b>242,081</b>	<b>15.1</b>
Minnesota.....	21,935	6,390	28,325	
Iowa .....	13,703	3,374	17,077	
Missouri .....	24,050	6,358	30,408	
North Dakota .....	2,393	682	3,075	
South Dakota .....	3,433	733	4,166	
Nebraska .....	8,347	2,162	10,509	
Kansas .....	12,241	2,936	15,177	
<b>WEST N. CENTRAL</b>	<b>86,102</b>	<b>22,635</b>	<b>108,737</b>	<b>6.8</b>
Delaware .....	3,667	1,134	4,801	
Maryland .....	25,856	7,627	33,483	
District of Columbia .....	3,468	1,271	4,739	
Virginia .....	34,016	10,027	44,043	
West Virginia .....	3,796	1,546	5,342	
North Carolina .....	35,875	9,401	45,276	
South Carolina .....	15,381	5,167	20,548	
Georgia .....	36,504	10,948	47,452	
Florida .....	64,050	23,392	87,442	
<b>SOUTH ATLANTIC</b>	<b>222,613</b>	<b>70,513</b>	<b>293,126</b>	<b>18.3</b>
Kentucky .....	14,367	4,102	18,469	
Tennessee.....	22,826	7,202	30,028	
Alabama .....	15,788	4,005	19,793	
Mississippi.....	9,601	2,009	11,610	
<b>EAST S. CENTRAL</b>	<b>62,582</b>	<b>17,318</b>	<b>79,900</b>	<b>5.0</b>
Arkansas .....	6,309	2,405	8,714	
Louisiana .....	16,005	4,412	20,417	
Oklahoma.....	12,209	2,609	14,818	
Texas .....	80,210	32,068	112,278	
<b>WEST S. CENTRAL</b>	<b>114,733</b>	<b>41,494</b>	<b>156,227</b>	<b>9.7</b>

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	
Montana .....	4,384	1,051	5,435	
Idaho .....	4,806	1,610	6,416	
Wyoming .....	2,154	584	2,738	
Colorado.....	26,230	16,753	42,983	
New Mexico.....	7,723	2,273	9,996	
Arizona .....	25,195	8,226	33,421	
Utah .....	10,522	3,131	13,653	
Nevada .....	10,278	5,150	15,428	
<b>MOUNTAIN</b>	<b>91,292</b>	<b>38,778</b>	<b>130,070</b>	<b>8.1</b>
Alaska.....	4,009	1,353	5,362	
Washington.....	28,774	9,457	38,231	
Oregon .....	13,149	4,783	17,932	
California .....	153,081	48,943	202,024	
Hawaii.....	8,170	2,611	10,781	
<b>PACIFIC</b>	<b>207,183</b>	<b>67,147</b>	<b>274,330</b>	<b>17.1</b>
U.S. Unclassified.....				
<b>UNITED STATES</b>	<b>1,214,764</b>	<b>389,064</b>	<b>1,603,828</b>	<b>100.0</b>
U.S. Circ. Percent of Grand Total.....				<b>94.3</b>
Poss. & Other Areas.....	1,458	2	1,460	0.1
<b>U.S. &amp; POSS., etc.</b>	<b>1,216,222</b>	<b>389,066</b>	<b>1,605,288</b>	<b>94.4</b>
<b>CANADA</b>				
Newfoundland .....	150	792	942	1.3
Nova Scotia.....	492	1,358	1,850	2.5
Prince Edward Island .....	197	194	391	0.5
New Brunswick.....	561	793	1,354	1.9
Quebec.....	659	3,264	3,923	5.4
Ontario.....	10,518	21,767	32,285	44.0
Manitoba.....	1,310	2,173	3,483	4.8
Saskatchewan.....	1,640	1,813	3,453	4.7
Alberta .....	4,606	7,721	12,327	16.8
British Columbia .....	3,436	9,595	13,031	17.8
Northwest Territories .....	56	101	157	0.2
Nunavut.....	5	2	7	0.0
Yukon Territory .....	35	69	104	0.1
U.S. Circ. Percent of Grand Total.....				<b>4.3</b>
International.....	2,511	11,998	14,509	0.9
Other Unclassified.....				
Military or Civilian Personnel Overseas....	2,301	4,452	6,753	0.4
<b>GRAND TOTAL</b>	<b>1,244,699</b>	<b>455,158</b>	<b>1,699,857</b>	<b>100.0</b>

Index = Geographic Distribution of % Circulation ÷ % Population



## ANALYSIS OF ANALYZED NON-PAID

**8** This publication does not report analyzed non-paid circulation

## EXPLANATORY

**9** (a) Publisher Suggested Prices: Subscriptions: No additional prices.  
 (b) Average non-analyzed non-paid circulation for the 6 month period: 86,769 copies per issue.  
 (c) Airline Frequent Flyer Mile Subscriptions: the average of 156,841 copies per issue, included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. Subscriptions were sold at 12 issues for \$14.97, in exchange for the redemption of 599 points at the rate of 2.5c per mile.  
 (d) The following premiums were offered during this statement period: Premiums "The Absolutions," and "Total Fitness Collection," (editorial directly reprinted from SHAPE magazine), with no advertised or stated values, were offered with subscriptions at publisher suggested prices.

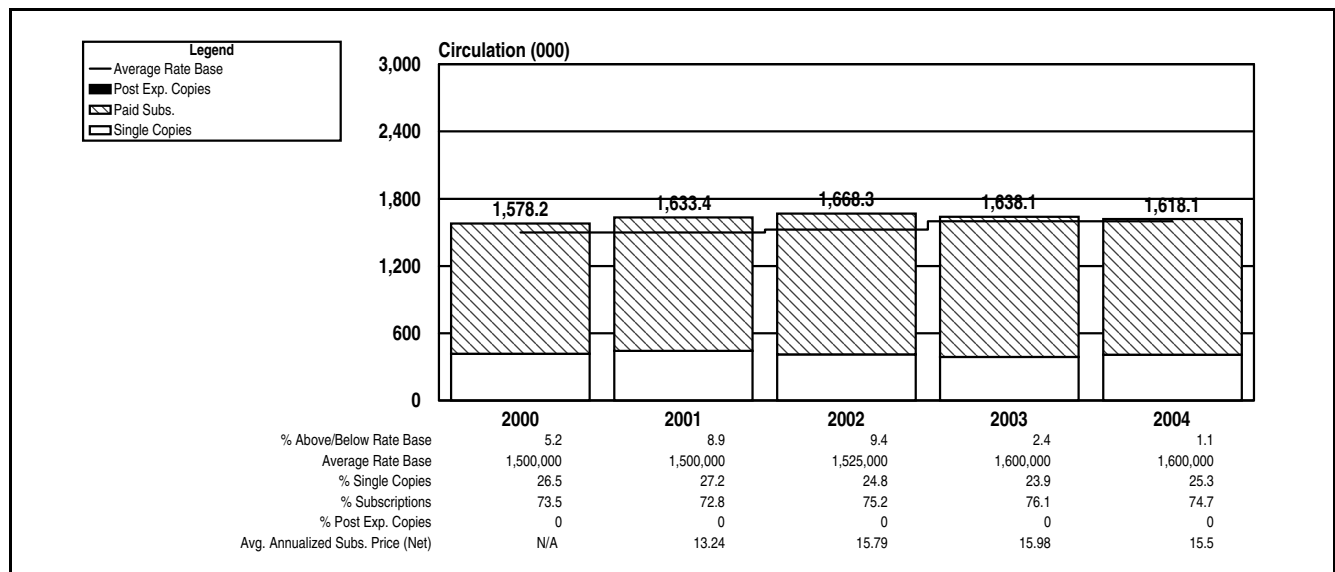
### SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

(e) Sponsored Subscription Sales, an average of 3,869 copies per issue shown in Par. 4B, and included in Par. 1, represents copies purchased by a business concern in quantities of 11 or more.

(f) Sponsored Single Copy Sales, an average of 16,667 copies per issue shown in Par. 4B, and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more. The amount paid for these purchases was \$3.99 per copy.

## FIVE YEAR ANNUAL TRENDS

**10** Total average paid circulation as reported in June and December Publisher's Statements



## VARIANCE

**11** Latest released Audit Report for 12 months ended December 31, 2003; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-03	1,600,000	1,629,901	1,638,069	-8,168	-0.5
12-31-02	(a)	1,669,887	1,668,253	1,634	0.1
12-31-01	1,500,000	1,634,798	1,633,442	1,356	0.1
12-31-00	(b)	1,550,357	1,578,162	-27,805	-1.8
12-31-99	(c)	1,463,193	1,465,455	-2,262	-0.2

(a) Effective 10/01/02 changed from 1,500,000 to 1,600,000  
 (b) Effective 01/01/00 changed from 1,300,000 to 1,500,000

(c) Effective 01/01/99 changed from 1,100,000 to 1,300,000

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: American Media, Inc.

SHAPE, published by Weider Publications, LLC • 21100 Erwin Street • Woodland Hills, CA 91367

PACO ACOSTA

SABINE FELDMANN

Date Signed: July 29, 2005

V.P. Consumer Marketing

Associate Publisher

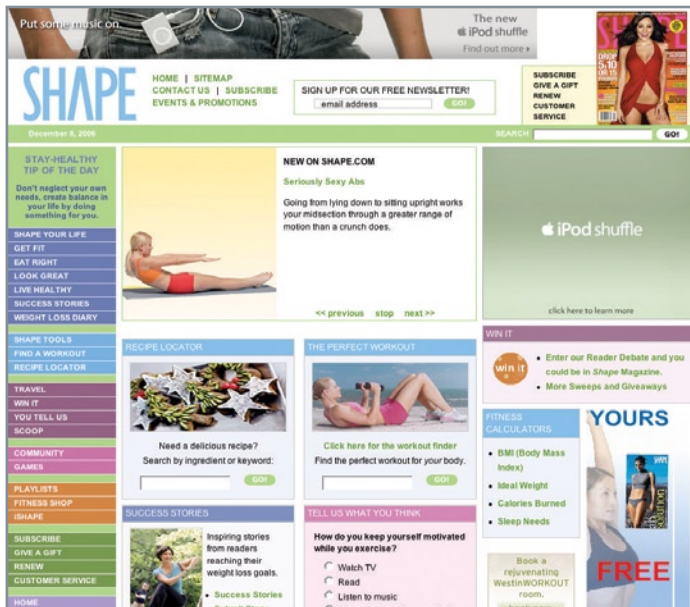
Sales Offices: New York 212-545-4800; Chicago 312-396-8000; Detroit 248-588-1720; Los Angeles 818-884-6800; San Francisco 415-435-7447

P: 917.256.5438 • F: 212.685-9644 • URL: www.shape.com

Established: 1981 ABC Member since: 1981

04-1101-2	Analyzed Issue Date	05/01/05
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	21.97
	Canadian Subscription Price	
	International Subscription Price	

# Shape.com



Shape.com is America's premiere active lifestyle web site geared towards women who want to look and feel good about themselves. Shape.com provides tips on healthy living, recipes, fitness tools, video workouts, music downloads, and endless information on how to get the look and feel of the fit and health conscious female consumer.

Avg. Page Views per Month	Avg. Unique Users per Month	Avg. Page Views per Session
6,531,575	320,589	13

Source: Urchin Jan 2007

**Shape.com Demographic Profile:**

**Frequency of Shape.com visits:**  
34.3% visit Shape.com at least several times a week

**Time Spent on Shape.com:**  
70.2% spend 10 minutes or more

**Percent of visitors requiring additional info/purchases:**  
20.3% have made a purchase; another 17.9% have sent for more info

**Gender:**  
97.6% Female / 2.4% Male

**Age:**  
63.2% are 18-34

**Marital Status:**  
47.0% married / 43.5% single

**HHI of \$50,000 or more:**  
52.2%

**Education:**  
87.0% have attended or graduated college

Source: Shape.com November 2006 Online Survey

Shape.com categories include:

- Shape Your Life
- Recipe Locator
- Get Fit
- Travel
- Eat Right
- Win It
- Look Great
- You Tell Us
- Live Healthy
- Scoop
- Success Stories
- Community
- Shape Tools
- Playlists
- Find a Workout

Integrated Opportunities:

- Category Targeting
- Banner Campaigns
- Custom Creatives/Programs
- E-Blast/E-Newsletter
- Contests/Sweepstakes
- Survey/Quiz
- Section Sponsorships
- Micro Sites
- Interstitials/Intermercials
- Video Sponsorships/Advertisements
- Music Download Sponsorships/Advertisements

**Contact** | Aaron Woloff, Ad Director, Digital Sales  
212.743.6614 awoloff@amilink.com



# Shape.com | Advertising Specifications

Unit	Dimensions	Max File Size
Leaderboard	728x90	38K
Skyscraper	160x600	38K
Large Rectangle	300x250	38K
Floating DHTML	400x400	38K
Pop Ups	Various	38K
Pop Unders	Various	38K
Sponsored By Logo	120x90	38K
Interstitial	Full Screen	60K

## General Guidelines

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- All creative is due 5 business days prior to launch date
- Shape.com accepts Standard Banner, Flash®, iFrame, iLayer, HTML/DHTML, java, 3rd Party Redirect, Popup/Popunder and Text Link ad formats
- Third party ad tags are accepted. Please send internal redirects/redirects and iframe/javascript
- No looping restrictions
- All ads should be coded so that click-throughs launch a new browser window using target = "\_blank"
- Subject to IAB Terms & Conditions: [www.iab.net/standards/termsandcond2.pdf](http://www.iab.net/standards/termsandcond2.pdf)

## Flash Guidelines

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- A default GIF/JPEG is required
- All ads should be coded so that click-throughs launch a new browser window using target = "\_blank"
- Flash ads need to have a clicktag encoded rather than a hard-coded click-thru command. The following code needs to be manually to the .swf file:  

```
On (release) {  
  getURL(clickTAG,"_blank");  
}
```
- For more information, consult Macromedia Flash:  
[http://www.macromedia.com/resources/richmedia/tracking/adserving\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/adserving_guide/)

## Email Guidelines

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- All email ads require a default text ad (200 character limit)
- Email ads must be GIF or JPEG; no Flash accepted

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**Contact** | Aaron Woloff, Ad Director, Digital Sales  
212.743.6614 [awoloff@amilink.com](mailto:awoloff@amilink.com)

The logo for Shape.com, featuring the word "SHAPE" in a bold, blue, sans-serif font.