

SHAPE IS INSPIRING & MOTIVATING FOR WOMEN

In each issue...

- Shape Your Life**
 Navigate your relationships, career and personal goals successfully.
- Look Great**
 Bodycare, skincare and haircare tips for the active woman.
- Live Healthy**
 Health issues and their preventive solutions.
- Get Fit**
 The latest expert-approved workouts for all fitness levels.
- Eat Right**
 Tasty tips to achieve and maintain a balanced diet.

SHAPE

SHAPE YOUR LIFE



GET FIT

LIVE HEALTHY

THE SHAPE ADVANTAGE

Shape is one of 14 internationally licensed editions that originated in the US. In Singapore, *Shape* is read by well-travelled PMEBS with disposable incomes. These opinion-influencers are career-oriented and outgoing. They are as conscious of their image as they are of environmental issues.

Shape believes in empowering women to make the change they need to lead better, balanced lives. It is the only all-rounded magazine in Singapore for women that is focused on wellness, fitness, beauty, health and nutrition.

Online, www.shape.com.sg is bookmarked by readers for its eye-catching excerpts of the magazine, useful interactive functions such as *Shape Tools*, *Shape Run* registration, workout videos, and more. The website also offers a unique avenue for advertisers to tap onto *Shape's* online community via website advertising and web-exclusive promotions.

EVENTS & ACTIVITIES

SHAPE RUN

Shape Run began in 2006 as the first women-only competitive run in Singapore. Since then, it has been fully registered every year; in 2008, it attracted 8,000 runners in just 9 days! The accompanying *Shape Run* handbook and three-day carnival are equally high profile and make excellent marketing tools for advertisers.



SHAPE READERS' TREATS

Different promotion partners work with *Shape* each month to bring readers attractive giveaways, health and beauty workshops, and fitness workouts such as shooting classes, golf clinics etc.



LOOK GREAT



EAT RIGHT





THE SHAPE READER

Our reader is aged 20-39, well-educated, and has an above-average disposable income. She is health-conscious, smart, affluent and wants to live her active life with style. She relies on *Shape* for guidance on how to live her high-energy life, and how to take care of her physical and mental well-being.

Nielsen Consumer Insight 2008 identified *Shape* readers as women who:

- Define being healthy as exercising regularly, eating right and being happy.
- Spend more than \$101 each month on skincare, bodycare and haircare products (41%).
- Are interested in topics that relate to weight management, and body, skin and haircare.
- Are receptive towards advertisements in *Shape* (87%), according to the recent readership survey conducted in September 2008.

ADVERTISING RATES

FULL COLOUR SINGAPORE

ROB Full Page	3,500
Outside Back Cover (OBC)	5,200
Inside Front Cover (IFC)	4,900
Inside Back Cover (IBC)	4,500
DPS	6,000
2/3 Page Vertical	2,800
1/3 Page Vertical	2,100
1/2 Page Vertical	2,600
1/2 Page Horizontal	2,450

PREMIUM POSITIONING

Front half	15%
Facing editorial	15%
Right-hand page	15%

FREQUENCY DISCOUNT

(Within 12 months, subject to a signed master contract)

3 Insertions	5%
6 Insertions	10%
12 Insertions	15%
24 Insertions	20%

	MALAYSIA (Rm)	INDONESIA (Rp) in '000,000s
ROB Full Page	5,500	17,000,000
Outside Back Cover (OBC)	9,600	18,500,000
Inside Back Cover (IBC)	7,000	17,500,000
Double Page Spread (DPS)	min 10,000	34,000,000
1/3 Page Vertical	nil	6,000,000
1/2 Page Vertical	nil	10,000,000

For other configurations and positions, please call our ad sales hotline.

Technical specifications (Singapore)

SIZE	TRIMMED SIZE (in mm)	BLEED SIZE (in mm)	TEXT SIZE (in mm)
Full Page	275 x 205	281 x 211	255 x 185
DPS	275 x 410	281 x 416	255 x 390
2/3 Page Vertical	275 x 130	281 x 136	255 x 120
1/3 Page Vertical	275 x 68	281 x 74	255 x 58
1/2 Page Vertical	275 x 100	281 x 106	255 x 90
1/2 Page Horizontal	135 x 205	141 x 211	125 x 185

Copy and illustration must be kept at least 5mm from spine and trim lines. For DPS ad, a gutter allowance of 5mm per page is recommended.

MANDATORY MATERIAL REQUIREMENTS

FORMAT

Print-optimised with font embedded PDF files. File should be compliant with the ISO PDF/X-1a:2001 standard as defined by ISO 15930-1. Material is preferred to be delivered via Quickcut, or otherwise in soft copy on a CD-Rom.

RESOLUTION & COLOUR

All images must be converted to CMYK, uncompressed, with minimum 300dpi.

PROOFS

A copy of colour digital proof with SPHM colour control bar to be supplied for colour guidance on press, complete with standard trim and bleed marks.

- For the latest specs, please call Ad Traffic if you require more information on the preparation of PDF files.
- All advertisement materials must adhere to the SPH Magazines Colour Standard which can be downloaded from our corporate website at <http://www.sphmagazines.com.sg/advertise-here>

SPHmagazines

SPH Magazines, the region's publisher of choice stands for journalistic integrity, influential reporting and superior design.

FAST FACTS

Circulation	35,000
Readership	54,000
(Source: Nielsen Media Index 2008)	
Frequency	Monthly

READERSHIP PROFILE	('000)	(%)
Read Past Month	54	100

AGE		
15-19	3	5.45
20-29	14	25.46
30-39	21	38.18
40-49	12	21.82
Above 50	5	9.09
Median age 33		

EDUCATION		
University	25	47.17
Polytechnic	7	13.21
GCE 'A' Level	6	11.32
GCE 'O' or 'N' Level	14	26.41
Secondary & below	1	1.89

CURRENT OCCUPATION		
PMEB	25	44.64
White Collar	11	19.64
Blue Collar	1	1.79
National Serviceman	1	1.79
Full-time Housewife	13	23.21
Students	5	8.93

PERSONAL MONTHLY INCOME		
Above \$3,001	15	51.72
\$2,001-\$3,000	9	31.04
\$1,001-\$2,000	2	6.90
Up to \$1,000	3	10.34
Median \$3,089		

HOUSEHOLD INCOME		
Above \$6,001	36	66.67
\$4,001-\$6,000	10	18.52
\$2,001-\$4,000	7	12.96
Up to \$2,000	1	1.85
Median \$7,070		

DWELLING TYPE		
Bungalow/Compound/Semi-D	6	10.91
Condo/Pte Apt	27	49.09
Executive/HUDC	5	9.09
HDB 5+ Rooms	7	12.73
HDB 4 Rooms	6	10.91
HDB 3 Rooms	4	7.27

National median personal monthly income: \$2,181
National median household income: \$4,146
(Source: Nielsen Media Index 2008)

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RATECARD 2009

www.shape.com.sg

SHAPE

SINGAPORE'S ONLY MIND & BODY GUIDE FOR WOMEN

Beyond fitness, *Shape* enriches women's lives with the latest practical information on wellness, beauty, health and nutrition. *Shape* is also published in association with SPH Magazines Pte Ltd in Malaysia, Indonesia and China.



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AN SPH MAGAZINES PUBLICATION