

SHAPE

RATECARD 2019

SINGAPORE'S ONLY MIND & BODY GUIDE FOR WOMEN

For women wanting to look and perform at their best, *Shape* is a positive resource packed with the latest news and practical tips on health, fitness, nutrition and beauty. *Shape* is also published in association with SPH Magazines Pte Ltd in Malaysia.



QUALITY CONTENT FOR HIGHLY ENGAGED READERS

Shape is an influential authority on the topics of fitness, health, nutrition, wellness and beauty. Our comprehensive online content attracts over 1 million page views every month from nearly 200,000 unique visitors looking to live fitter, healthier and all-round better lives.

WHO ARE SHAPE READERS?

Health, fitness and overall wellness are everyday pursuits for Shape readers who lead aspirational lifestyles. They are independent thinkers and believe in spending on products and experiences to improve their quality of life.

- Over 60 per cent are aged between 18 and 34
- Half are PMEBS or have white-collar jobs, with a high median income of \$4,888
- 65 per cent received tertiary education
- 47 per cent live in private property

WHY PEOPLE (AND BRANDS) LOVE SHAPE

- As Singapore's no. 1 mind and body guide for women, we work closely with an advisory panel of medical professionals and experts to provide accurate, trustworthy and research-backed information.
- Our interactive digital edition offers specials like pop-up workout videos, exclusive recipes and more in-depth product reviews.
- Shape's signature events are well attended and offer opportunities for participants to enjoy complementary services and products.
- Shape.com.sg and all supporting digital platforms are closely followed by a highly engaged audience.

AUDIENCES

PRINT
18,000

DIGITAL
7,000

WEBSITE UNIQUE VISITORS
200,000

FACEBOOK
27.6K

INSTAGRAM
13.5K

EDM
20,000

SOURCES **NIELSON MEDIA INDEX 2018,**
ONLINE ANALYTICS,
AND PUBLISHER'S ESTIMATES.

TOTAL REACH
245,000
(EXCLUDES SOCIAL MEDIA)

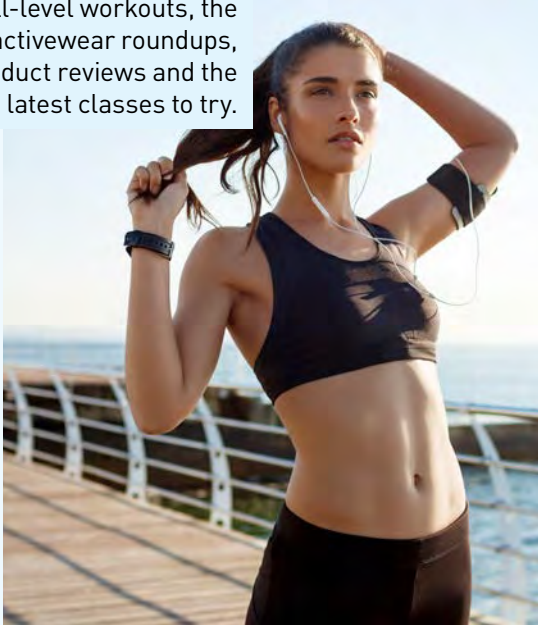


WE ARE SINGAPORE'S LEADING MIND AND BODY WEBSITE FOR WOMEN

Discerning and active women who are proactive about improving all aspects of their life look to our website Shape.com.sg for comprehensive updates in these areas.

FITNESS

All-level workouts, the latest activewear roundups, product reviews and the latest classes to try.



HEALTH

Pressing health issues explained, the latest research findings and tips for mindful living.



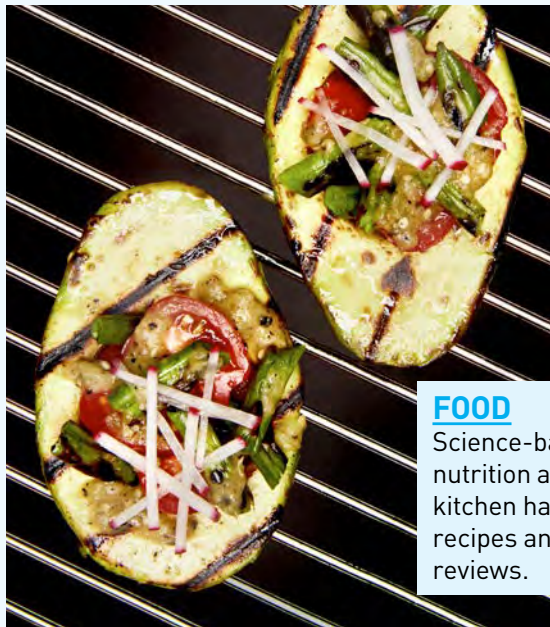
WEIGHT LOSS

Dieting tips from experts, smart snack options and success stories.



FOOD

Science-backed nutrition advice, kitchen hacks, easy recipes and food reviews.



LIFESTYLE

Fuss-free beauty and fashion recommendations for active women, wellness solutions and events to catch.

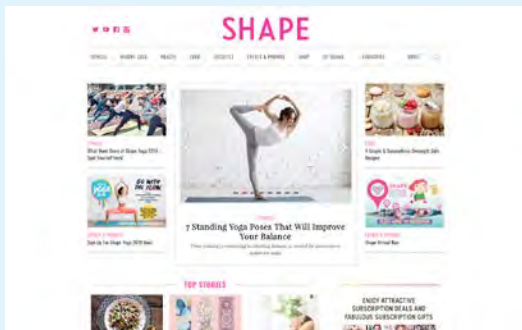


INSPIRING STORIES IN PRINT

Our monthly publication covers these topics in captivating style, and our cover model epitomises Shape's long-standing philosophy that confidence comes with a healthy, active and balanced life.



EXPLORE OUR PLATFORMS



WEBSITE

Connect with readers through timely and share-worthy articles that are cross-posted on our social media pages.



SOCIAL MEDIA

Events and launches are promoted with catchy posts and visually appealing updates.



PRINT

The magazine supports your campaign with creative buys, advertorials and incidental editorial coverage.



DIGITAL

Our digital edition provides an additional level of interaction by letting users click for exclusive content.



EVENTS

Our signature fitness events put you directly in touch with readers. You can also work with us to customise an experience for your brand.



www.shape.com.sg



Shape Singapore



shapesingapore

CONNECT THROUGH EVENTS

Our signature events are highly anticipated every year. They offer your brands maximum visibility and unrivalled credibility.

SHAPE RUN

Amateur and seasoned runners alike look forward to this annual event, which started in 2006 as Singapore's first women's competitive run. Our sponsors and partners enjoy brand presence via a high-profile weekend carnival and a participant handbook.



SHAPE YOGA

Launched in 2011, Singapore's first women-only mass yoga event takes place at a scenic outdoor location every year. Sponsors can expect to interact closely with participants via display booths, on-site sales and product sampling.



SPIN FOR A GOOD CAUSE AT PARAGON



PHILIPS WORLD YOGA DAY



CUSTOMISED EVENTS

Create a hands-on personalised experience with Shape and build strong connections with our highly engaged community.



DKNY FIT SATURDAY

RATES & SPECIFICATIONS

PRINT

FREQUENCY MONTHLY

ROB FPFC Advertisement	S\$3,500
ROB DPS Advertisement	S\$6,000
ROB FPFC Advertorial	S\$4,500
ROB DPS Advertorial	S\$8,000

Before contents

Inside Front Cover (IFC)	S\$4,900
Outside Back Cover (OBC)	S\$5,200
Inside Back Cover (IBC)	S\$4,500

Frequency discount (within 12 months)

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

Specified position

Additional loading of 15% is subject to availability.
Rates are subject to the prevailing Goods & Services Tax.

Technical specifications

FULL PAGE

Trimmed Size	275 x 205mm
Bleed Size	281 x 211mm
Text Size	255 x 185mm

DOUBLE PAGE SPREAD

Trimmed Size	275 x 410mm
Bleed Size	281 x 416mm
Text Size	255 x 390mm

WEBSITE

Ad Units	Section	SOV	Rates per 4 weeks
Leaderboard	Home page	100%	S\$2,000
	Others	25%	S\$1,000
Medium Rec	Home page	100%	S\$1,000/\$800
	Others	25%	S\$750
Half Page	Home page	100%	S\$800
	Others	25%	S\$750
Page Takeover	Home page	100%	S\$3,500 per 2 weeks
	Others	25%	S\$3,000 per 2 weeks
	Dedicated Edm (20K)	100%	S\$3,800 per blast
Advertorial		100%	S\$3,500
Shape Presents (Customised page)		100%	S\$4,500

For materials specifications, please visit <http://advertising.shape.com.sg/tools-specs/>.
Additional loading of 20% for rich media is subject to availability.

- All rates quoted are before deduction of 15% agency commission.
- All rates quoted are subjected to prevailing Goods & Services Tax.
- Client must provide all necessary materials in required specifications.



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