



## 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.

From a survey conducted in Shape magazine in April 2006, we found out that:

- They define being healthy as exercising regularly, eating right and being happy.
- While 57% consider themselves "quite healthy", and 23% consider themselves "healthy", 8 in 10 consciously seek out healthy, low-fat foods when eating out or grocery shopping.
- Jogging and walking are their favourite forms of exercise, followed by going to the gym, swimming and water sports, yoga and cycling.
- They are most interested in fitness or exercise and health news, followed by information on nutrition, beauty and healthy restaurant reviews.

## 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%

### Circulation

#### FULL COLOUR

ROB Full Page	5,500	30,000
Outside Back Cover (OBC)	9,600	17,000,000
Inside Back Cover (IBC)	7,000	18,500,000
Double Page Spread (DPS)	min 10,000	17,500,000
1/2 Page Vertical	nil	34,000,000
1/2 Page Vertical	nil	6,000,000
1/2 Page Vertical	nil	10,000,000

### MALAYSIA

25,000

### INDONESIA

30,000

	(Rm)	(Rp) in '000,000s
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For other configurations and positions, please call our ad sales hotline.

Technical specifications (Singapore) – with effect from September 2008 issue

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

Copy and illustration must be kept at least 10mm from spine and trim lines.

## MANDATORY MATERIAL REQUIREMENTS

### FORMAT

Print-optimised with font embedded PDF files. File should be compliant to 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 at 6319-6340 if you require more information on the preparation of PDF files.

• With effect from March 2008 issue, 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, publisher of Singapore's most-read magazines, stands for journalistic integrity, influential reporting and superior design.

## FAST FACTS

<b>Circulation</b> (Audited by Audit Bureau of Circulations Singapore 2006)	<b>28,657</b>
<b>Readership</b> (Source: Nielsen Media Index 2007)	<b>58,000</b>
<b>Frequency</b>	<b>Monthly</b>

### READERSHIP PROFILE

	('000)	(%)
Read Past Month	58	100

### AGE

15-19	8	13.79
20-29	22	37.93
30-39	16	27.59
40-49	10	17.24
Above 50	2	3.45
Median age 29		

### EDUCATION

Secondary & below	9	15.52
GCE 'O' or 'N' Level	10	17.24
GCE 'A' Level	5	8.62
Polytechnic	12	20.69
University	23	39.66

### CURRENT OCCUPATION

PMEB	26	44.83
White Collar	13	22.41
Blue Collar	1	1.72
F/T Housewife	4	6.9
Students	14	24.14

### PERSONAL MONTHLY INCOME

Up to \$1,000	2	5
\$1,001-\$2,000	5	14
\$2,001-\$3,000	12	32
Above \$3,001	18	49
Median \$2,939		
(National median: \$2,033)		

### HOUSEHOLD INCOME

Up to \$2,000	3	5.17
\$2,001-\$4,000	4	6.9
\$4,001-\$6,000	14	24.14
Above \$6,001	38	65.52
Median \$7,223		
(National median: \$4,099)		

### DWELLING TYPE

Bungalow/Compound/Semi-D	7	12.07
Condo/Pte Apt	22	37.93
Executive/HUDC	4	6.9
HDB 5+ Rooms	15	25.86
HDB HDB 4 Rooms	7	12.07
HDB 3 Rooms	3	5.17
1-2 Rooms	0	0.0

Source: Nielsen Singapore Media Index 2007

**AD SALES HOTLINE** 6319-6281  
**AD TRAFFIC** 6319-6340  
**EMAIL** [shape@sph.com.sg](mailto:shape@sph.com.sg)

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# SINGAPORE'S ONLY MIND & BODY GUIDE FOR WOMEN

Shape enriches women's lives with authoritative and practical information on wellness, beauty, health and nutrition. Shape Singapore is published by SPH Magazines Pte Ltd. Other regional editions are available in Malaysia, Indonesia and China.



AN SPH MAGAZINES PUBLICATION