

# SHAPE



MEDIA INFORMATION  
**2010/2011**

# SHAPE

Global brand launches in the Middle East!

## THE BRAND

Award-winning SHAPE magazine is the world's largest active lifestyle title for women. With 14 international editions distributed in over 30 countries, SHAPE reaches over 8 million readers worldwide, and now ITP Publishing is bringing it to the Middle East.

SHAPE's mission is to help health-conscious women create better lives through its inspirational, authoritative and distinctive editorial.



Middle East

Get Into Shape...

## SHAPE MIDDLE EAST

At a time when Dubai and Abu Dhabi top the GCC for best lifestyle\*, SHAPE arrives on the scene, giving women living in the region even more ways to improve their life overall.

With an aim to deliver trusted, authoritative wellness information, sophisticated beauty and fashion editorial and inspirational steps for positive change in every issue, SHAPE launch is timed to perfection for UAE and GCC residents.

SHAPE's empowering fundamental message is: "You have the power and strength to achieve what you want through positive change." With a commitment to deliver accurate, trustworthy information based on research, SHAPE's uplifting editorial voice will reach out to a wider audience in this region.

\* Mercers Quality of Living Worldwide City Rankings May 2010



## SHAPE READER

The SHAPE reader is female, aged between 20-45 (mean age 35). Whether she is a stay-at-home mother or a career woman, she shares the same outlook with her fellow readers. She is educated and intelligent and wants to look after herself - both physically and mentally. She wants to know the latest way to get in shape, and stay in shape. She wants to know about the newest wrinkle-busting product available in the market, where the new boot camp is being held and how she can achieve a healthy glow and the body she always wanted to have.

She will wear clothes that make her legs appear longer and fashion trends that make her look years younger - she is receptive to new ideas and is willing to try anything at least once.

# SHAPE

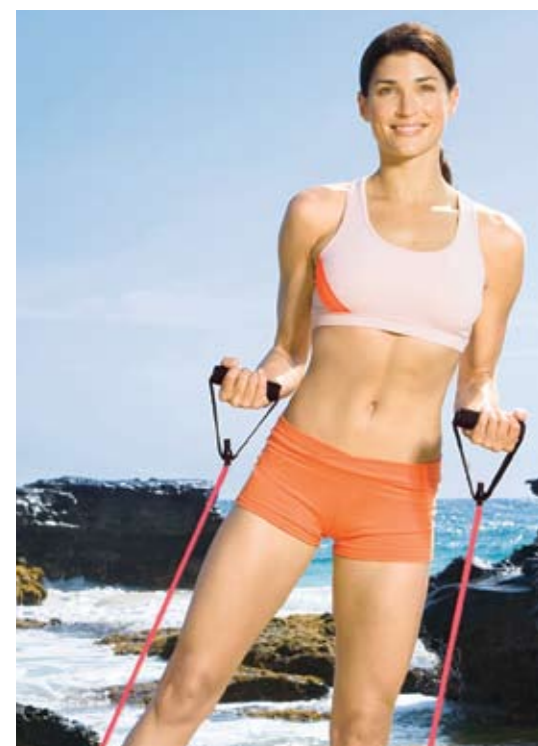
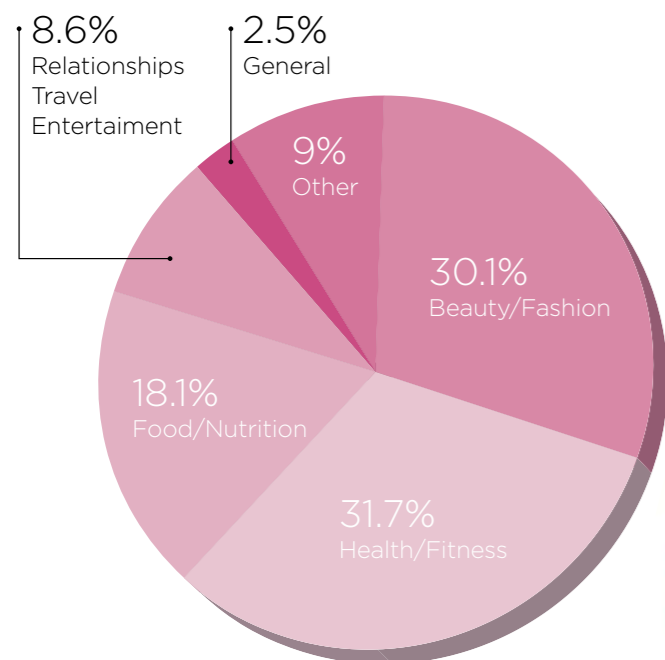
Editorial

Magazine Sections

Young. Smart. Receptive. Confident.

Inspiring. Authoritative. Distinctive.

## BALANCED CONTENT



## ADDRESSING THE ISSUES

According to 2010 research, the UAE wellness product and services market is expected to reach Dhs11 billion by 2015.

Obesity in the UAE is rated as being amongst the highest in the world (with respect to population). The contributing factors cited by Department of Health and Medical Sciences (DOHMS) in Dubai are 'bad eating habits', sedentary lifestyle and lack of awareness.

The evolution of this sedentary lifestyle in GCC countries has resulted in reduced levels of physical activity, increased smoking rates, and other unhealthy lifestyle changes.

➤ **Over 60% of UAE nationals are overweight**  
Hoffman La Roche, Dubai 2009.

➤ **At least 40% of the GCC population fails to achieve the minimum daily recommendation of 30 minutes of moderate-intensity physical activity.**  
Booz and Company Inc 2009



## HEALTH & FITNESS

SHAPE brings with it a host of international celebrity trainers who are at the forefront of the fitness industry worldwide. They will give SHAPE Middle East readers tips on the latest, most effective and fun ways to ditch the kilos. While SHAPE's resident, UAE-based expert trainers will inform people of what's available locally and how to achieve the results.



## FASHION IDEAS

Stylish, trendy and up-to-date, SHAPE's fashion finds are for all those who want look their best at all times - even in the gym! Once you've got the hot body, you'll want to show it off, which is why each month SHAPE brings its readers on-trend fashion shoots that will have them rushing to the stores. And if you haven't had the time to get into shape just yet, it helps you ditch the pounds with ease, thanks to a few insider fashion tricks.



## FOOD CHOICES

SHAPE readers know that if they want to look good and feel great, they need to watch what they eat, too. However, eating healthily while working hard and playing hard can be tricky, which is why SHAPE offers its readers a host of healthy eating solutions. From low-calorie recipes to quick 100 calorie snacks, SHAPE helps its readers stay on the straight and narrow.



## YOUR WELL-BEING FIRST

SHAPE doesn't just encourage you to work out, it encourages women to take care of their health, too. With breast cancer awareness programmes, yoga weekends, fitness days... SHAPE encourages women to live a healthy lifestyle, bond and have fun.

## BEST OF BEAUTY

SHAPE brings you the latest news in miracle products and the spa therapies you need to try. The latest make-up colours to try on, to fabulous skin-redefining creams for an instant glow, SHAPE readers will be the first to know, before the products even hit the shelves. SHAPE readers care for their bodies and its nourishment and therefore beauty information in the magazine is more than skin deep. SHAPE's authoritative editorial voice means that only the best products make it on the beauty pages, thereby establishing readers' trust.



# SHAPE

Middle East

Advertising

Strategic. Powerful. Unique.

Get Into Shape...

## CIRCULATION

The magazine will be in an English-language format with a circulation of 12,500 across the GCC.

8,000 copies will be circulated at retail, utilising ITP's strength of retail presence in the market.

SHAPE will gain a presence at the till point in the leading supermarkets throughout the GCC, lending exposure and visibility to this new title.

SHAPE will also have a dedicated circulation strategy for the remaining 4,500 copies, encompassing outlets that fit with all aspects of the magazine's editorial.

Specific focus will be on gyms and health clinics, spas and beauty outlets, women's sporting events and residential locations with an in-house gym facility.

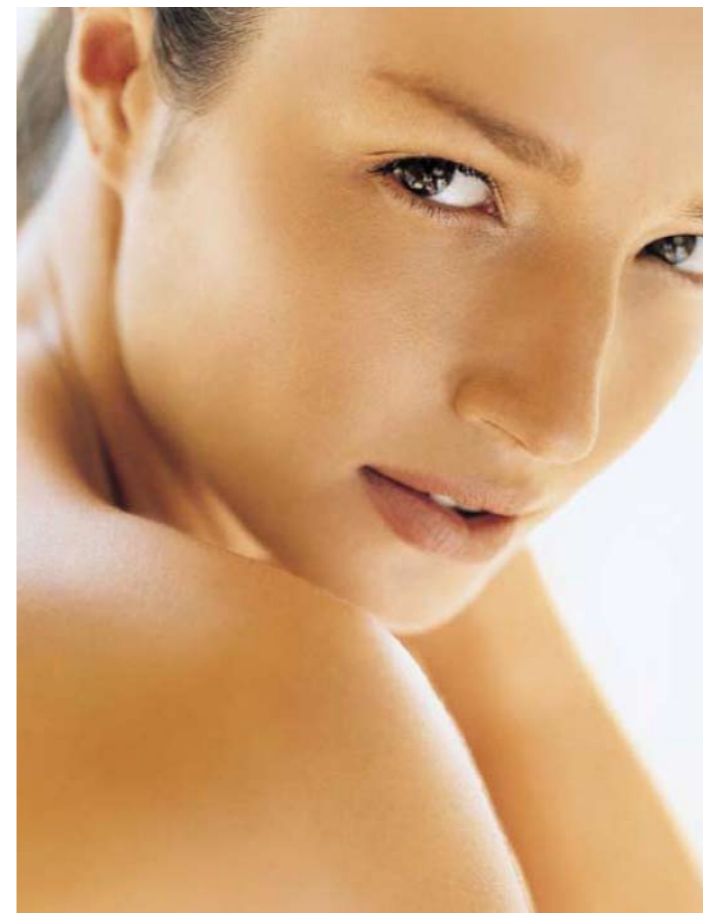
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## AN ACTIVE BRAND

SHAPE Middle East has created partnerships with leading women's health-focused events throughout the region, demonstrating its commitment to the local community.

- ▶ Ladies Fun Run (organised by the UAE Athletics Federation): As a foundation partner of the 5km Ladies Fun Run, SHAPE will reach out to an audience already active in sport or general fitness.
- ▶ Breast Cancer Association: SHAPE will be playing a major role in supporting the Breast Cancer Awareness programmes by tying up with strategic partners supporting the same cause.



## WHY ADVERTISE IN SHAPE?

Internationally, SHAPE is one of the most successful women's titles, targeting young, affluent and educated readers, utilising trusted sources for quality editorial that has substance and style.

SHAPE Middle East gives brands the opportunity to reach these active, life-embracing women who aspire to lead a balanced and healthy lifestyle. They seek out the latest in health and beauty products and make informed purchasing decisions that will enhance their life and well-being. Be it a new anti-aging cream, a revolutionary hair product or even the next big thing in work-out gear, SHAPE Middle East readers will know about it first.

## ADVERTISING RATES

POSITIONS	AED
IFC gatefold spread	122,500
Reverse gatefold DPS	98,000
IFCS - DPS	78,500
First DPS	63,700
Second DPS	58,750
Third DPS	53,900
Fourth DPS	49,000
Fifth DPS	44,000
Opposite contents	24,500
Opposite editor's letter	24,500
IBC	29,400
OBC	58,750
Single page ROP	14,700
DPS	29,400

## ADVERTISING SIZES

Half Page	Trim: 103mm x 275mm
	Type: 93mm x 265mm
	Bleed: 113mm x 285mm
Full Page	Trim: 205mm x 275mm
	Type: 195mm x 265mm
	Bleed: 215mm x 285mm
DPS	Trim: 410mm x 275mm
	Type: 400mm x 265mm
	Bleed: 420mm x 285mm

# Get Into SHAPE



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