

# SHAPE Magazine Debuts Redesign With May 2018 Issue

## Introduces Updated Content Sections and Elevated Design With a Focus on Holistic, Healthy Lifestyles

NEW YORK, April 10, 2018 /PRNewswire/ --SHAPE magazine, Meredith Corporation's (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) leading millennial women's active lifestyle brand with an audience of more than 14 million, today unveiled its inaugural redesign issue.

Incorporating both new editorial content and an elevated look and feel, the new SHAPE provides the service that today's woman desires: beauty and style advice that adapts to her busy life; ways to discover the joys of healthy and delicious eating; relatable tips for health and relationships; and innovative ways to keep her body strong and fit. The May 2018 issue, featuring actress Kate Mara on the cover, hits newsstands April 17.

SHAPE Editor in Chief Elizabeth Goodman Artis led the reimagining of this iconic brand. "Today women want what we call the well-lived life, a more holistic approach to health and happiness," Goodman Artis said. "They know that nurturing one part of life feeds and refreshes another. We want SHAPE to reflect this philosophy."

New sections that reflect today's women's priorities include:

- **BE Waterproof** – The updated beauty section is empowering and personal, with products and ideas that work hard to make active, busy women look and feel their best.
- **BE the Style** – This expanded fashion section inspires women to define and embrace their own unique personal style.
- **BE Food Curious** – The new food section is about experimenting and having fun, cooking with family and friends, and getting excited about eating food that's as good tasting as it is good for you.
- **BE Health Wise** – SHAPE's health section focuses on culturally relevant physical and mental health topics.
- **BE Strong & Fit** – This revitalized fitness section offers a deep-dive exploration into the fascinating science and stories behind everyday exercise. The section also includes SHAPE's signature *Body Shop* feature.

The redesigned SHAPE leads off with the Next Level Living section, a vibrant, engaging, highly visual blend of the coolest, most conversation-worthy products, ideas, and people. It concludes with Impact, a back-page conversation with an influencer or a celebrity on what impacts her life and how she impacts the world around her. The SHAPE cover, as always, will feature an inspiring celebrity while continuing its evolution to further emphasize her entire lifestyle and personality.

"From the elevated design aesthetic to the broadened and updated content mix, this redesign is modern and fresh," said Ann Gobel, the publisher of SHAPE. "Our audience is leading the evolution of what living a healthy, balanced life looks like today. This redesign reflects just that."

Major advertisers in the May 2018 issue include Johnson & Johnson, L'Oréal, Unilever, and Procter & Gamble.

For additional information, please visit [www.shape.com](http://www.shape.com).

### **ABOUT SHAPE**

Launched in 1981, *SHAPE* women want to be on their game, and *SHAPE* fuels her to take on every day. *SHAPE* energizes her with smart and creative ways to get real results, from nailing a kick-ass routine to getting a bold look in minutes. With *SHAPE*, she will crush her goals and hit refresh for the next adventure. *SHAPE* magazine is published 10 times a year with a rate base of 2.5 million and an

audience of 14 million, reaching women across all platforms, including the 17 million unique users on **Shape.com** and **FitnessMagazine.com**, and through award-winning consumer events and innovative brand extensions, SHAPE delivers over 30 million active engaged women. Visit us online at: <http://www.shape.com/> | Facebook: <https://www.facebook.com/SHAPEmagazine> | Twitter: [@Shape\\_Magazine](#) | Instagram: @shape | Snapchat: @Shape\_Magazine

## **ABOUT MEREDITH CORPORATION**

Meredith Corporation (**NYSE: MDP**; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms—including broadcast television, print, digital, mobile, and video—to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches more than 110 million unduplicated women every month, including nearly 75 percent of U.S. millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas, such as food, home, parenting, and health, through well-known brands such as Better Homes & Gardens, Allrecipes, Parents, and SHAPE. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith National Media Group also includes The Foundry, the company's state-of-the-art creative lab and content studio.

Meredith's Local Media Group includes 17 television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25—including Atlanta, Phoenix, St. Louis, and Portland—and 13 in Top 50 markets. Meredith's stations produce 700 hours of local news and entertainment content each week and operate leading local digital destinations.

SOURCE Meredith Corporation

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Additional assets available online:  [Photos \(1\)](#)

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