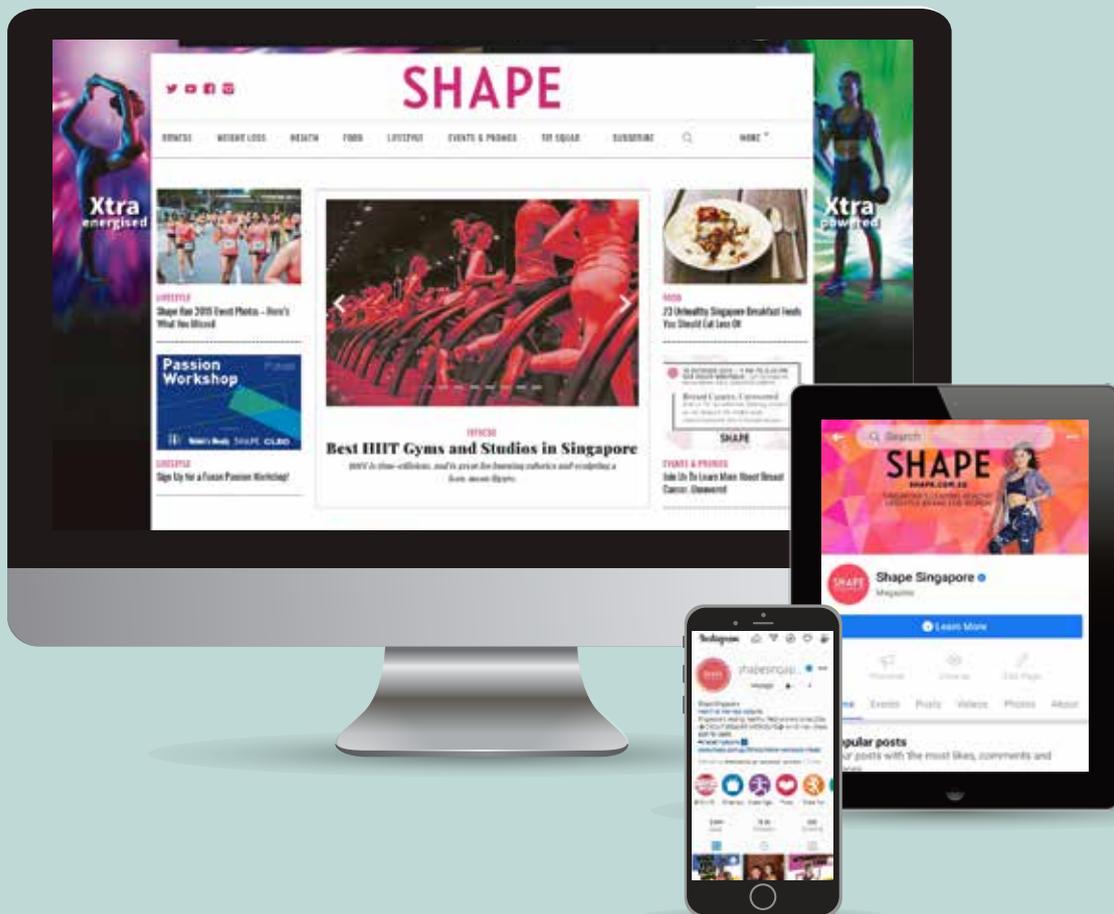


SHAPE SINGAPORE'S LEADING HEALTHY LIFESTYLE MEDIA BRAND FOR WOMEN



MONTHLY PAGEVIEWS
1,200,000

WEBSITE VISITORS
270,000

FACEBOOK
28,800

INSTAGRAM
16,000

EDM
20,000

Source from Google Analytics

SHAPE reaches out to anyone who wants to look and perform their best with quality digital content and engaging events that focus on health, fitness and wellness.

MAIN CONTENT SECTIONS (SHAPE.COM.SG)



FITNESS

Exercise tips, workout plans, fitness classes, gym opening and product features



HEALTH

Women's health, mental health, disease prevention and sleep



FOOD

Nutrition advice, meal prep ideas, cooking hacks, recipes and food reviews



WEIGHT LOSS

Diets, healthy eating, calories and metabolism and success stories



LIFESTYLE

Beauty, fashion, travel, career and relationships



- FITNESS
- HEALTH
- WEIGHT LOSS
- FOOD
- LIFESTYLE

TYPES OF ADS that are available on desktop and mobile web.



IMAGE

Ad creatives in simple GIF or JPEG formats (usually static)



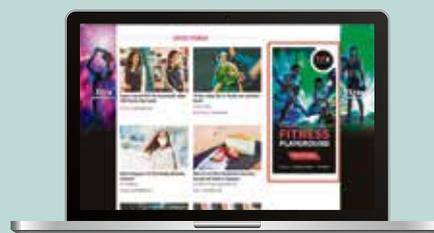
VIDEO

Be a part of our editorial series or create one with our editorial team. We work closely with brands to create content that resonates with our readers i.e. product reviews/recommendations, fitness/shopping challenges and more.



SKINNING

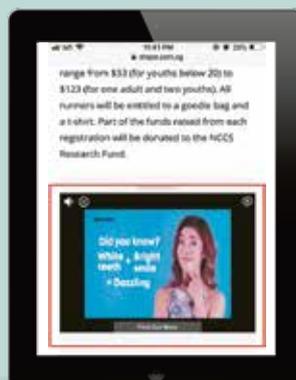
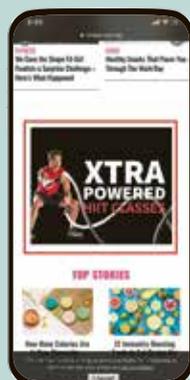
Contains interactivity elements that impress your audience and capture their limited attention span



HALF PAGE

Gives you access to a direct channel to your most potential consumers

SOCIAL AMPLIFICATION
Facebook and Instagram amplifications



DIGITAL INTERSTITIAL
Interactive ad unit that leads you directly to a dynamic landing page

AD FORMATS

are available in a wide range to enhance your digital content



320x50 Mobile Leaderboard



728x90 Leaderboard



970x250 Billboard



320x100 320x430
Mobile catfish taps to expand
to mobile full trans ad



300x600 Halfpage



Skinning



770x1400 Mobile Scroller



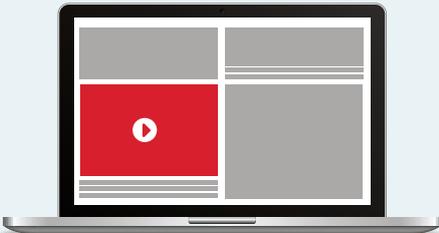
300x250 IMU



728x90, 300x250
Sync Ad (LB + IMU)



1700x650 Transitional Ad



Outstream video



Instream video

ENGAGE THROUGH CAMPAIGNS

Shape's campaigns seek to grow and harness its database of active, health-conscious and go-getting women.



SHAPE FIT GIRL

Founded in 2017, Shape Fit Girl is an annual search for the most inspiring, fresh-faced fitness personality, who embodies the values of Shape.



CUSTOMISED CAMPAIGNS

Advertisers can tap on Shape's strong network of health and fitness enthusiasts as well as knowledge specialists and key opinion leaders in their respective fields, to achieve their business goals.

CONNECT THROUGH EVENTS

Highly anticipated every year, Shape's signature events offer brands maximum visibility and unrivalled credibility.



SHAPE RUN

The annual event started in 2006 as Singapore's first all-women's run for both professional and amateur runners. Shape's sponsors and partners enjoy brand presence via a high profile weekend carnival, a participant e-book and coveted booths on race day. Since the inaugural Shape Run, Shape has amassed more than 110,000 event participants.



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.



SHAPE GLOW

This dance workout party was introduced in 2014 to celebrate readers' love for fun cardio in a club setting. Sponsors enjoy high visibility through interactive booths, on-site sales and goodie bags.

CUSTOMISED EVENTS

Advertisers can create a personalised experience with Shape and build strong connections with Shape's highly engaged community.



DISPLAY ADS RATES

SECTION TAKEOVER	AD UNITS (Desktop)	AD UNITS (MOBILE)	SOV/IMP	RATES/ 2 WEEKS	PROJECTED IMPRESSIONS/ 2 WEEKS
Homepage Takeover	<ul style="list-style-type: none"> - Standard Skinning - Leaderboard / Super Leaderboard (Top) - Half Page (Top) - IMU 	<ul style="list-style-type: none"> - Mobile Leaderboard (Top) - IMU 	100%	\$3,500	6,000
Fitness Takeover				\$3,000	50,000
Weight Loss Takeover				\$2,000	10,000
Health Takeover				\$2,000	20,000
Food Takeover				\$3,500	60,000
Lifestyle Takeover				\$3,500	60,000

CONTENT SOLUTIONS

CONTENT SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATES	KPI (PVs)
Replicated Advertorial* <i>Optimised replicated content from print or other platforms</i>	<ul style="list-style-type: none"> - Native Inline - Sponsored Highlight - eNewsletter Highlight - Editor's Picks - 1 Facebook Article Post <p><i>Note: Traffic drivers creation and optimisation is at SPH's discretion.</i></p>	4	\$2,500	2,000 PVs
Original Content			\$3,500	
Replicated Showcase/Presents* <i>Optimised replicated content from print into a single page microsite hosted within Showcase section.</i>			\$4,500	2,500 PVs
Replicated Showcase/Presents* <i>Optimised replicated content from print into a single page microsite hosted within Showcase section.</i>			\$5,500	

VIDEO SOLUTIONS

VIDEO SOLUTIONS	TRAFFIC DRIVERS	DURATION (WEEKS)	RATES	KPI (PVs)
Templated Video Content <i>Video to be hosted on an online article</i>	<ul style="list-style-type: none"> - Native Inline - Sponsored Highlight - eNewsletter Highlight - Editor's Picks - 1 Facebook Article Post - 1 Facebook Video Post - Featured Video <p><i>Note: Traffic drivers creation and optimisation is at SPH's discretion.</i></p>	4	\$12,000	2,500 PVs
Customised Video Content <i>Video to be hosted on an online article</i>				20,000 PVs
				\$12,000

Tap on the expertise of our sales team who specialises in customising solutions for your specific needs.

Email: displayads@sph.com.sg