



shape.com.my



SHAPEMalaysia

SHAPE

ABOUT SHAPE.COM.MY



SHAPE is the **largest, most successful active lifestyle** title for women in the world and is the first such magazine in Malaysia. Its aim is to provide credible wellness information and inspirational steps for positive change in every article. The **SHAPE.COM.MY** website has a distinct focus on **fitness and nutrition** content, accompanied by motivational articles about Malaysian women who live active lifestyles. It also provides **beauty and style advice** to guide our reader as her transformation takes place.

The fitness tab provides **reviews of the latest workouts** and tips on maximising the calorie burn from many types of exercise moves. The nutrition section gives the reader **localised grocery shopping tips**, trending food news and **easy-to-cook weight-loss recipes**. Our YouInShape tab features **inspirational stories** about real women who have overcome obstacles to be fit and healthy. These and other sections on **SHAPE.COM.MY** and regular posts on our Facebook page and Instagram accounts provide users with the actionable content and tools they need to live an active, healthy and beautiful lifestyle!

58%
25 - 34 years old

10%
18 - 24 years old

8%
45 years old

24%
35 - 44 years old

• **Female 96%** Male 4%

• Kuala Lumpur **27%** • Selangor **54%** • Northern Region:
Penang, Perak, Kedah **10%** • Southern Region: Melaka, Johor **4%**
• Negeri Sembilan **2%** • East Malaysia: Sabah, Sarawak **3%**

*Source: Blulnc SHAPE readership survey year 2017. n=375.



SHAPE

MULTI-PLATFORM EDITORIAL CONTENT

SHAPE

GET THE CHANEL BLUE SKIN HERE!

5 WAYS TO TACKLE FOOT BUBBLES

ADD THE SHOPPING AT NINE.COM

LATEST

5 MUST-TRY QUINOA RECIPES
Quinoa is no longer boring with these recipes!
[READ MORE](#)

4 WAYS TO PREVENT HEARTBURN
These tips help to reduce your heartburn episodes.
[READ MORE](#)

4 TIPS ON AGING GRACEFULLY
Take care for your skin with these tips!
[READ MORE](#)

SHAPE magazine cover featuring Lea Michele

FITNESS

4 REASONS WHY YOUR WORKOUT FEELS
These may be causing your slump day!
[READ MORE](#)

3 COMMON MIDSECTION
These abs-busters will let you rock those six-packs in no time!
[READ MORE](#)

STYLE & BEAUTY

6 TIPS ON AGEING GRACEFULLY
Care for your skin with these tips!
[READ MORE](#)

HOW TO LOOK 5 KILOS SLIMMER IN A SECOND
These fashion tricks will help you "re-shape" your body.
[READ MORE](#)

BE YOUR MOST GORGEOUS
Hottest trends in style and beauty

STAY UPDATED
The latest news you can use.

SCULPT YOUR BEST BODY
Tips to help you reach your fitness goals

ARM YOURSELF WITH KNOWLEDGE
Health articles that are credible & relevant.

LIFE & WELLNESS

4 WAYS TO PREVENT HEARTBURN
These tips help to reduce your heartburn episodes.
[READ MORE](#)

7 TIPS ON HOW TO LIVE WITH LESS
These tips will help you survive the Selangor praisic ban!
[READ MORE](#)

NUTRITION

5 MUST-TRY QUINOA RECIPES
Quinoa is no longer boring with these recipes!
[READ MORE](#)

EASY BONE BROTH RECIPE
Try this recipe for a good bone broth.
[READ MORE](#)

FUEL YOUR BODY
Diet, recipes and more!

YOU IN SHAPE

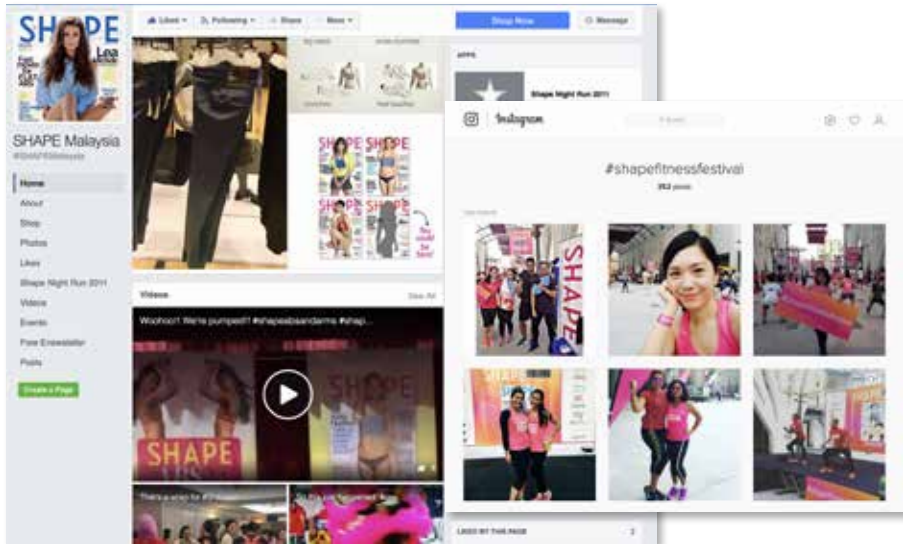
JOIN US IN THE #shapeproud
SHAPE Malaysia is 10 this year! To commemorate that...
[READ MORE](#)

#9 STEPS TO BECOMING AN
Training for the Ironman race involves 12 months of physical...
[READ MORE](#)

GET INSPIRED
Success stories of real women

SHAPE

MULTI-PLATFORM EVENT COVERAGE



SHAPE ABS & ARMS

Shape-ers who attend the Abs & Arms event leave feeling good, and all our partners receive extensive online and social media coverage.



SHAPE FITNESS FESTIVAL

Our newest fitness event feature a series of back-to-back sweat sessions, games and freebies! Coverage is done in print, via FB live posts, IG videos and posts and over the website.



SHAPE NIGHT RUN

An annual project with over 7,000 participants. This is given year-round online exposure, and fully-integrated, multi-platform editorial sponsorships, event sponsorships and sales buys are offered.

SHAPE

MULTI-PLATFORM EVENT COVERAGE



SHAPE YOGA SERIES

Group yoga sessions at unique locations (i.e. In The City, In The Park, and In The Sky). Open to multi-platform editorial extensions, sales buys and sponsorships.



SHAPE BUTT, HIPS & THIGHS

Women-only group workout session targeting common stubborn areas! Open to multi-platform sponsorships and sales.



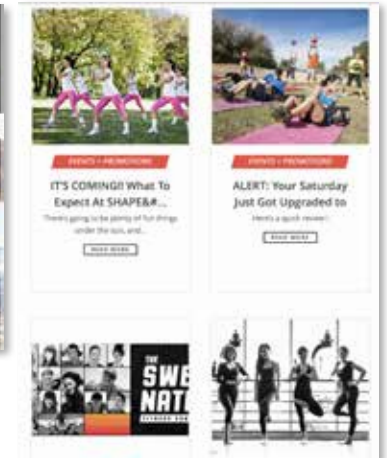
SHAPE HIKE

Annual hike for charity. Open to multi-platform editorial extensions, donations, sales buys and sponsorships.



SHAPE RUNNING WORKSHOP

Held in conjunction with SHAPE Night Run. Booklet and website buys, sponsorships and sales buys available.



SHAPE

DIGITAL STATS



WEBSITE

Unique visitor **43,026**

Page views **195,306**

Facebook - **12,478** fans

Instagram - **4,059** followers

TIME SPENT ONLINE

Between 3 - 5 hours **43%**

More than 6 hours **43%**

Shop online **90%**

Purchase clothes **76%**

Purchase bags **46%**

Purchase skincare **37%**

Purchase Cosmetics and Fragrance **36%**

Purchase Accessories & Jewellery **30%**

Purchase Shoes **32%**

Purchase Household products **38%**

TIME SPENT ON YOUTUBE WATCHING VIDEOS

More than once a day **30%**

Between 4 - 6 times per week **24%**

2 - 4 videos at one time **54%**

5 - 10 videos at one time **17%**

SHAPE

ADVERTISING OPTIONS

| STANDARD AD UNITS | DIMENSIONS (WEB) | DIMENSIONS (MOBILE) | FORMAT | 1 MONTH | 2 WEEKS | EXPANDABLE | FILE SIZE |
|--|---------------------------|---------------------|---------------|-----------|-----------|-----------------------|-----------|
| 1. Super Leaderboard | 970 x 90px | 320 x 50px | JPG/GIF/HTML5 | RM4,000 | RM3,200 | +40% | 200kb |
| 2. Skinner - 100% SOV | 1580 x 700px | N/A | JPG only | RM 7,000 | N/A | N/A | 200kb |
| 3. Billboard | 970 x 250px | 970 x 250px | JPG/GIF/HTML5 | RM 5,000 | RM 4,000 | N/A | 200kb |
| 4. MREC Banner | 300 x 250px | 300 x 250px | JPG/GIF/HTML5 | RM 3,000 | RM 2,400 | +40% | 200kb |
| 5. Half Page Banner | 300 x 600px | 300 x 600px | JPG/GIF/HTML5 | RM 3,000 | RM 2,400 | +40% | 200kb |
| 6. Home page roadblock – 100% SOV (Super leader board, MREC, Half Page Banner & Skinner) | Please refer to the above | | | RM 27,000 | RM 21,600 | +40% (Except skinner) | |
| 7. Online advertorial (Homepage Slider & Landing page advertorial) | JPG and Press release | | | RM 5,500 | N/A | N/A | N/A |
| 8. Rich Media /Video | Upon request | | | | | | |
| 9. Site Take Over | Upon request | | | | | | |





| DEVELOPMENT RATES | PRODUCTION COST |
|--|-----------------|
| Microsite | RM 8,000 |
| eNewsletter | RM 2,000 |
| Ad unit Development: Leaderboard / Medium Banner – Non Flash | RM 600 |
| Ad unit Development: Leaderboard / Medium Banner – Flash | RM 3,000 |
| eRegistration | RM 5,000 |
| Survey & Polls: Inclusive of eRegistration | RM 7,500 |
| Online advertorial | RM 800 |
| Site Take Over | RM 8,000 |

DIGITAL/TABLET (PREMIUM/ADD-ON OPPORTUNITIES)

**Advertisers can enhance their existing ads in the digital copy by embedding video content and/or gallery*

| DIGITAL ENHANCEMENT (APPLICABLE FOR PRINT ADVERTISERS) | RATE PER MONTH |
|--|---|
| 1st Enhancement on ad | RM2,000 |
| 2nd Enhancement onwards | Additional RM1,000 |
| HTML A1 INSERTS (AD WILL APPEAR IN DIGITAL COPY ONLY) | RATE PER MONTH |
| Media Cost | RM3,500 |
| Production Cost | To be separately, subject to creative execution |

ADVERTISING FEATURES:

- Roadblock features; 100% SOV (Share of Voice)
- Rich Media (Interactive/HTML 5/ Video; Third Party Codes from APPROVED Ad Networks (Sizmek/Innity/DFP) - Including HTML5 Rich Media/ Interactive/ Animated/ Videos ad setup is chargeable

TERMS:

- Rates quoted are before GST
- Agency commission is applicable on media only
- Online advertorial: Replicated content from a print advertorial into a single article
- Online ad unit (A1 insert) to be utilised within two months of production for ADVERTISING

GUIDELINES & SPECIFICATIONS:

- PRINT & DIGITAL: <http://www.bluinc.com.my/shape>

SHAPE



EDITORIAL ENQUIRIES

EDITOR-IN-CHIEF, **SEEMA VISWANATHAN**: seema@bluinc.com.my

SALES & MARKETING ENQUIRIES

SALES DIRECTOR, **FANNIE LIM**: fannie@bluinc.com.my

SALES MANAGER, **RACHEL YEAP**: rachelyeap@bluinc.com.my

INTEGRATED MARKETING AND COMMUNICATIONS

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