

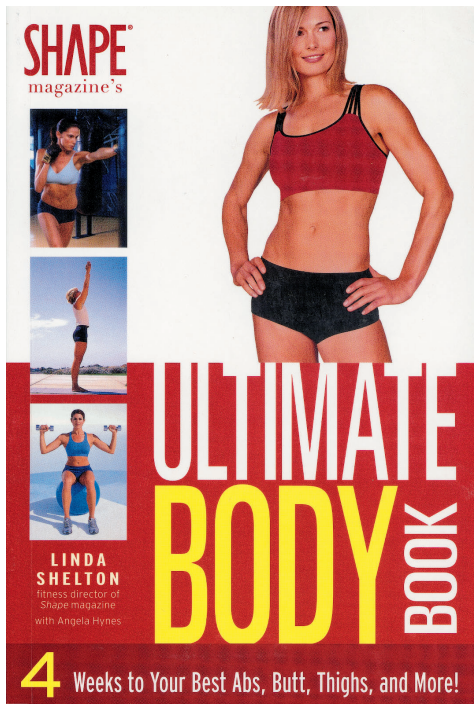
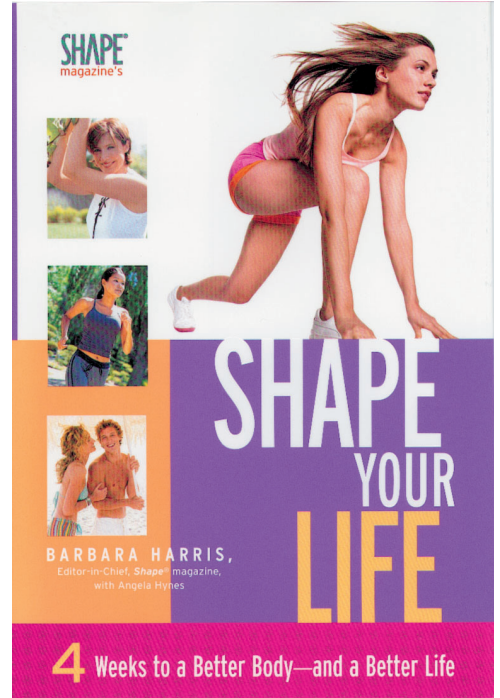
# Case Study: Shape® Magazine

**Client:** American Media, Inc.

**OPPORTUNITY:** Increase circulation and brand visibility for Shape® magazine, an active lifestyle publication for women.

**CHALLENGE:** With a boom of fitness magazines crowding what used to be a niche market, American Media needed to increase brand recognition and circulation of their flagship magazine.

**APPROACH:** PLG developed two publications that reinforced the magazine's core messages about diet, exercise, and psychology through the presentation of content in an inspiring and illustrative format. Brilliant color photographs of exercise movements and healthy meal options were a foundation of the design. Each publication included business-reply cards to encourage new magazine subscriptions.



**RESULTS:** Over 140,000 copies were distributed nationwide. Circulation increased for Shape® magazine as measured through business-reply-subscription responses and brand visibility increased through national retail exposure and reviews.

