



# SHAPE

**Shape** offers a unique combination of health, fitness, fashion and beauty. Shape readers are professional ABC1 women with a strong interest in their well-being. Stylish and aware, they want to look and feel their best.

## List Profile

- Average age: 35
- Average income: £18,353 (UK average income of women who work according to NRS is £10,455)
- 63% are health or fitness club members
- Shape readers work out on average 2-3 times per week at a gym, plus 2-3 times per week at home
- 85% use vitamins and 42% use herbal remedies
- 35% are married, 32% are single, 24% are co-habiting and 7% are divorced
- 67% have no children
- 35% have managerial or professional occupations
- The average Shape reader takes two holidays per year. A quarter take three or more
- On average Shape readers will spend £76 on a handbag, £80 on a pair of sunglasses and £92 on a pair of shoes
- 64% have bought products over the internet, 94% have used the internet to source information
- 57% have internet access at home, 44% have access at work
- The newspaper most commonly read by Shape readers is the Daily Mail
- 43% live in households with at least two cars
- The average cost of the last car purchased by Shape readers is £8,400
- 44% use their credit card for major purchases
- 85% shop around for loan quotes

## List Applications

Financial services, health and fitness products, travel/holidays, credit cards, clothes, beauty and cosmetics.



*Our names are your business*

Dennis Publishing Ltd,  
30 Cleveland Street, London W1T 4JD  
United Kingdom

**For more information contact Nerys Church**

Tel: 020 7907 6140

Fax: 020 7907 6122

email: [listrental\\_broker@dennis.co.uk](mailto:listrental_broker@dennis.co.uk)

or visit our website: [www.dennislists.co.uk](http://www.dennislists.co.uk)

To find out more call Nerys Church on **020 7907 6140**