



# Happy<sup>IN</sup>Shape MEDIAKIT 2022



# A FIT AND SHINY YOU WITH Happy in Shape

Happy in Shape is the magazine that leans on the huge food & fit hype. Women who want to get in shape in a pleasant manner, remain central. Every issue represents several fixed sections:

Body positivity  
Inspiration, Beauty, Fit,  
Psyche, Food, Travel







# 7X Happy in Shape

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2  
3  
4  
5  
6  
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is a feelgood magazine, always positive, with a big smile

has a strong reader bond

and a storage function

doesn't point the finger...  
Nothing is obliged!

offers the most complete library  
with everything you want to know  
about becoming Happy in Shape

is from the makers of  
Marie Claire, Grazia, Beau Monde  
and Elegance

stands for a fit and shiny you.  
Because being happy with your  
body is the new sexy. And also:  
strong (feeling good) is the  
new slim.

# The Happy in Shape READER

- is a woman from 25-49 years
- wants to be happy with her body, feel good and she uses every Happy in Shape channel (print, online and social) to be helped with this.
- is very interested in a healthy way of life
- enjoys life to the fullest

The Happy in Shape reader is interested in a healthy lifestyle, food, fashion and travel. From comfy workout clothes, to the next it-destination and delicious but healthy snacks. She's curious and makes happy, healthy choices.







# THEMES. Magazine

## EDITION 1: LOVE YOUR BODY

- **How to** love your body and be confident
- **Body positivity** in Hollywood
- **The need-to-know sporttrends** for 2022

## EDITION 2: THE RUNNING SPECIAL

- **Running special:** the latest running shoes, looks and training-apps tried and tested by our editors
- **Gadgets** that motivate and make outdoor sports even more fun
- **Interviews** with runners of all sorts: from beginners to experienced joggers.

## EDITION 3: BEACH SPECIAL

- **Beach special** with the best work-outs and sporty looks for on the beach
- **Bikinis and bathing suits** for every body type
- **The big summer horoscope:** what do the stars have in store for you this summer?

## EDITION 4 THE GADGET SPECIAL

- **Gadget special:** all the new sports watches, apps, equipment and other technical devices
- **Snacks:** fun and healthy
- **At-home workouts:** the best choices



# ADVERTISING Magazine

Circulation: 40.000

## **Edition 01 2022**

Publication date: 25 januari 2022  
Deadline material: 4 januari 2022

## **Edition 02 2022**

Publication date: 26 april 2022  
Deadline material: 5 april 2022

## **Edition 03 2022**

Publication date: 28 juni 2022  
Deadline material: 7 juni 2022

## **Edition 04 2022**

Publication date: 27 september 2022  
Deadline material: 6 september 2022

1/2 page

**€1.375**

1/1 page

**€2.750**

2/1 page

**€5.500**





# ONLINE Happy in Shape

Unique visitors

214.299

Pageviews

305.264

Facebook: 13.872 followers

Instagram: 6.661 followers

Sponsored story:	€1500,-
Advertorial only:	€1000,-
Win/competition	€1000,-
Social only:	€500,-
Advertorial in newsletter:	€500











# Contact

## **More information?**

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