

# SHAPE *Justin's*®

## Almond & Cashew Butter Cups



# Target Audience: Justin's

- Women
- Demographics
  - 25-54 years old
  - HH Income: \$50,000-\$100,000+
  - Race: White
  - Married & Unmarried
  - With & Without children
  - Location: Suburbs of metropolitan areas
- Psychographics:
  - Cares about organic and natural food
  - Cares about the environment and social issues
  - Looks for fair trade products
  - Consume media electronically via smartphones, tablets and laptops



# Target Audience Research

CROSSTAB TITLE : Justin's General Info														
STUDY NAME : Spring 2016 NHCS Adult Study 06-month														
STUDY TYPE : Population														
START FIELD DATE : 10/26/2015														
END FIELD DATE : 06/01/2016														
DATE EXECUTED : 10/17/2018														
SELECTED BASE : STUDY UNIVERSE														
			Total	MALE	FEMALE	22 - 24	25 - 29	30 - 34	35 - 39	40 - 44	45 - 49	WHITE	PRESENTLY MARRIED	NOT MARRIED
Total	Total	Sample	12,723	5,604	7,119	478	731	826	823	882	1,062	9,404	7,323	5,400
	Total	Weighted(000)	238,470	115,177	123,293	11,997	17,860	23,880	19,574	19,940	18,212	175,227	126,307	112,163
	Total	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Total	Horizontal %	100.0%	48.3%	51.7%	5.0%	7.5%	10.0%	8.2%	8.4%	7.6%	73.5%	53.0%	47.0%
	Total	Index	100	100	100	100	100	100	100	100	100	100	100	100
	Total	Total %	100.0%	48.3%	51.7%	5.0%	7.5%	10.0%	8.2%	8.4%	7.6%	73.5%	53.0%	47.0%
	YES	Sample	10,335	4,270	6,065	375	581	671	654	708	848	7,821	5,971	4,364
Chocolate and other candy, do you eat? YES	YES	Weighted(000)	197,729	90,047	107,683	9,485	14,313	19,656	16,053	15,495	15,008	148,206	105,779	91,950
	YES	Vertical %	82.9%	78.2%	87.3%	79.1%	80.1%	82.3%	82.0%	77.7%	82.4%	84.6%	83.7%	82.0%
	YES	Horizontal %	100.0%	45.5%	54.5%	4.8%	7.2%	9.9%	8.1%	7.8%	7.6%	75.0%	53.5%	46.5%
	YES	Index	100	94	105	95	97	99	99	94	99	102	101	99
Chocolate and other candy, do you eat? NO	YES	Total	82.9%	37.8%	45.2%	4.0%	6.0%	8.2%	6.7%	6.5%	6.3%	62.1%	44.4%	38.6%
	NO	Sample	2,276	1,280	996	102	146	149	165	170	203	1,510	1,302	974
	NO	Weighted(000)	39,274	24,435	14,839	2,488	3,494	4,038	3,364	4,398	3,068	26,034	19,794	19,480
	NO	Vertical %	16.5%	21.2%	12.0%	20.7%	19.6%	16.9%	17.2%	22.1%	16.8%	14.9%	15.7%	17.4%
	NO	Horizontal %	100.0%	62.2%	37.8%	6.3%	8.9%	10.3%	8.6%	11.2%	7.8%	66.3%	50.4%	49.6%
	NO	Index	100	129	73	126	119	103	104	134	102	90	95	105
	NO	Total %	16.5%	10.2%	6.2%	1.0%	1.5%	1.7%	1.4%	1.8%	1.3%	10.9%	8.3%	8.2%
Types of food bought when watching diet: NATURAL OR ORGANIC	NATURAL OR ORGANIC	Sample	1,975	616	1,359	61	132	150	143	168	175	1,486	1,189	786
	NATURAL OR ORGANIC	Weighted(000)	36,119	11,779	24,340	1,451	3,300	4,459	2,891	4,000	3,218	26,765	19,905	16,215
	NATURAL OR ORGANIC	Vertical %	15.1%	10.2%	19.7%	12.1%	18.5%	18.7%	14.8%	20.1%	17.7%	15.3%	15.8%	14.5%
	NATURAL OR ORGANIC	Horizontal %	100.0%	32.6%	67.4%	4.0%	9.1%	12.3%	8.0%	11.1%	8.9%	74.1%	55.1%	44.9%
	NATURAL OR ORGANIC	Index	100	68	130	80	122	123	98	132	117	101	104	95
	NATURAL OR ORGANIC	Total	15.1%	4.9%	10.2%	0.6%	1.4%	1.9%	1.2%	1.7%	1.3%	11.2%	8.3%	6.8%
	NATURAL OR ORGANIC	Sample	1,962	835	1,127	82	119	167	172	171	189	1,387	1,131	831
Peanut/Nut Butter/Spreads eaten: NATURAL	NATURAL	Weighted(000)	39,415	18,098	21,317	2,155	2,421	5,176	5,270	4,470	3,431	27,466	21,721	17,694
	NATURAL	Vertical %	16.5%	15.7%	17.3%	18.0%	13.6%	21.7%	26.9%	22.4%	18.8%	15.7%	17.2%	15.8%
	NATURAL	Horizontal %	100.0%	45.9%	54.1%	5.5%	6.1%	13.1%	13.4%	11.3%	8.7%	69.7%	55.1%	44.9%
	NATURAL	Index	100	95	105	109	82	131	163	136	114	95	104	95
	NATURAL	Total %	16.5%	7.6%	8.9%	0.9%	1.0%	2.2%	2.2%	1.9%	1.4%	11.5%	9.1%	7.4%
	NATURAL	Sample	1,779	619	1,160	66	107	129	123	157	146	1,238	1,055	724
	NATURAL	Weighted(000)	31,218	11,549	19,669	1,588	2,461	4,165	2,490	3,459	2,269	21,149	16,420	14,798
WHEN SHOPPING FOR FOOD, I ESPECIALLY LOOK FOR ORGANIC OR NATURAL FOODS	WHEN SHOPPING FOR FOOD, I ESPECIALLY LOOK FOR ORGANIC OR NATURAL FOODS	Vertical %	13.1%	10.0%	16.0%	13.2%	13.8%	17.4%	12.7%	17.3%	12.5%	12.1%	13.0%	13.2%
	WHEN SHOPPING FOR FOOD, I ESPECIALLY LOOK FOR ORGANIC OR NATURAL FOODS	Horizontal %	100.0%	37.0%	63.0%	5.1%	7.9%	13.3%	8.0%	11.1%	7.3%	67.7%	52.6%	47.4%
	WHEN SHOPPING FOR FOOD, I ESPECIALLY LOOK FOR ORGANIC OR NATURAL FOODS	Index	100	77	122	101	105	133	97	133	95	92	99	101
	WHEN SHOPPING FOR FOOD, I ESPECIALLY LOOK FOR ORGANIC OR NATURAL FOODS	Total %	13.1%	4.8%	8.2%	0.7%	1.0%	1.7%	1.0%	1.5%	1.0%	8.9%	6.9%	6.2%
	WHEN SHOPPING FOR FOOD, I ESPECIALLY LOOK FOR ORGANIC OR NATURAL FOODS	Sample	1,779	619	1,160	66	107	129	123	157	146	1,238	1,055	724
	WHEN SHOPPING FOR FOOD, I ESPECIALLY LOOK FOR ORGANIC OR NATURAL FOODS	Weighted(000)	31,218	11,549	19,669	1,588	2,461	4,165	2,490	3,459	2,269	21,149	16,420	14,798
	WHEN SHOPPING FOR FOOD, I ESPECIALLY LOOK FOR ORGANIC OR NATURAL FOODS	Vertical %	13.1%	10.0%	16.0%	13.2%	13.8%	17.4%	12.7%	17.3%	12.5%	12.1%	13.0%	13.2%
* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.														
** Indicates cell count below 31. Projections are likely unstable, use with caution.														
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## Target Audience Research (Cont.)

CROSSTAB TITLE : Untitled					
STUDY NAME : Spring 2016 NHCS Adult Study 06-month					
STUDY TYPE : Population					
START FIELD DATE : 10/26/2015					
END FIELD DATE : 06/01/2016					
DATE EXECUTED : 10/23/2018					
SELECTED BASE : STUDY UNIVERSE					
			Total	FEMALE	
Total	Total	Sample	12,723	7,119	
	Total	Weighted(000)	238,470	123,293	
	Total	Vertical %	100.0%	100.0%	
	Total	Horizontal %	100.0%	51.7%	
	Total	Index	100	100	
	Total	Total %	100.0%	51.7%	
I OFTEN READ ADS IN MAGAZINES JUST OUT OF CURIOSITY	I OFTEN READ ADS IN MAGAZINES JUST OUT OF CURIOSITY	Sample	2,997	1,833	
	I OFTEN READ ADS IN MAGAZINES JUST OUT OF CURIOSITY	Weighted(000)	51,588	29,610	
	I OFTEN READ ADS IN MAGAZINES JUST OUT OF CURIOSITY	Vertical %	21.6%	24.0%	
	I OFTEN READ ADS IN MAGAZINES JUST OUT OF CURIOSITY	Horizontal %	100.0%	57.4%	
I OFTEN READ ADS IN MAGAZINES JUST OUT OF CURIOSITY	I OFTEN READ ADS IN MAGAZINES JUST OUT OF CURIOSITY	Index	100	111	
	I OFTEN READ ADS IN MAGAZINES JUST OUT OF CURIOSITY	Total %	21.6%	12.4%	
	I ENJOY READING ADS IN MAGAZINES	I ENJOY READING ADS IN MAGAZINES	Sample	2,164	1,341
		I ENJOY READING ADS IN MAGAZINES	Weighted(000)	38,219	22,324
I ENJOY READING ADS IN MAGAZINES		Vertical %	16.0%	18.1%	
I ENJOY READING ADS IN MAGAZINES		Horizontal %	100.0%	58.4%	
I ENJOY READING ADS IN MAGAZINES	I ENJOY READING ADS IN MAGAZINES	Index	100	113	
	I ENJOY READING ADS IN MAGAZINES	Total %	16.0%	9.4%	
	Used a Smart phone MAGAZINE app	MAGAZINES	Sample	399	216
		MAGAZINES	Weighted(000)	8,252	4,123
MAGAZINES		Vertical %	3.5%	3.3%	
MAGAZINES		Horizontal %	100.0%	50.0%	
Used a Smart phone MAGAZINE app	MAGAZINES	Index	100	97	
	MAGAZINES	Total %	3.5%	1.7%	
	MAGAZINES	Sample	334	196	
	MAGAZINES	Weighted(000)	7,011	4,400	
Used a table MAGAZINE app	MAGAZINES	Vertical %	2.9%	3.6%	
	MAGAZINES	Horizontal %	100.0%	62.8%	
	MAGAZINES	Index	100	121	
	MAGAZINES	Total %	2.9%	1.8%	

# SHAPE Justin's.



# Competitive Analysis

- Candy
- Chocolate
- Dark Chocolate



- Health food
- Granola bars
- Protein bars

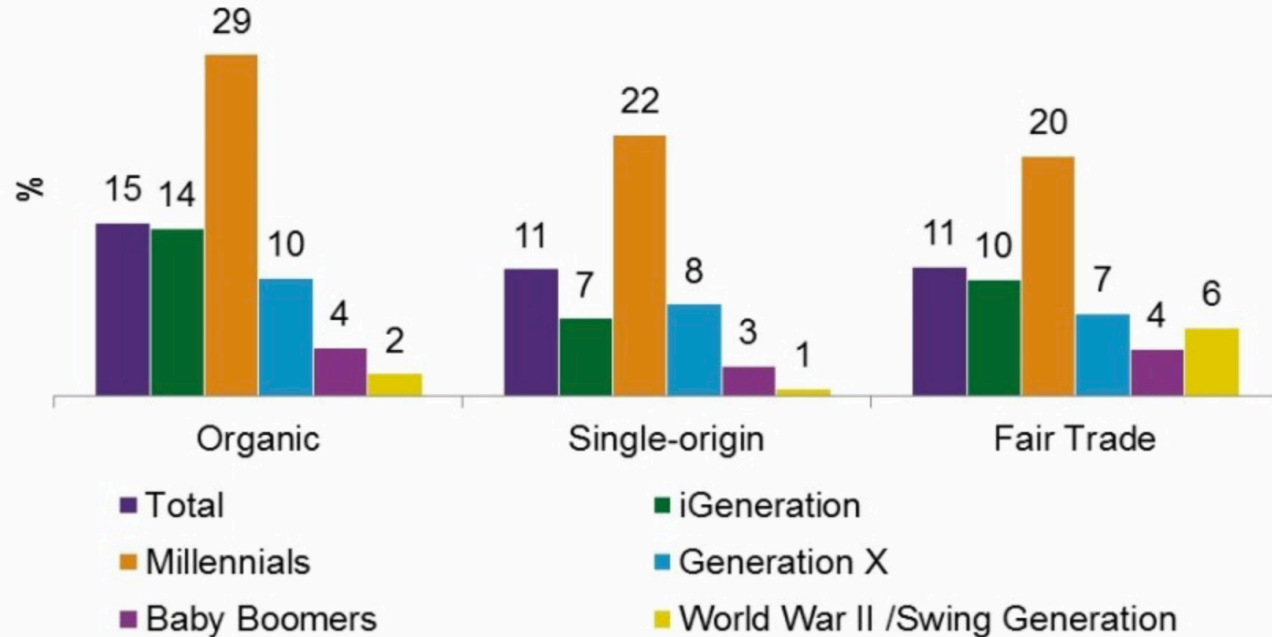
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# Millennials Want Organic

Figure 48: Chocolate purchase – Net – Organic, single-origin, fair trade, by generation, December 2015

Base: 2,001 internet users aged 18+

"Which of the following types of chocolate candy did you purchase in the past 3 months? Please select ALL that apply per chocolate type."

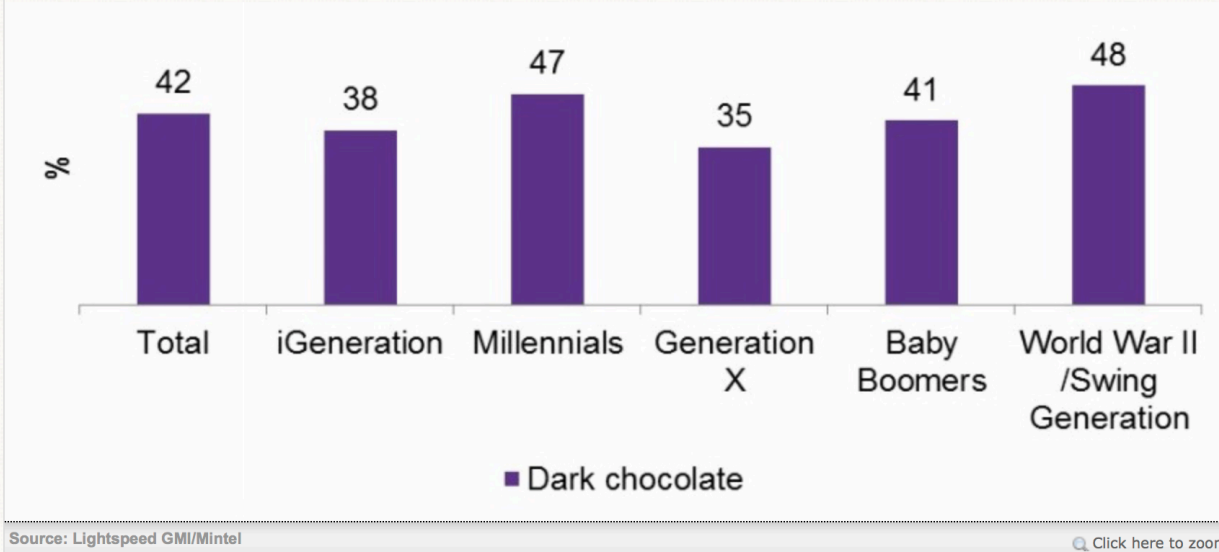


# Rising Popularity of Dark Chocolate

Figure 46: Chocolate purchase – Net – Dark chocolate, by generation, December 2015

Base: 2,001 internet users aged 18+

*"Which of the following types of chocolate candy did you purchase in the past 3 months? Please select ALL that apply per chocolate type."*



# Why Shape?

## Mass Affluence

### 2nd Largest Young Women's Magazine

#### Top 5

Cosmopolitan	3,000,000
<b>SHAPE</b>	<b>2,500,000</b>
Glamour	2,250,000
InStyle	1,700,000
Women's Health	1,500,000

### Highest Median HHI

Top 5	HHI
<b>SHAPE</b>	<b>\$99,562</b>
InStyle	\$92,272
Marie Claire	\$93,283
Glamour	\$88,473
Women's Health	\$88,134

Source: MRI Fall 2017 comScore  
Q3-2018 Fusion, Total Women

For more information, contact Publisher Ann Gobel at [ann.gobel@shape.com](mailto:ann.gobel@shape.com)



## A Spirited Community

**5.3M** Readers

**11M** Social Followers

**7M** Unique Visitors

**22M** Monthly Page Views

**300+** Influencer Network

Two women are posing dynamically on a white background. The woman on the left is wearing a red jacket, a patterned hat, and a striped scarf. The woman on the right is wearing a bright pink jacket and red pants with white polka dots. Both are smiling and looking towards the camera.

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# SHAPE Reader Demographics



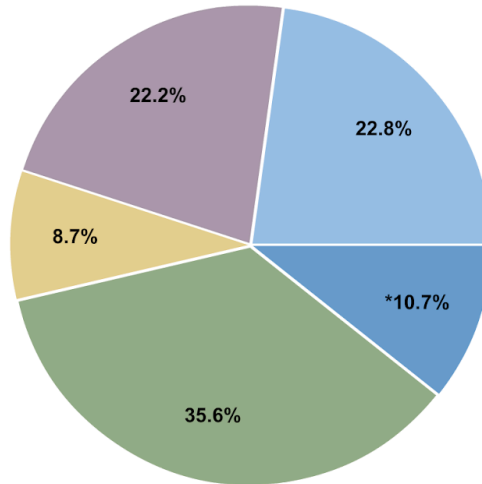
# SHAPE Magazine Women, Psychographic Profile

## Health and Well Being Segmentation

	Sample	Weighted (000)	Percentage
Base: FEMALE	7,119	123,293	51.7%
Target: SHAPE	447	2,675	2.17%

☒ Pie ☐ Bar

Health and Well Being



### The Invincibles

Unconcerned about their health and eat what they want; almost never get sick but use OTC meds to solve all of their problems if needed

### Weight Reformers

Constantly struggling with healthy food choices - healthy vs. unhealthy eating; trying to find an easy and effective way to improve their health

### Trusting Patients

Rely on doctors and meds, but are aware of and follow healthy eating and lifestyle practices

### Healthy Holistics

Believe a preventive approach is essential; committed to exercise and making the right healthy choices when they shop or eat, which helps them to stay in good health

### Image Shapers

Health and image are allied together for them; looking good means being healthy; convenience and healthy choices can and do go together for this group



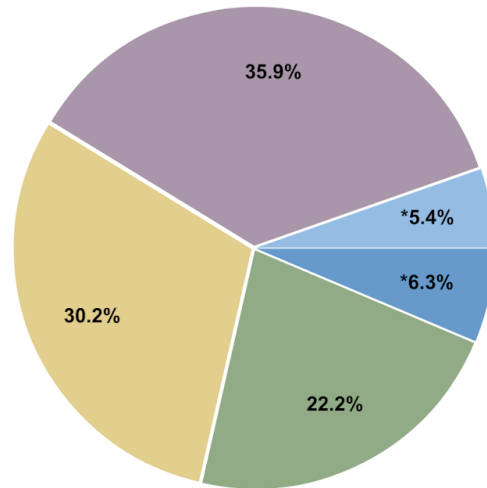
# Psychographic Profile (Cont.)

## Food Lifestyle Segmentation

	Sample	Weighted (000)	Percentage
Base: FEMALE	7,119	123,293	51.7%
Target: SHAPE	447	2,675	2.17%

☒ Pie ☐ Bar

Food Lifestyle



### Convenience and Ease

Wants food that is fast, convenient and easy to prepare and/or eat; shows little interest in cooking, healthy eating or nutritional value

### Reformed Traditionals

Realizes they should make healthier choices in food rather than letting convenience be the guiding force; no qualms about buying fresh food; knows their ingredients should have nutritional value

### Variety on a Budget

Very busy and frequently eats on the run; eats frozen food because it's a convenient alternative to preparing meals with fresh ingredients; rarely plan ahead for their meals; expresses interest in gourmet food as long as it fits in their budget

### True Foodies

Passionate about food and spend a lot of time cooking at home; prefer to buy organic food, fresh ingredients and environmentally friendly products; eats a variety of food, loves to experiment with different cuisines and has adopted a healthy eating lifestyle

### Weekend Cooks

Have some interest in cooking, but are mostly sociable home chefs because of their busy lifestyles; meal preparation is less formal and less time consuming; indulges in the food they crave without checking calories or nutritional values



# Qualitative & Quantitative Benefits

- 24% of Women say they read magazine ads out of curiosity (Index 111)
- 18% said they enjoy reading ads in magazines (Index 113)
- Prestige
- Highly seasonal
- The longevity of print - High pass-along rate
- Innovative ways to measure return and drive results
  - Meredith Sales Guarantee

## PRINT

- 5.3 million monthly readers



## Qualitative & Quantitative Benefits (Cont.)

[illegible]

# Added Value - Digital

## PRINT

- 5.3 million monthly readers



## VIDEO

- 6,000+ video library
- 40 video series in beauty, fitness and health
- 200+ million video views per year



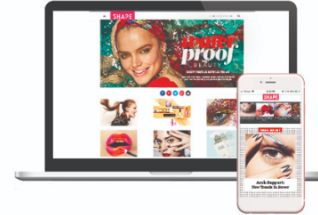
## COMPANION APP

- Exclusive to the set
- 150,000+ downloads



## DIGITAL

- 7 million unique visitors
- 22 million monthly page views



## SOCIAL COMMUNITY

- 11 million and growing
- 300+ influencer network



## LICENSING

- SHAPE Activewear
- Foster Grant for SHAPE



**EVENTS** Women's Half Marathon • Body Shop • #SHAPESquad—NYC Takeover • SHAPE Escape Miraval

Source: GfK MRI Fall 2017; comScore Multiplatform, April 2018; Social Media includes Facebook, Twitter, Instagram, Pinterest, Google+ and YouTube

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# Added Value - Events & Sponsorships



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# Ad Recommendations

## 2019 Editorial and Digital Calendar

### JANUARY/FEBRUARY

DOUBLE ISSUE

#### IT'S GO TIME!

- Confident Beauty
- The New Motivating Styles
- Restorative Meals
- Build Mental Strength
- The Consistency Equation
- Full Page Ad within **be**foodcurious section
- Native Article - Indulging in the New Year Guilt Free
- Premium Digital Banner Placement - Desktop/Mobile

### MARCH

#### THE INFLUENCER ISSUE

- My Smart Beauty Style
- Why I Wear...
- Food Warriors
- How I Disconnect
- Everyday Athletes
- Full Page Ad - Food Warriors
- 1/2 Page Ad promoting Sponsorship of 16th Annual Shape Women's Half-Marathon in April
- Digital Banner Placement - Desktop/Mobile

### APRIL

#### THE INNOVATION ISSUE

- Cutting-Edge Beauty
- The New Motivating Style
- Next-Level Recipes, Techniques + Ingredients
- The Future of Aging
- The New Ways to Workout
- Inside Front Cover
- 1/2 Page Ad - The New Ways of Workout
- Full Page Ad - Next-Level Recipes, Techniques + Ingredients
- Native Article - Innovative (and delicious) Spring
- Sponsor 16th Annual Shape Women's Half-Marathon
- Premium Digital Banner Placement - Desktop/Mobile

### MAY

#### BE BRAVE + BOLD

- Out of Bounds Beauty
- Statement Style
- Food Adventures
- Take a Health Leap
- Workouts That Push Past Your Edge
- Full Page Ad - Food Adventures
- 1/2 Page Ad promoting Sponsorship of Shape Body Shop in June
- Influencer Partnership - Preview to July/August and Event
- Digital Banner Placement - Desktop/Mobile

### JUNE

#### ALL IN ON SKIN

- Skin Package
- Feel Good Style
- Best Foods/Recipes for Skin
- The New Skin Science
- How Exercise Protects Your Skin
- Native Article - Five Ways to Consume Summer
- Inside Front Cover
- Influencer Partnership - Preview to Next Month and Event
- Sponsor Shape Body Shop Event
- Premium Digital Banner Placement - Desktop/Mobile

### JULY/AUGUST

DOUBLE ISSUE

#### ALL ABOUT THE BODY

- Body Makeup
- Redefining Body-Conscious Style
- New Ways to Eat for Energy
- Your Body "Hot" Zones
- The Science Behind Body Goals
- Full Page Interactive/AR Ad - New Ways to Eat for Energy
- Influencer Partnership
- Native Article - Sustainably Consuming
- Shape YouTube Video - Our Favorite Healthy Recipes (Ex. Chocolate Cashew Butter Cup Banana Bread)
- Behind-the-Scenes of Justin's - Video, Landing Page, Social, Digital Video Banner Teaser, plus more.
- Premium Digital Banner Placement - Desktop/Mobile

### SEPTEMBER

#### WOMEN RUN THE WORLD

- Break Your Beauty Boundaries
- Achieve Unstoppable Style
- Refresh Your Eating Style
- The Health Confidence Connection
- Renegade Workouts
- Full Page Ad - Refresh Your Eating Style
- Social Video Partnership - IG/Snap/FB Premium Digital
- Influencer Partnership - Post-Trip Recap
- Banner Placement - Desktop/Mobile

### OCTOBER

#### BE WATERPROOF

- Beauty Awards
- Effortless Style
- Endurance Meals
- Activate Your Beauty Systems
- Find Your Workout "Flow"
- Full Page Ad - Endurance Meals
- Social Video Partnership - IG/Snap/FB (possibly recipe related)
- Digital Banner Placement - Desktop/Mobile

### NOVEMBER

#### THE CURIOSITY ISSUE

- Unexpected Beauty
- Dare to Wear
- Food Discovery
- The New Alternatives
- Bust Your Exercise Comfort Zone
- Native Article - Giving Back through Eating
- Full Page Ad - Food Discovery
- Sponsor Shape Escape Miraval Tuscon, Arizona
- Premium Digital Banner Placement - Desktop/Mobile

### DECEMBER

#### NEXT-LEVEL HOLIDAY

- Next-Level Giving - Gift Guide
- BWP: In the Mood Looks
- BTS: Relaxed Festive
- BFC: Recipes with Color Punch
- BHW: Your Body On Fun
- BSF: Run, Stretch, Breathe Everyday
- Native Article - Next Level Recipes
- Full Page Ad - Recipes with Color Punch
- Social Video Partnership - IG/Snap/FB Premium Digital
- Digital Banner Placement - Desktop/Mobile

SHAPE2019



<b>1/2 Horizontal Spread Non Bleed</b> Last Updated: Aug 8, 2018 10:11 PM Title Size: 7.87" x 5.10" Headline Size: 1.5, 2.0, 3.0, 4.0 Body Size: 10.25" x 4.83"	<b>1/2 Page Horizontal</b> Last Updated: Aug 8, 2018 10:03 AM Title Size: 7.87" x 5.10" Headline Size: 1.5, 2.0, 3.0, 4.0 Body Size: 7.37" x 4.83"	<b>1/2 Page Horizontal Non Bleed</b> Last Updated: Aug 8, 2018 11:11 PM Title Size: 7.87" x 5.10" Headline Size: 1.5, 2.0, 3.0, 4.0 Body Size: 7.37" x 4.83"
<b>1/2 Page Vertical</b> Last Updated: Aug 8, 2018 10:03 PM Title Size: 3.87" x 10.25" Headline Size: 1.5, 2.0, 3.0, 4.0 Body Size: 3.37" x 4.83"	<b>1/2 Page Vertical Non Bleed</b> Last Updated: Aug 8, 2018 11:00 AM Title Size: 3.87" x 10.25" Headline Size: 1.5, 2.0, 3.0, 4.0 Body Size: 3.37" x 4.83"	<b>1/3 Horizontal</b> Last Updated: Aug 8, 2018 11:00 PM Title Size: 7.87" x 5.10" Headline Size: 1.5, 2.0, 3.0, 4.0 Body Size: 7.37" x 4.83"

Justin's

SHAPE Justin's

# Ad Schedule Recommendations

## Justin's SHAPE Breakdown

Product	Cost per Product	Quantity	Total Price	Notes
4-Color Full Page Ad	\$381,500	8	\$3,052,000	
4-Color 1/2 Page Ad	\$243,400	3	\$730,200	
Cover 2	\$457,900	2	\$915,800	
Native Package	\$875,000	1	\$875,000	6 Articles PLUS Social Exposure
Half-Marathon Sponsorship	\$400,000	1	\$400,000	Platinum - Product in Swag Bags, Social Exposure, Full Page Ad in Program, Logo on Race Signage and Website, optional included - booth space
Body Shop Sponsorship	\$300,000	1	\$300,000	Influencer - Product in Swag Bags, Social Exposure, Influencer Partnership, Full Page Ad in Program, Logo on Event Signage and Website
Escape Miraval Sponsorship	\$250,000	1	\$250,000	Escape - Product in Welcome Bag, Social Exposure, Influencer Partnership, Logo on Event Signage
Premium Digital Banner Placements	\$350,000	5	\$1,750,000	Homepage Takeover - Interactive Bookmark, Parallax Above the Fold, Leaderboard. 1-Quantity is equal to 2.5 weeks
Digital Banners	\$150,000	5	\$750,000	Standard Sizes - 100,000 impressions rotating pages every 3-weeks with new creative every month. A/B Testing offered.
Social Videos	\$20,000	5	\$100,000	Instagram Story & Post, Snapchat Shape Video, Facebook Story & Post
Influencer Partnerships	\$1,200	6	\$7,200	May, June, July/ August, September - Exposure to influencer's audience, plus Shape's audience across social mediums
Behind-The-Scenes Package	\$1,750,000	1	\$1,750,000	Brand Recognition Package - Travel to facilities, Influencer Reach, Shape Reach, Video, Social Promotion, Digital Video Teaser Promotion, Landing Page Creation, and more. *Price is close estimate
Interactive Full Page Ad	\$650,000	1	\$650,000	AR enabled print ad sharing Justin's story with influencer
Total Media Spend			\$11,530,200	
Discretionary Amount			\$469,800	



Thank You.

**SHAPE** *Justin's*®

Brianna Fitzpatrick, Lisa Papada, Katie Sorce, Elizabeth Seinfeld



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