

**For Immediate Release**

**THE NEW SHAPE OF *FIGURE* MAGAZINE**

***Fashion Magazine for Plus-Size Women Re-launches***

NEW YORK—*Figure*, the leading magazine for plus-size fashion, is proud to announce a re-launch of the publication. The July/August 2006 issue will debut the new and improved *Figure*, introducing an entirely new design, editorial tone, and new departments that specifically serve the needs of the plus-size woman.

Now in its fourth year, the new *Figure* will offer exciting editorial content, articles by nationally recognized authors, a glimpse at the life and style of plus-size celebrities, and an array of fashion and beauty advice that empowers readers to confidently re-create fashion looks in their own style.

Along with a number of visual and editorial changes, *Figure* will continue its tradition of celebrating the life and style of the plus-sized woman in America. *Figure* offers readers fabulous fashion options, style inspiration, and other content relevant to who she is and what her passions are. *Figure* completes its editorial offering with an extensive supply of expert insights, tips and advice that empowers the reader to embrace her beautiful self.

Meredith Corporation, which publishes *Figure* through Meredith Integrated Marketing, conducted a series of reader surveys and focus groups in preparation for the redesign. “*Figure’s* readers are passionate about the magazine. We heard a consistent message that readers want us to celebrate this magazine’s point of difference so we have strengthened our plus-size message,” says BJ Towe, the new editor of *Figure*.

Among the articles in the new *Figure* include:

**Hot Trends:** The gotta-have-‘em items of the season. *Figure* shows readers the hottest pieces that celebs, from Ellen Pompeo to Oprah Winfrey, are wearing from lace to colors for lips and nails.

**Rock On:** *Figure* introduces readers to rocker chic, taking fashion cues from famous rock stars with faux leather, metallics and dark denim.

**Best Self:** Read what the *Figure* experts have to say about the summer’s hottest help for your hair and skin, easy moves for fitness and journaling to salve your soul.

**Figure It Out:** *Figure* translates the latest fashion trends and turns readers into their own personal stylists.

**Living Out Loud:** Actress, model and singer Jill Ragee, shares her story of success. The July/August cover model and *Sex and the City* guest star, reveals insider secrets to becoming a plus-size model.

**Seductive Dreams:** Lingerie to make the full-figured woman look and feel beautiful.

“We are excited to offer our plus-size reader content relevant to who she is and what her passions are,” says Towe, adding, “The new *Figure* will offer her a sense of community and empowerment.”

Originally launched in 2002, *Figure* has a rate base of 467,000 and is published six times a year. The magazine is available by subscription and on newsstands nationwide and in all Fashion Bug, Lane Bryant and Catherines retail locations.

Women can subscribe to *Figure* for just \$15.65 per year by calling 866.201.0021 or by visiting [figuremag.com](http://figuremag.com).

Advertisers can contact Chris Dolan, Advertising Sales Director at [chris.dolan@meredith.com](mailto:chris.dolan@meredith.com) or 212.499.1714.

### **About Meredith Corporation**

*Figure* is being created by Meredith Integrated Marketing, a division of the Meredith Publishing Group. Meredith Corporation (<http://www.meredith.com/>) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 25 subscription magazines -- including *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Child*, *Fitness*, and *American Baby* -- approximately 200 special interest publications and more than 350 books in print. Meredith owns 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland. Additionally, Meredith has an extensive Internet presence that includes 32 Web sites and strategic alliances with leading Internet destinations. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage.

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