

HELLO!

MEDIA PACK 2017

"HELLO! exists to entertain and inform its readers...it does not sit in judgement of those it writes about. Its readers are quite capable of forming their own opinions."

Eduardo Sánchez Junco

THE HELLO! GROUP

iHOLA! – the first magazine of the independent publisher – was launched in 1944, establishing the celebrity sector within the magazine industry.

The group's editorial philosophy is based on traditional family values of positivity, trust, respect and honesty, which sets **HELLO!** and **iHOLA!** apart from its competitors around the world.

AN INTERNATIONAL BRAND

- 32 print editions
- 10 different languages
- Distributed in 120 countries
- 16 websites visited by over 20 million users
- **HOLA! TV** reaching 10 million households



HELLO! UK

In 1988 **HELLO!** launched a new market in the UK creating the “Celebrity Weeklies” sector and quickly became a household name known for its exclusive access to the stars, accurate reporting, beautiful picture-led features and award-winning publishing philosophy.

HELLO! features exclusive interviews, uplifting coverage and world-class reporting of showbiz and historic events. It also has an aspirational lifestyle section showcasing fashion, beauty, health, food, interiors and entertainment – all presented in a high-quality, glossy format.

HELLO! UK TODAY

- REACHES 1 MILLION ADULTS IN THE UK EVERY WEEK
- EXPORTED TO MORE THAN 60 COUNTRIES MAKING IT THE UK'S NO.1 EXPORTED MAGAZINE TITLE



HELLO!'s digital touch points continue to grow and evolve, including video which offers unique behind-the-scenes footage of interviews, photo-shoots, red carpet and event coverage.



PIC CREDIT: COLIN HART

THE HELLO! READER

- ABC1: **55%**
- AGE 15-24: **17%**
- AGE 25-34: **18%**
- AGE 35-44: **14%**
- AGE 45-54: **21%**
- AGE 55-64: **13%**
- AGE 65+: **17%**

SOCIAL MEDIA



1.9M



183K



60K



BRAND EXTENSIONS

HELLO! FASHION MONTHLY
PRET-A-PORTER
HELLO! WEDDINGS



PRINT EDITION

- Actively purchased: **167,986**
- Readership: **1 million**
- Subscribers: **24,880**

THE WORLD OF HELLO!

TOTAL PRINT AND DIGITAL CIRCULATION: **225,986**

ONLINE

- Worldwide unique users: **6.7 million**
- Worldwide page views: **38.8 million**
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- UK unique users: **1.6 million**
- UK page views: **6.3 million**
- ABC1: **70%**
- Mobile and tablet/desktop: **83% / 17%**



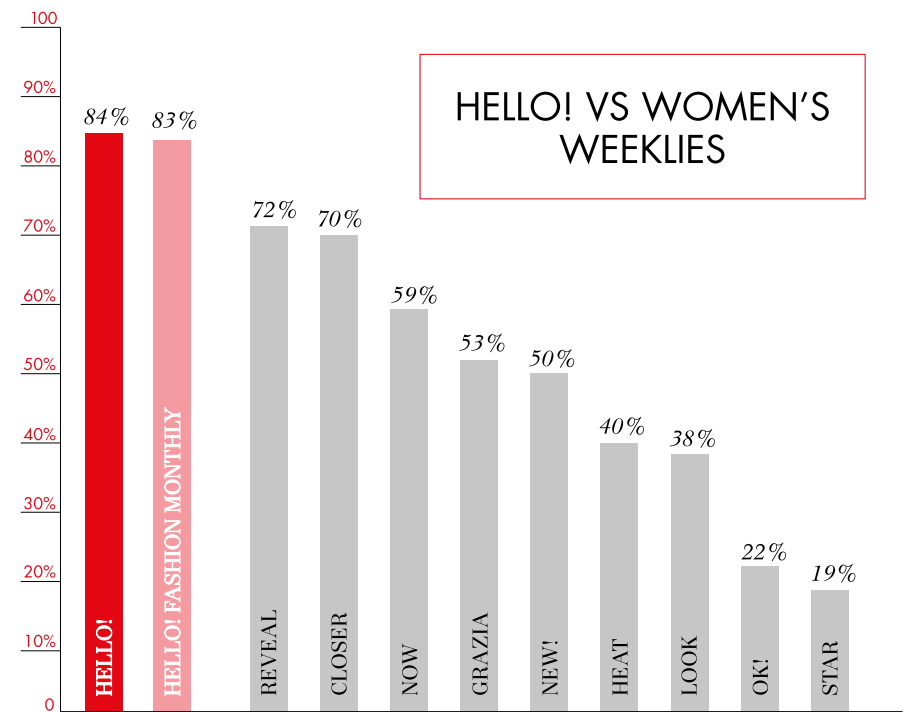
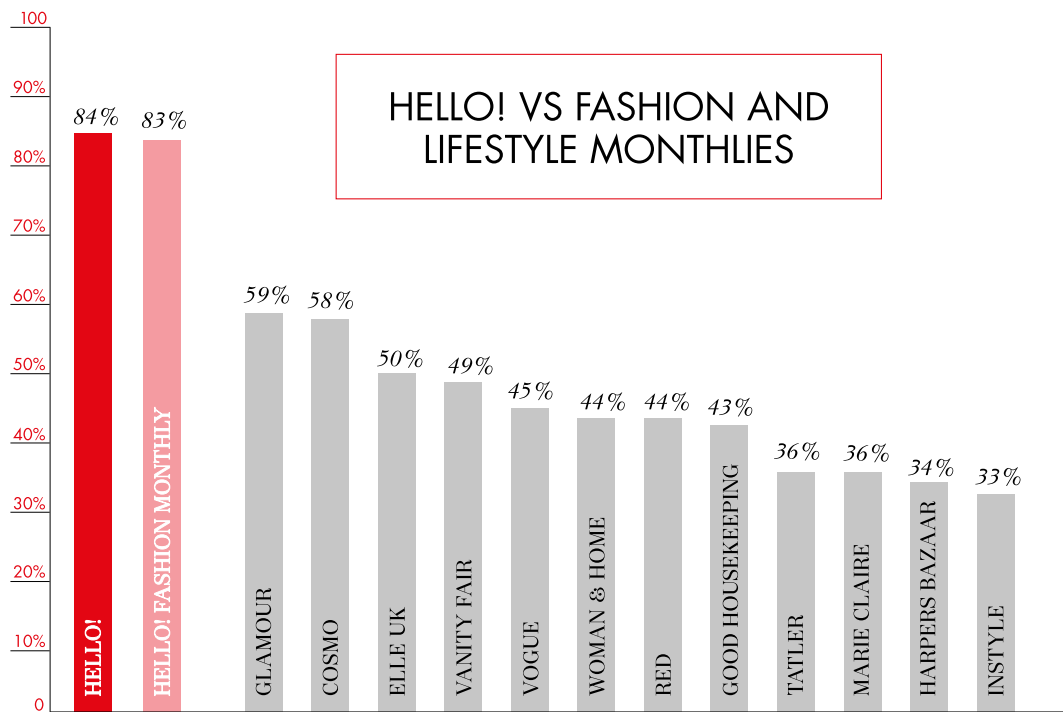
DIGITAL EDITIONS

Digital ABC: **5,333**

AVAILABLE ON: APPLE,
GOOGLE PLAY, ZINIO, READLY,
NOOK AND KINDLE FIRE

LOYALTY & ICONIC STATUS

HELLO! sells more full-priced newsstand and subscriptions copies than its competitors - promoting reader loyalty, stability for advertisers and allowing for greater editorial investment. This stand-out positioning makes **HELLO!** unique within a congested market cluttered with price-cutting, promotions and multipacks.



FULL PRICED COPIES

Source: ABC Jul-Dec 2015

HELLO!'S PLACE IN THE MARKET

HELLO! combines the frequency of a weekly, quality of a supplement and glossiness of a monthly, complimenting every press schedule.



*Impact and
standout: HELLO!
carries no more than
20% advertising in
each issue*



Women's Monthlies



Women's Weeklies



Supplements



HELLO! AROUND THE WORLD

- HELLO! is exported to over 60 countries
- HELLO! is the No.1 UK title in key territories including Australia, South Africa, Germany and Holland

- The magazine is printed locally in Australia and South Africa in order to hit the newsstand the same week as the UK and selling as many copies as some locally produced titles

EDITORIAL PILLARS

WORLD EXCLUSIVES

“It’s more than just images...it’s a window into personal moments”



HELLO!'s honest and positive approach alongside gorgeous photography demonstrates trust and creates genuine relationships with celebrities in order to secure the best world exclusives.

ROYALTY

*“It’s more than
just events...it’s
history”*



HELLO! UK is often the only magazine invited to attend events and overseas trips that go up close with the British Royal family. This long-standing relationship establishes HELLO! as the go-to title for royal coverage around the world.



CELEBRITY

“It’s more than just news...it’s editorial investment”



In every issue HELLO! offers detailed reporting and a true insight in to the world of celebrity - from news to exclusive interviews.

RED CARPET

“It’s more than just glamorous events... it’s exclusive access”



HELLO! interviews the A-list on the red carpet and reports from behind-the-scenes at the most prestigious awards, premieres and glamorous parties. Content (including video) appears online and on social media within minutes, with print coverage appearing in the following issue.





FASHION

*"It's more than
stunning
photoshoots...it's
aspirational"*



Fashion is present throughout every issue - including interviews with the fashion elite, catwalk inspiration, stunning photo-shoots and high-street edits.

BEAUTY

“It’s more than news and celebrity secrets...it’s trusted expertise”



Brought to us by HELLO!'s long-standing Health & Beauty Editor, Nadine Baggott, HELLO! delivers more beauty editorial every month compared to many monthly titles and features the latest products, celebrity interviews, expert health advice as well as tried and tested solutions.



LIFESTYLE

*“It’s more than
just good taste...
it’s a lifestyle”*



HELLO!’s fresh, informative and stylistic Lifestyle section not only showcases the latest in fashion and beauty, but also brings inspiring interiors, health news, mouth-watering recipes and entertainment reviews for the week ahead.

HELLO!