

HELLO!

DIGITAL RATES

RATES

FORMAT / COST	CREATIVE SIZE	FORMAT / COST	CREATIVE SIZE
Desktop MPU / £9	300 x 250	Outstream / £12	N/A
Leaderboard / £9	728 x 90	Social Display / £15	Creative Size
Double MPU / £12	300 x 600	Shoppable Tagged (Picnic format) / £15	Creative Size
Mobile MPU / £9	300 x 250	InRead Flow / £15	Creative Size
Mobile Banner / £7	200 x 250 / 320 x 50	Interscroller / £15	Creative Size
Billboard / £12	970 x 250	Hero Ad / £20	Creative Size
Pre-roll / £20	N/A	Carousel / £12	Creative Size
Landscape Scroller / £12	1600 x 700	HELLO! Loves Display / £18	Creative Size

PLEASE NOTE:

All contents of advertisements are subject to HELLO! Online approval. HELLO! Online reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. In addition, HELLO! Online shall have the right to reject any URL link embodied within any advertisement. This order is accepted subject to HELLO! Online terms and conditions of sale. HELLO! Online does not accept responsibility for late submission of creative.

PRODUCT	FORMAT / GROSS COST	PRODUCT	FORMAT / GROSS COST
Full Site Display Takeover	Standard / £95,040	Lifestyle Display Takeover	Standard / £34,905
	Rich Media / £118,800		Rich Media / £43,632
Fashion Display Takeover	Standard / £14,644	Parenting Display Takeover	Standard / £14,083
	Rich Media / £18,306		Rich Media / £8,802
Homepage Takeover	Standard / £907	Homes Display Takeover	Standard / £20,563
	Rich Media / £1,134		Rich Media / £25,704
Health & Beauty Display Takeover	Standard / £12,268	Food Display Takeover	Standard / £1,728
	Rich Media / £15,336		Rich Media / £2,160
TV & Film Display Takeover	Standard / £4,636	Weddings Display Takeover	Standard / £4,752
	Rich Media / £5,795		Rich Media / £5,940
Celebrity Display Takeover	Standard / £0	Travel Display Takeover	Standard / £820
	Rich Media / £14,526		Rich Media / £1,026
Royalty Display Takeover	Standard / £17,884	Kindness Display Takeover	Standard / £1.38
	Rich Media / £22,356		Rich Media / £1.73

CONTACTS

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