

**HELLO!**

MEDIA PACK

*2021*



## **HELLO! UK**

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Since its launch in 1988, HELLO! has been a household name known for its exclusive access to the stars, accurate reporting, beautiful picture-led features and its award-winning publishing philosophy centred on kindness and respect.

HELLO! features exclusive interviews, uplifting coverage and world-class reporting of showbiz and historic events. It also has an aspirational lifestyle section showcasing the latest in fashion, beauty, health, food, interiors and entertainment.

- › REACHES MORE THAN 500,000 ADULTS IN THE UK EVERY WEEK
- › EXPORTED TO MORE THAN 60 COUNTRIES
- › THE NO.1 UK TITLE IN AUSTRALIA, SOUTH AFRICA, GERMANY AND HOLLAND
- › PRINTED LOCALLY IN AUSTRALIA AND SOUTH AFRICA IN ORDER TO HIT THE NEWSSTAND THE SAME WEEK AS THE UK

## OUR AUDIENCE

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HELLO! readers are switched on to the world and innately aware of their surroundings. They make decisions deliberately and, while they're at very different stages of life, their attitudes, values and aspirations are fiercely and unapologetically similar.

The focus for the modern woman

in today's climate has shifted, from the "you can have it all" to the "we'll choose" approach. They're reinventing themselves and proudly owning success on their own terms, in their family, career and social lives. HELLO! is the brand already successfully connecting with this audience.

- › ABCI: 67%
- › AGE 18 TO 34: 20%
- › AGE 35 TO 54: 37%
- › AGE 55 AND ABOVE: 43%

**HELLO!  
EMBRACES  
1 AUDIENCE  
FROM 18  
TO 55+**





## CIRCULATION

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HELLO! remains Number 1 in its competitive set (Celebrity Weeklies), and increased its lead over its nearest competitor by 60,000 copies in 2020.

**166,173**

TOTAL ABC

**533,000**

AVERAGE ISSUE READERSHIP

**26,213**

SUBSCRIBERS

SOURCES: PAMCO 4 2020; ABC JAN-DEC 2020

# MULTI-PLATFORM OFFERING

HELLO! delivers quality content, offering brand-integrated advertising opportunities across all print, online and social media channels.

## SOCIAL MEDIA

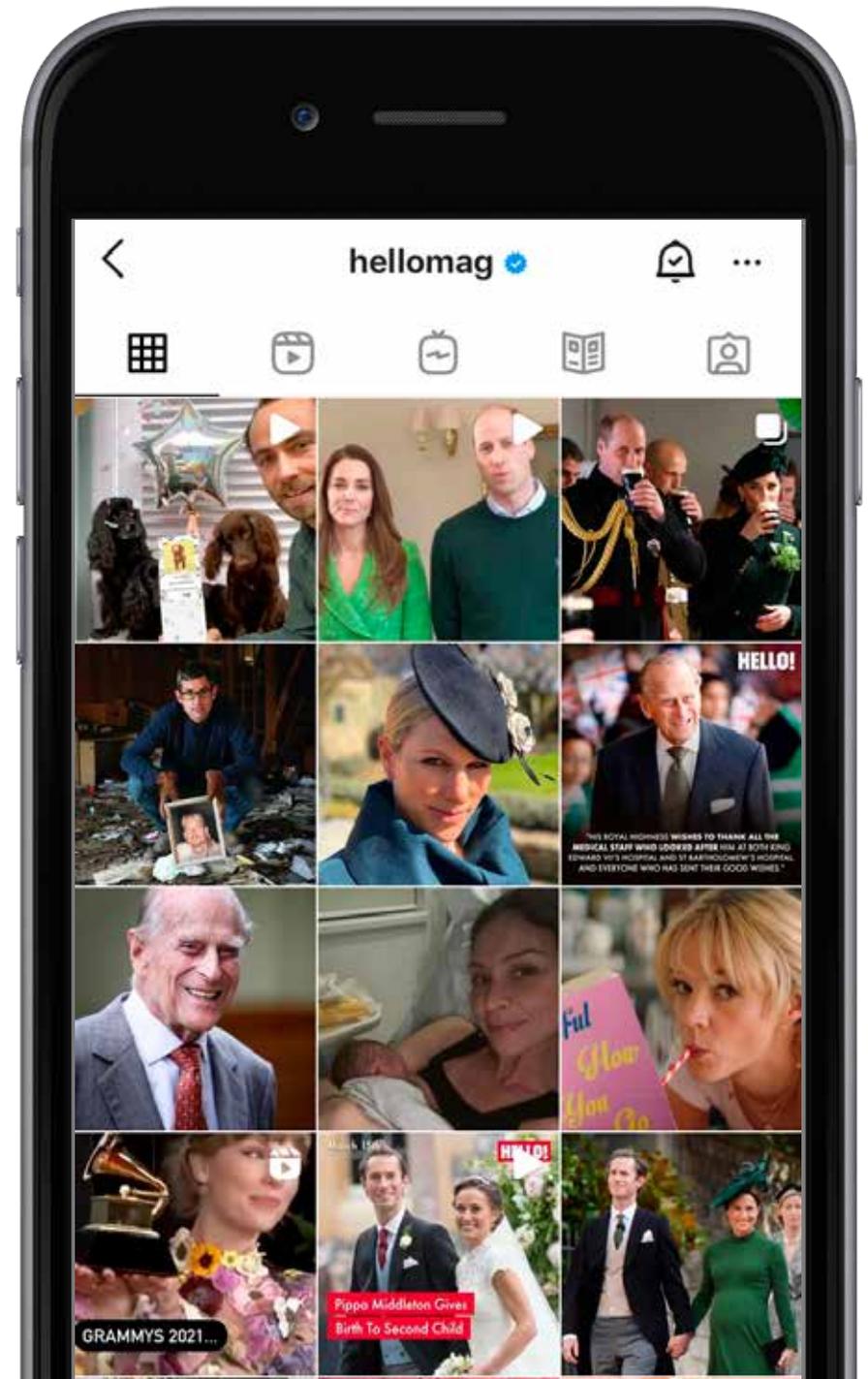
2M	191,000
FACEBOOK	TWITTER
402,000	55,000
INSTAGRAM	PINTEREST
94,500	
TIKTOK	

## ONLINE

40M
WORLDWIDE UNIQUE USERS
15M
UK UNIQUE USERS

## DIGITAL EDITION

17,066
SUBSCRIBERS





# EDITORIAL PILLARS

## ROYALTY

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.

## RED CARPET

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.

## CELEBRITY

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

**HELLO! BEAUTY**

# SCENT OF A WOMAN

We're all about the little acts of love right now and, when it comes to the special person in your life, perfume is one of the greatest beauty gifts you can give. We've found eight easy-to-wear scents guaranteed to win hearts

**1** **GUCCI GUILT LOVE EDITION** (100ml, £55) (guccibeauty.com)

**2** **ZILE** (100ml, £25) (zile.com)

**3** **FRÉDÉRIC MURRAY** (100ml, £25) (fredericmurray.com)

**4** **FRÉDÉRIC MURRAY** (100ml, £25) (fredericmurray.com)

**5** **FRÉDÉRIC MURRAY** (100ml, £25) (fredericmurray.com)

**6** **FRÉDÉRIC MURRAY** (100ml, £25) (fredericmurray.com)

**7** **FRÉDÉRIC MURRAY** (100ml, £25) (fredericmurray.com)

**8** **FRÉDÉRIC MURRAY** (100ml, £25) (fredericmurray.com)

**HELLO! BEAUTY**

# THE DOCTOR WILL SEE YOU NOW

The leading skin experts have bottled their prescriptions to boost your skin. From brightening peel pads to protecting daily serum, here are the best-selling products you need to invest in

**1** **Origins Dr. Whitney Acne-Fighting Cream** (50ml, £25) (origins.com)

**2** **Marcel Roth Skin Renewal** (50ml, £25) (marcelroth.com)

**3** **High Crown 2021** (100ml, £25) (highcrown.com)

**4** **Dr. Whitney Skin Alpha Tonic** (50ml, £25) (origins.com)

**5** **Unwired Skin Peel** (100ml, £25) (unwiredskin.com)

**6** **Reserve Skin Cell Renewal** (100ml, £25) (reserve.com)

**7** **Dr. Whitney Skin Alpha Tonic** (50ml, £25) (origins.com)

**8** **Dr. Whitney Skin Alpha Tonic** (50ml, £25) (origins.com)

# EDITORIAL PILLARS

## 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.

## FASHION

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

## BEAUTY

HELLO! delivers world 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.

**HELLO! WELLBEING**

# DOCTORS' ORDERS

What's stopping you enjoying a fresh, balanced diet? Dr. Freya Atkin, author of *321: The 321-Day Diet*, reveals the five steps preparing ingredients can help you lose weight. Each step can save you 100 calories. And there are more than 100 recipes to help you lose weight. Visit us at [www.hello.com](http://www.hello.com) for more information.

**TIME TO MOVE**

If you are struggling to lose fat, it's not just about diet. You also need to move. Here are five ways to get started. Visit us at [www.hello.com](http://www.hello.com) for more information.

**Health Matters**

This week, we bring you GP-approved recipes to kick-start healthy eating, some top health tips and a stylish assortment to track your training.

**MASK MOUTH**

You might have heard of 'maskne' - a skin condition that can occur when you wear a face mask. Here are five ways to prevent it. Visit us at [www.hello.com](http://www.hello.com) for more information.

**HELLO! FASHION**

# RETURN OF THE CATWALK

## PARIS HAUTE COUTURE WEEK

### FASHIONABLE STARS LIGHT UP THE FRENCH CAPITAL

As the pandemic continues, the fashion industry is looking for ways to stay relevant. Paris Haute Couture Week is a chance for designers to showcase their latest collections. Here are five ways to get the most out of the event. Visit us at [www.hello.com](http://www.hello.com) for more information.

**RAHNI CAMPBELL**

**MIKA BAKER**

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**HELLO! HOME**

# TEA-TIME GENIUS

Home baking has been all the rage in lockdown and award-winning author and chef, Will Turrent, has some cake-making tips for a traditional British afternoon tea at home

**SHOP THE LOOK**

**Handmade Cushion** (100cm x 100cm, £25) (handmade.com)

**Plaid Blanket** (150cm x 200cm, £25) (plaid.com)

**Artisanal coffee** (100g, £25) (artisanal.com)

**Monday glass** (100ml, £25) (monday.com)

**Houses are like people. I like ones with a balanced personality, made of noble, authentic stuff.**

**HELLO! HOME**

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# HELLO!

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