HELLO!
MEDIA PACK
2022
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
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.

› ABC1: 66%
› AGE 18 TO 34: 23%
› AGE 35 TO 54: 39%
› AGE 55 AND ABOVE: 35%

OUR AUDIENCE
HELLO! remains Number 1 in its competitive set (Celebrity Weeklies), and increased its lead over its nearest competitor by 76,765 copies in 2021.

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<th>TOTAL ABC</th>
<th>AVERAGE ISSUE READERSHIP</th>
<th>SUBSCRIBERS</th>
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<td>Circulation</td>
<td>176,048</td>
<td>485,000</td>
<td>26,101</td>
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**Sources:** PAMCO 4 2021; ABC Jan-Dec 2021
HELLO! delivers quality content, offering brand-integrated advertising opportunities across all print, online and social media channels.

**SOCIAL MEDIA**
- 2.1M FACEBOOK
- 190,400 TWITTER
- 1M TIKTOK
- 411,000 INSTAGRAM
- 55,000 PINTEREST

**ONLINE**
- 40M WORLDWIDE UNIQUE USERS
- 14.5M UK UNIQUE USERS

**DIGITAL EDITION**
- 31,211 SUBSCRIBERS

PAMCO BRIDGE 4 2021, GOOGLE ANALYTICS JANUARY 2022, APPLE NEWS DEC 2021, SOCIAL PLATFORMS JAN 2021.
In every issue HELLO! offers detailed reporting and a true insight in to the world of celebrity - from news to exclusive interviews.
**INTERVIEW: BECKY DONALDSON. PHOTOS: EMMA LEWIS**

After holding down one of TV’s highest-profile presenting jobs for 12 years, Tess Daly, who’s just launched her new book **Hold On: My Crazy Life** at the start of the first lockdown, with the family still living in the same house, says: “I didn’t have a house, studio or office – this is all they’ve had.”

Despite the house needing restoration, she says: “I didn’t have a house, studio or office – this is all they’ve had.”

**What’s the essential part of your daily routine?**

The kitchen, with its well-used copper boiling kettle, is the heart of the house. It’s a place where they gather, the family who have been together for 30 years and the family who are together for 30 years. For them, it’s a place where they can share a meal and a conversation. For me, it’s a place where I can try out new recipes and try out new techniques.

**What’s the most important part of your morning?**

I like to start the day with some exercise. I do yoga, which I find very relaxing, and I try to do it every day. I also like to start the day with a healthy breakfast. I have a smoothie with some fruit and some vegetables. It’s a great way to start the day.

**What’s the best time of day for a nap?**

I like to take a nap in the afternoon. It’s a great way to recharge my batteries. I usually take a nap in the afternoon and then I’m ready for the rest of the day. I also like to take a nap in the evening. It’s a great way to wind down for the night.

**What’s the most important part of your evening?**

I like to wind down in the evening. I usually read a book or listen to some music. I also like to spend some time with my family. We have a family dinner every evening. It’s a great way to spend time together.

**What’s the most important part of your week?**

I like to spend some time with my friends. We have a get-together every week. It’s a great way to relax and catch up with each other.

**What’s the most important part of your month?**

I like to spend some time with my family. We have a family vacation every month. It’s a great way to spend time together and have some fun.

**What’s the most important part of your year?**

I like to spend some time with my friends. We have a get-together every year. It’s a great way to relax and catch up with each other.
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