

**HELLO!**

MEDIA PACK

*2022*



## 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

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

**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 76,765 copies in 2021.

**176,048**

TOTAL ABC

**485,000**

AVERAGE ISSUE READERSHIP

**26,101**

SUBSCRIBERS

SOURCES: PAMCO 4 2021; ABC JAN-DEC 2021

# MULTI-PLATFORM OFFERING

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

## SOCIAL MEDIA

2.1M

FACEBOOK

411,000

INSTAGRAM

190,400

TWITTER

55,000

PINTEREST

1M

TIKTOK

## ONLINE

40M

WORLDWIDE UNIQUE USERS

14.5M

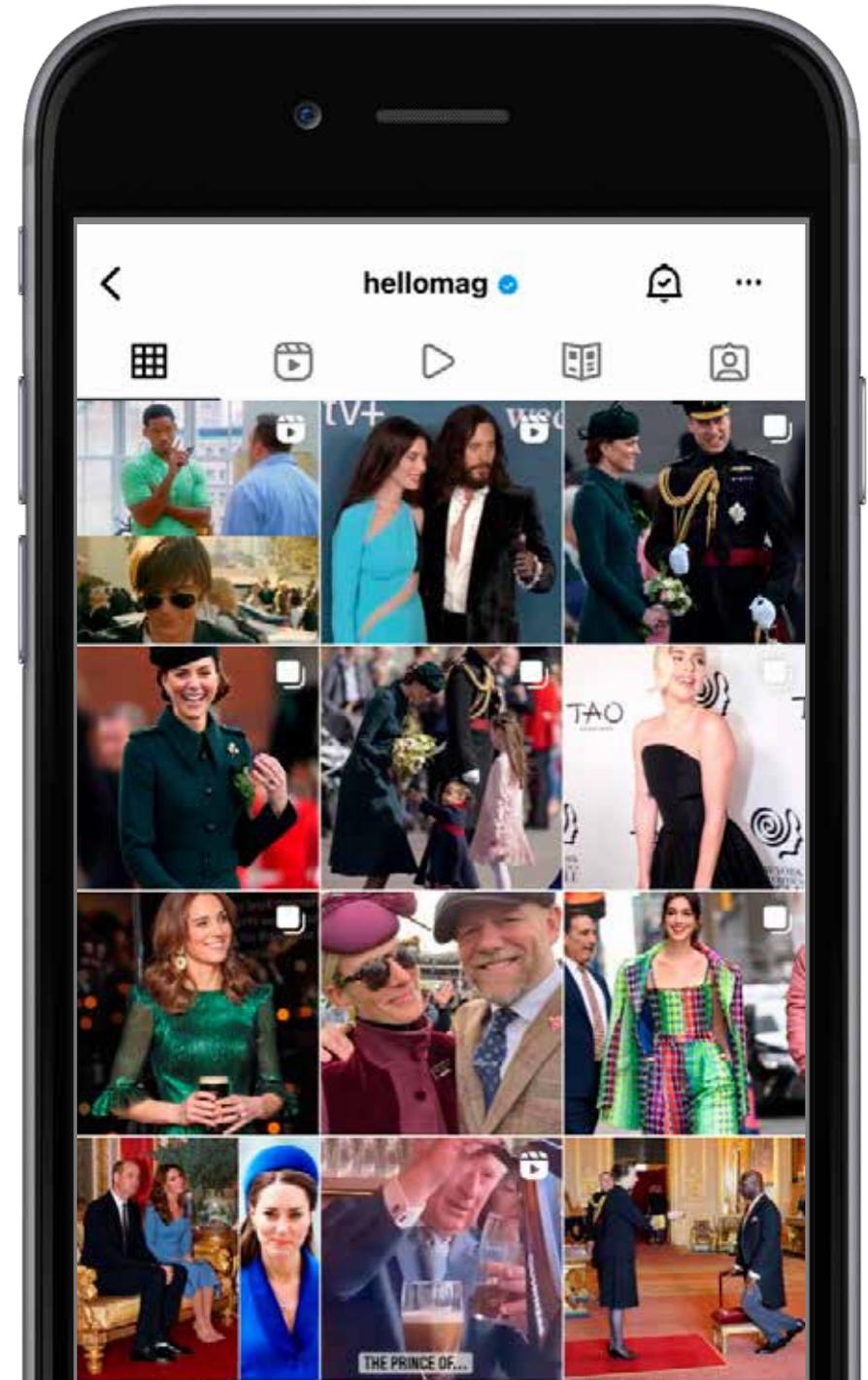
UK UNIQUE USERS

## DIGITAL EDITION

31,211

SUBSCRIBERS

PAMCO BRIDGE 4 2021, GOOGLE ANALYTICS JANUARY 2022, APPLE NEWS DEC 2021, SOCIAL PLATFORMS JAN 2021.







# HELLO!

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