

**HELLO!**

**MEDIA PACK**

**2023**

# HELLO! UK

**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.





# OUR AUDIENCE

**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.

## **BREAKDOWN**

- › ABC1: 66%
- › AGE 18 TO 34: 24%
- › AGE 35 TO 54: 37%
- › AGE 55 AND ABOVE: 39%

SOURCES: PAMCO 4 2022







# CIRCULATION

HELLO! REMAINS NUMBER 1 IN ITS COMPETITIVE SET (CELEBRITY WEEKLIES).

**179,593**

TOTAL CIRCULATION  
(PRINT & DIGITAL EDITION)

**95,181**

UK & EIRE NEWSTRADE

**561,000**

AVERAGE WEEKLY  
READERSHIP (UK)

**22,865**

SUBSCRIBERS

SOURCES: PAMCO BRIDGE 3 2022; ABC JAN-DEC 2021

# MULTI-PLATFORM OFFERING

HELLO! DELIVERS QUALITY CONTENT, OFFERING BRAND-INTEGRATED ADVERTISING OPPORTUNITES ACROSS ALL PRINT, ONLINE AND SOCIAL MEDIA CHANNELS.

**2.1M**  
FACEBOOK

**192K**  
TWITTER

**212K**  
TIKTOK

**550K**  
INSTAGRAM

**142K**  
PINTEREST

**1.1M**  
SNAPCHAT

**50K**  
YOUTUBE

**22K**  
PODCAST

**83K**  
NEWSLETTER

**31K**  
DIGITAL EDITION

WEBSITE

**41M**  
WORLDWIDE UNIQUE

WEBSITE

**15M**  
UK UNIQUE

# HELLO!

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