

HELLO!

PRINT RATES AND AD SPECS

COPY DEADLINES - 2018

Advertising copy is usually required 10 days prior to the on sale date of the issue. In some instances copy may be required sooner. If you have any questions, please email production@hellomagazine.com

ISSUE	ON SALE DATE	COVER DATE	COPY DEADLINE
1514	03 Jan 18	09 Jan 18	19 Dec 17
1515	9 Jan 18	15 Jan 18	30 Dec 17
1516	15 Jan 18	22 Jan 18	05 Jan 18
1517	22 Jan 18	29 Jan 18	12 Jan 18
1518	29 Jan 18	05 Feb 18	19 Jan 18
1519	05 Feb 18	12 Feb 18	26 Jan 18
1520	12 Feb 18	19 Feb 18	02 Feb 18
1521	19 Feb 18	26 Feb 18	09 Feb 18
1522	26 Feb 18	05 Mar 18	16 Feb 18
1523	05 Mar 18	12 Mar 18	23 Feb 18
1524	12 Mar 18	19 Mar 18	02 Mar 18
1525	19 Mar 18	26 Mar 18	09 Mar 18
1526	26 Mar 18	02 Apr 18	16 Mar 18
1527	02 Apr 18	09 Apr 18	23 Mar 18
1528	09 Apr 18	16 Apr 18	30 Mar 18
1529	16 Apr 18	23 Apr 18	06 Apr 18
1530	23 Apr 18	30 Apr 18	13 Apr 18
1531	30 Apr 18	07 May 18	20 Apr 18
1532	07 May 18	14 May 18	27 Apr 18
1533	14 May 18	21 May 18	04 May 18
1534	21 May 18	28 May 18	11 May 18
1535	28 May 18	04 Jun 18	18 May 18
1536	04 Jun 18	11 Jun 18	25 May 18
1537	11 Jun 18	18 Jun 18	01 Jun 18
1538	18 Jun 18	25 Jun 18	08 Jun 18
1539	25 Jun 18	02 Jul 18	15 Jun 18

ISSUE	ON SALE DATE	COVER DATE	COPY DEADLINE
1540	02 Jul 18	09 Jul 18	22 Jun 18
1541	09 Jul 18	16 Jul 18	29 Jun 18
1542	16 Jul 18	23 Jul 18	06 Jul 18
1543	23 Jul 18	30 Jul 18	13 Jul 18
1544	30 Jul 18	06 Aug 18	20 Jul 18
1545	06 Aug 18	13 Aug 18	27 Jul 18
1546	13 Aug 18	20 Aug 18	03 Aug 18
1547	20 Aug 18	27 Aug 18	10 Aug 18
1548	27 Aug 18	03 Sep 18	17 Aug 18
1549	03 Sep 18	10 Sep 18	24 Aug 18
1550	10 Sep 18	17 Sep 18	31 Aug 18
1551	17 Sep 18	24 Sep 18	07 Sep 18
1552	24 Sep 18	01 Oct 18	14 Sep 18
1553	01 Oct 18	08 Oct 18	21 Sep 18
1554	08 Oct 18	15 Oct 18	28 Sep 18
1555	15 Oct 18	22 Oct 18	05 Oct 18
1556	22 Oct 18	29 Oct 18	12 Oct 18
1557	29 Oct 18	05 Nov 18	19 Oct 18
1558	05 Nov 18	12 Nov 18	26 Oct 18
1559	12 Nov 18	19 Nov 18	02 Nov 18
1560	19 Nov 18	26 Nov 18	09 Nov 18
1561	26 Nov 18	03 Dec 18	16 Nov 18
1562	03 Dec 18	10 Dec 18	23 Nov 18
1563	10 Dec 18	17 Dec 18	30 Nov 18
1564	17 Dec 18	02 Jan 19	07 Dec 18

DISPLAY RATES

DPS	
IFC	£44,830
1ST DPS	£43,932
1ST 3RD	£43,034
FRONT HALF	£39,743
GTD POSITION	£36,288
ROM	£34,561

HALF PAGE DPS	
FRONT HALF	£22,775
BACK HALF GTD POSITION	£20,738
ROM	£20,391

PAGE	
PAGE 3 FACING CONTENTS	£26,250
RIGHT HAND PAGE 1/2/3	£24,864
GTD POSITION	£21,520
1ST 10%	£22,712
1ST 3RD	£19,583
FRONT HALF RIGHT HAND	£19,010
FRONT HALF	£18,664
LIFESTYLE	£20,055
ROM	£17,278
IBC	£22,050
OBC	£27,300

HALVES	
FRONT HALF RIGHT HAND	£11,655
FRONT HALF	£10,715
BACK HALF GTD POSITION	£10,369
ROM	£10,196

QUARTERS	
FRONT HALF RIGHT HAND	£6,757
FRONT HALF	£6,164
BACK HALF GTD POSITION	£6,048
ROM	£5,875

TECHNICAL REQUIREMENTS

ALL MEASUREMENTS IN MILLIMETRES (WIDTH X HEIGHT)

	TRIM	BLEED	TYPE AREA
DPS	470 X 320	476 X 326	444 x 306
1/2 PAGE DPS	470 X 160	476 X 166	444 X 151
WHOLE PAGE	235 X 320	241 X 326	213 X 306
1/2 PAGE VERTICAL	117.5 X 320	123.5 X 326	104.5 X 306
1/2 PAGE HORIZONTAL	235 X 160	241 X 166	213 X 151
1/4 PAGE BOX	117.5 X 160	123.5 X 166	104.5 X 151

COLOUR PROFILE

HELLO! uses the colour profile PSR LWC PLUS V2. All artwork and colour proofs will need to be supplied to this standard (Web Offset standard proofs are not acceptable).

This profile can be obtained from HELLO!'s printer, Circle Printers: Benoit Demarez, Customer Service, Helio Charleroi, Avenue de Spirou 23, B-6220 Fleurus, Belgium
E: b.demarez@hch.be
Please note: the first printing tone

is a dot of 5% for four colour work. For a single colour tint, the minimum recommended dot is 15%. For a multi-colour tint, the minimum recommended dot is 8%.

COLOUR MATCH GUARANTEE

If advertisers do not provide two colour proofs to Digital Cromalin standard PSR LWC PLUS V2, an accurate colour match cannot be 100% guaranteed. Advertisers must inform the Production Manager at the address above if changes are made to their digital files

but not on the accompanying colour proof.

Advertising copy supplied for different issue numbers must be supplied on a separate disc/CD. Where copy is to be repeated from a previous issue, a separate copy instruction must be supplied in writing. All advertisements must be supplied at 100%

PRINTING PROCESS

Gravure

ACCEPTED FORMAT AND METHOD OF DELIVERY

All advertising copy is to be sent to HELLO!'s Production Department at the address below, 10 days before the on sale date (see next page) in the following format: high resolution PDF with all fonts embedded, and two colour proofs.

Digital files can be accepted in various ways:

1. Via email (for files less than 6MB)
2. Via AdSend, Quickcut or equivalent other
3. Via CD: (All discs must be run through an anti-virus program before dispatching to HELLO!'s production address.

HELLO! PRODUCTION ADDRESS

Production Manager,
HELLO! Magazine,
Wellington House,
69-71 Upper Ground,
London, SE1 9PQ

T: 020-7667 8761 or 020-7667 845

E: production@hellomagazine.com

TERMS & CONDITIONS

1. These conditions shall apply to all advertisements accepted for publication. Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by the Publisher.

2. All advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

3. The Publisher reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of any Advertiser for damages or breach of contract shall arise. Should such omission or suspension be due to the act or default of the Advertiser, or his servants or agents, then the space reserved for the advertisement shall be paid for in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.

4. If the Publisher considers it necessary to modify the space or alter the date or position of insertions or make any other alteration, the Advertiser will have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Every care is taken to avoid mistakes but the Publisher cannot accept liability for any errors due to third parties, sub-contractors or inaccurate copy instructions.

5. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way

illegal or defamatory or an infringement of any other party's right or an infringement of the British Code of Advertising Practice.

6. The Advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement. The Publisher will consult with the Advertiser as to the way in which such claims are to be handled.

7. Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.

8. The advertiser warrants to maintain strict confidentiality around details of the commercial arrangements between the Publisher and themselves. Should details of advertising contracts be passed to any third party, the Publisher reserves the right to retrospectively surcharge advertisers to the appropriate rate as defined by this ratecard.

9. If an Advertiser cancels the balance of a contract, except in the circumstances set out in clauses 4 or 7, he relinquishes any right to any discount to which he was previously entitled and advertisements will be paid for at the appropriate rates.

10. Recognised advertising agents will be allowed by the Publisher 5% commission on the quoted rates as appropriate provided payment is made by the due

date and all other requirements are strictly complied with.

11. The due date for payment is 30 days following the cover date of the issue concerned. If accounts are not paid by the due date the Publisher reserves the right to make surcharges at the rate of 3% per month until payment is made.

12. Charges will be made to the Advertiser or his Agent where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. The charges will be at the rates agreed prior to publication.

13. Complaints regarding reproduction of advertisements must be in writing, and must be received within one calendar month of the on sale date.

14. Cancellation: Notice in writing is required to stop or suspend an insertion. The notice is to arrive with the Publisher 16 weeks prior to publication date.

15. If copy instructions are not received by the agreed copy date no guarantees can be given that corrections will be made and the Publisher reserves the right to repeat the most appropriate copy.

16. Advertisers' property, artwork etc, are held at Owners' risk and should be insured by them against loss or damage from whatever cause. The Publisher reserves the right to destroy all advertising material which has been in his custody for 6 months from the date of its last appearance.

17. For the purpose of these conditions, 'Advertiser' shall refer to the Advertiser or his Agent whichever is the principal.

18. These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England.

19. The distribution boundaries of wholesalers do not precisely coincide with those of ITV areas, and that therefore there may be some small variation at the margins of each area. Every effort is made to adhere as closely as possible to ITV territories.

20. Final print-runs are not decided until one week prior to on-sale. Therefore the total amount of inserts used may vary.

21. Unless an Advertiser has been guaranteed the position of Fully Facing Matter in writing then advertisements could appear opposite other advertisements and no compensation will be given.

22. Occasionally HELLO! may print an additional run of "Lite" magazines for marketing and sampling purposes only. These will be over and above the full print-run of the main magazine and only 70% of the total advertising volume of the corresponding on-sale issue of HELLO! is required to be reprinted in any Lite.

The advertisements which do appear are entirely at the discretion of the Publisher and have no positional guarantees attached.

23. The on sale date of any supplements or additional magazine is subject to change due to world or news events.

CONTACTS

ADVERTISING, SPONSORSHIP AND INSERT RATES AVAILABLE ON REQUEST:

ADVERTISING

Ali Deas
Commercial Director
T: +44 (0)20 7667 8911
E: ali.deas@hellomagazine.com

PRINT

Katie Rose
Associate Brand Director
T: +44 (0)20 7667 8748
E: katie.rose@hellomagazine.com

SUBSCRIPTIONS ENQUIRIES:

SUBSCRIPTIONS

Kate Vaughan-Payne
Subscription Marketing Manager
T: +44 (0)20 7887 8751
E: kvaughan-payne@hellomagazine.com

PRODUCTION ENQUIRIES:

DISPLAY

HELLO! Production Department
T: +44 (0)20 7667 8761
E: production@hellomagazine.com

INSERTS

Charlie Hands (Canopy Media)
T: +44 (0)20 7611 8168
E: charlie@canopymedia.co.uk

PRINTERS

Benoit Demarez (Circle Printers)
T: +32 (71) 82 44 57
E: b.demarez@hch.be