

HELLO!

PRINT RATES AND AD SPECS

COPY DEADLINES – 2020

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
1616	01 Jan 20	07 Jan 20	20 Dec 19
1617	07 Jan 20	13 Jan 20	20 Dec 19
1618	13 Jan 20	20 Jan 20	03 Jan 20
1619	20 Jan 20	27 Jan 20	10 Jan 20
1620	27 Jan 20	03 Feb 20	17 Jan 20
1621	03 Feb 20	10 Feb 20	24 Jan 20
1622	10 Feb 20	17 Feb 20	31 Jan 20
1623	17 Feb 20	24 Feb 20	07 Feb 20
1624	24 Feb 20	02 Mar 20	14 Feb 20
1625	02 Mar 20	09 Mar 20	21 Feb 20
1626	09 Mar 20	16 Mar 20	28 Feb 20
1627	16 Mar 20	23 Mar 20	06 Mar 20
1628	23 Mar 20	30 Mar 20	13 Mar 20
1629	30 Mar 20	06 Apr 20	20 Mar 20
1630	06 Apr 20	13 Apr 20	27 Mar 20
1631	13 Apr 20	20 Apr 20	03 Apr 20
1632	20 Apr 20	27 Apr 20	10 Apr 20
1633	27 Apr 20	04 May 20	17 Apr 20
1634	04 May 20	11 May 20	24 Apr 20
1635	11 May 20	18 May 20	01 May 20
1636	18 May 20	25 May 20	08 May 20
1637	25 May 20	01 Jun 20	15 May 20
1638	01 Jun 20	08 Jun 20	22 May 20
1639	08 Jun 20	15 Jun 20	29 May 20
1640	15 Jun 20	22 Jun 20	05 Jun 20
1641	22 Jun 20	29 Jun 20	12 Jun 20

ISSUE	ON SALE DATE	COVER DATE	COPY DEADLINE
1642	29 Jun 20	06 Jul 20	19 Jun 20
1643	06 Jul 20	13 Jul 20	26 Jun 20
1644	13 Jul 20	20 Jul 20	03 Jul 20
1645	20 Jul 20	27 Jul 20	10 Jul 20
1646	27 Jul 20	03 Aug 20	17 Jul 20
1647	03 Aug 20	10 Aug 20	24 Jul 20
1648	10 Aug 20	17 Aug 20	31 Jul 20
1649	17 Aug 20	24 Aug 20	07 Aug 20
1650	24 Aug 20	31 Aug 20	14 Aug 20
1651	31 Aug 20	07 Sep 20	21 Aug 20
1652	07 Sep 20	14 Sep 20	28 Aug 20
1653	14 Sep 20	21 Sep 20	04 Sep 20
1654	21 Sep 20	28 Sep 20	11 Sep 20
1655	28 Sep 20	05 Oct 20	18 Sep 20
1656	05 Oct 20	12 Oct 20	25 Sep 20
1657	12 Oct 20	19 Oct 20	02 Oct 20
1658	19 Oct 20	26 Oct 20	09 Oct 20
1659	26 Oct 20	02 Nov 20	16 Oct 20
1660	02 Nov 20	09 Nov 20	23 Oct 20
1661	09 Nov 20	16 Nov 20	30 Oct 20
1662	16 Nov 20	23 Nov 20	06 Nov 20
1663	23 Nov 20	30 Dec 20	13 Nov 20
1664	30 Nov 20	07 Dec 20	20 Nov 20
1665	07 Dec 20	14 Dec 20	27 Nov 20
1666	14 Dec 20	21 Dec 20	04 Dec 20
1667	21 Dec 20	04 Jan 21	18 Dec 20

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

REPEAT INSTRUCTIONS

Where copy is to be repeated from a previous issue, an instruction must be emailed to production@hellomagazine.com

COLOUR PROFILE

Cover pages:

ISO Coated v2 300% ECI
(FOGRA39L Max TAC 300)

Text pages:

PSR LWC PLUS V2 PT (Max TAC 360)

All artwork and colour proofs need to be supplied to this standard; Web Offset standard proofs are not acceptable. These profiles can be obtained from HELLO!'s printer, Prinovis UK:

E: linzi.edwards@prinovis.com

T: 0151 494 4686

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 a digital cromalin colour proof using HELLO!'s profile, an accurate colour match cannot be 100% guaranteed.

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. Colour proofs can be mailed to the address below.

Digital files can be accepted in various ways:

1. Via email (for files less than 6MB)
2. Via AdSend, Specler or equivalent other

HELLO! PRODUCTION ADDRESS

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

T: 0207 667 8761 or
0207 667 8745

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:

DISPLAY

Katie Rose

Associate Brand Director

T: +44 (0)20 7667 8748

E: katie.rose@hellomagazine.com

CREATIVE SOLUTIONS

Gemma O'Brien

Partnerships Director

T: +44 (0)20 7886 0919

E: kelly.gerbaldi@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

Lauren Littler (Canopy Media)

T: +44 (0)203 353 3934

E: lauren.littler@canopymedia.co.uk

PRINTERS

Linzi Edwards (Prinovis UK)

T: 0151 494 4686

E: linzi.edwards@prinovis.com