“HELLO! exists to entertain and inform its readers...it does not sit in judgement of those it writes about. Its readers are quite capable of forming their own opinions.”

Eduardo Sánchez Junco
THE HELLO! GROUP

¡HOLA! – the first magazine of the independent publisher – was launched in 1944, establishing the celebrity sector within the magazine industry.

The group’s editorial philosophy is based on traditional family values of positivity, trust, respect and honesty, which sets HELLO! and ¡HOLA! apart from its competitors around the world.

- 23 print editions
- 10 different languages
- Distributed in 120 countries
- 8 websites visited by over 27 million users each month
- HELLO! TV reaching 22 million households
HELLO! UK

In 1988 HELLO! launched a new market in the UK creating the “Celebrity Weeklies” sector and quickly became a household name known for its exclusive access to the stars, accurate reporting, beautiful picture-led features and award-winning publishing philosophy.

HELLO! features exclusive interviews, uplifting coverage and world-class reporting of showbiz and historic events. It also has an aspirational lifestyle section showcasing fashion, beauty, health, food, interiors and entertainment – all presented in a high-quality, glossy format.

HELLO!’s digital touch points continue to grow and evolve, including video which offers unique behind-the-scenes footage of interviews, photo-shoots, red carpet and event coverage.

- Reaches more than 600K adults in the UK every week
- Exported to more than 60 countries making it the UK’s No.1 exported women’s magazine
LOYALTY & ICONIC STATUS

HELLO! and HFM continue to sell the majority of copies at full price while the Women’s Lifestyle & Fashion, and Women’s Weeklies sectors are dominated by cover price promotions and discounting.

HELLO! and HFM’s discounting is exclusively from when they are sold in multi-packs.

UK & ROI COPIES SOLD AT FULL PRICE

Source: ABC Combined Print & Digital. Copies sold at Basic Cover Price (BCP) or at Basic Annual Rate (BAR), UK & ROI, Jan - Jun 2019
HELLO!’S PLACE IN THE MARKET

HELLO! combines the frequency of a weekly and glossiness of a monthly, complimenting every press schedule.

Impact and standout: HELLO! carries no more than 20% advertising in each issue

Women’s Monthlies

Women’s Weeklies
EDITORIAL PILLARS
WORLD EXCLUSIVES

“It’s more than just images...it’s a window into personal moments”

HELLO!’s honest and positive approach alongside gorgeous photography demonstrates trust and creates genuine relationships with celebrities in order to secure the best world exclusives.
ROYALTY

“It’s more than just events...it’s history”

HELLO! UK is often the only magazine invited to attend events and overseas trips that go up close with the British Royal family. This long-standing relationship establishes HELLO! as the go-to title for royal coverage around the world.
HOW KATE AND MEGHAN ARE KEEPING HER LEGACY ALIVE

EXCLUSIVE ROYAL REPORT

MARRIES IN SPECTACULAR STYLE

ELLIE GOULDING

FULL WEDDING ALBUM

I have never felt more special

Ellie

The royal and A-list guests

All the emotion from her big day

“IT’S MORE THAN JUST NEWS... IT’S EDITORIAL INVESTMENT”

In every issue HELLO! offers detailed reporting and a true insight in to the world of celebrity - from news to exclusive interviews.
RED CARPET

“It’s more than just glamorous events... it’s exclusive access”

HELLO! interviews the A-list on the red carpet and reports from behind-the-scenes at the most prestigious awards, premieres and glamorous parties. Content (including video) appears online and on social media within minutes, with print coverage appearing in the following issue.
FASHION

“It’s more than stunning photoshoots...it’s aspirational”

Fashion is present throughout every issue - including interviews with the fashion elite, catwalk inspiration, stunning photo-shoots and high-street edits.
BEAUTY

“It’s more than news and celebrity secrets...it’s trusted expertise”

HELLO! delivers more beauty editorial every month compared to many monthly titles and features the latest products, celebrity interviews, expert health advice as well as tried and tested solutions.
LIFESTYLE

“It’s more than just good taste... it’s a lifestyle”

HELLO!’s fresh, informative and stylistic Lifestyle section not only showcases the latest in fashion and beauty, but also brings inspiring interiors, health news, mouth-watering recipes and entertainment reviews for the week ahead.
HELLO!