



HELLO! ^{MONTHLY} fashion

MEDIA PACK
2019/20



EDITORIAL VISION

HELLO! Fashion Monthly's successful formula lies in its strong editorial credentials and providing consistently inspiring, accessible, positive style content. Since launch in September 2014, HFM has established itself as serious fashion contender, outperforming competitors on the newsstand. Our unique USP is our glossy-lite format and short press to print deadline which means we can react to all the latest fashion news. By creating a fantastic product that showcases the best edit of high street and high end as well as championing new talent, HFM has emerged as a genuine and relevant voice of fashion – and at an attractive cover price for readers.

Jill
x

JILL WANLESS, EDITOR



THE READER

The HELLO! Fashion Monthly reader is in her late 30s and is a career-driven, metropolitan woman: cash-rich but time-poor. She wants to keep up with the world of fashion but doesn't have time for a traditional 300-page glossy. She craves concise editorial advice and is looking for smart and efficient ways to mix high street with luxury. She trusts HFM to introduce her to the most interesting new names in the business and to expertly edit her fashion choices.





CIRCULATION

HFM is the third best selling title in its competitive set (Women's Fashion Monthlies) and has established itself as a serious fashion contender, having overtaken brands such as Tatler, Harper's Bazaar, Marie Claire and ELLE.

61,593

JAN-JUNE 2019 UK & EIRE PRINT
ACTIVELY PURCHASED

65,001

ABC COMBINED PRINT & DIGITAL

152,000

AVERAGE ISSUE READERSHIP

EDITORIAL ENVIRONMENT

HFM's successful formula lies in these three key pillars...



FASHION

'HFM is a monthly fix of accessible and inspirational fashion shoots, trends, shopping and features, all delivered in a fresh and engaging way. An expert edit of the latest looks without the legwork. We bring readers affordable luxury, high-end mixed with high street in a glossy format with superb styling and photography. A print magazine which sits alongside hellofashion.com.'

JILL WANLESS, EDITOR



BEAUTY

'HFM Beauty cuts through the hype to bring you a carefully curated edit of the latest launches and catwalk trends. Every month it delivers practical advice, honest reviews, expert tips, as well as exclusive celebrity content and cutting-edge photoshoots.'

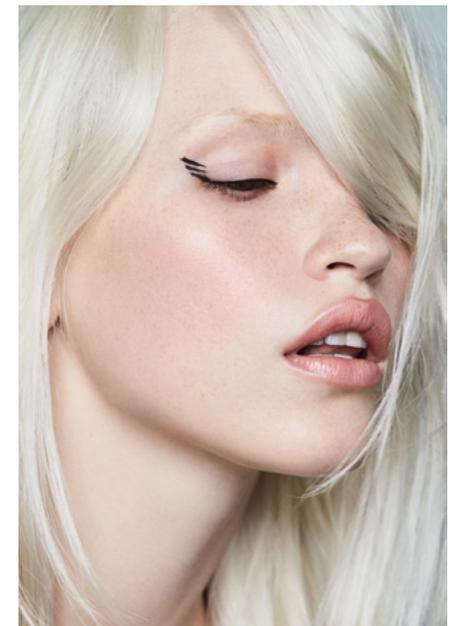
CHARLOTTE JOLLY,
BEAUTY DIRECTOR



EMERGING TALENT

'We love working with exciting young talent at HFM, whether models, actors, musicians or anyone creating a buzz in the fashion world. Our celebrity shoots are sharp, sassy and stylish – and accompanied by great exclusive interviews.'

BECKY DONALDSON,
FEATURES DIRECTOR



MARKET POSITION

HFM has established itself as a market leader in the glossy fashion sector.



ALWAYS CURRENT

HELLO! Fashion Monthly is full of fabulous and current news content and has a uniquely short print deadline of up to 10 days before print that allows for the inclusion of all the latest news and trends.



LIGHTER FORMAT, MORE CONTENT

Designed to occupy a unique position within the market for time poor readers, HELLO! Fashion Monthly has a lighter format than its traditional counterparts. In contrast to other titles in the market, HFM has a lower than usual advertising to editorial ratio.



BEYOND ADVERTISING

HELLO! Fashion Monthly supports its advertisers editorially and the team has great experience in turning marketing, editorial and retail partnerships into success for clients.

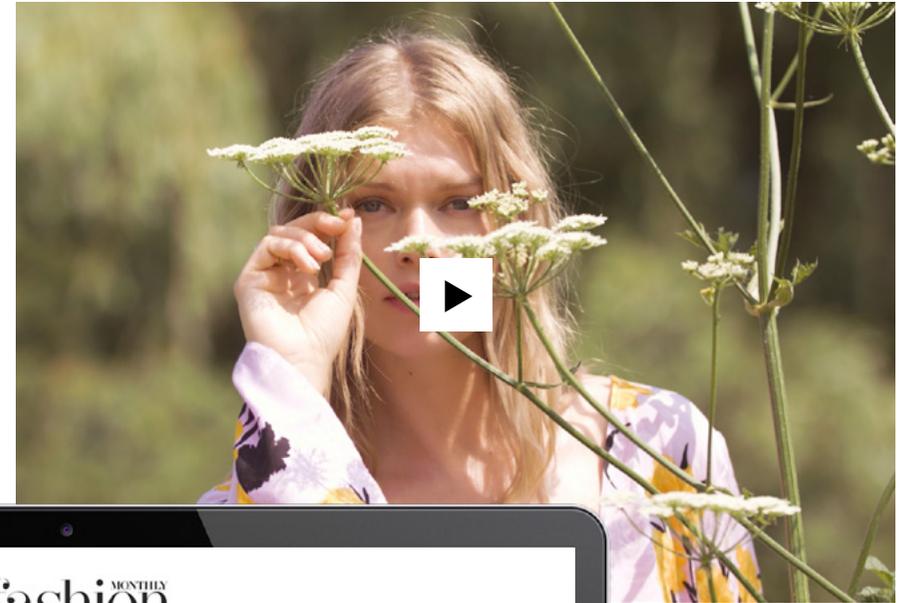


ACCESSIBLE & ASPIRATIONAL CONTENT

At an affordable cover price, HELLO! Fashion Monthly offers accessible and aspirational content, showcasing emerging talent in fashion and entertainment, alongside exclusive interviews with top designers, the latest high street and catwalk looks and must-have style and beauty tips and trends.

BEYOND THE PAGE

HELLO! Fashion Monthly delivers quality content and connects with its readers through all major platforms offering brand-integrated advertising opportunities across print, digital, social media and events channels.

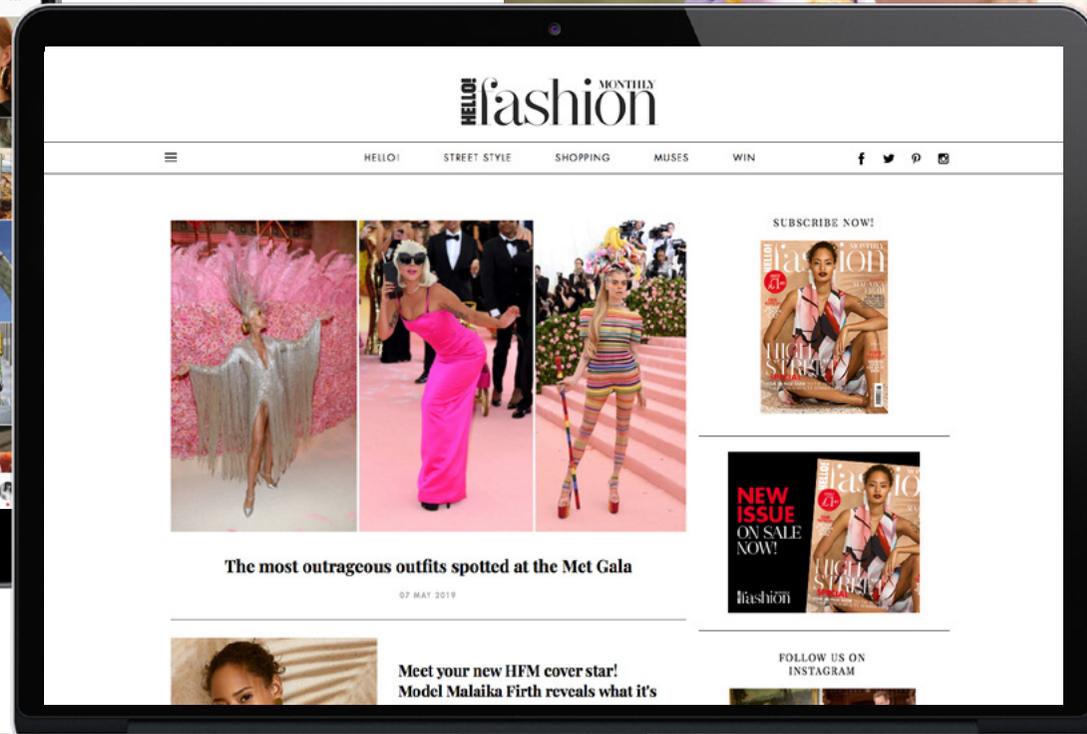


SOCIAL MEDIA

As well as a mobile format and being one of the most popular glossies on Readly, HFM connects with a dedicated audience on Instagram.

ONLINE

The newly-designed website at hellofashion.com can also be reached via hellomagazine.com, which has over 7 million unique users, 45% from fashion and beauty verticals.

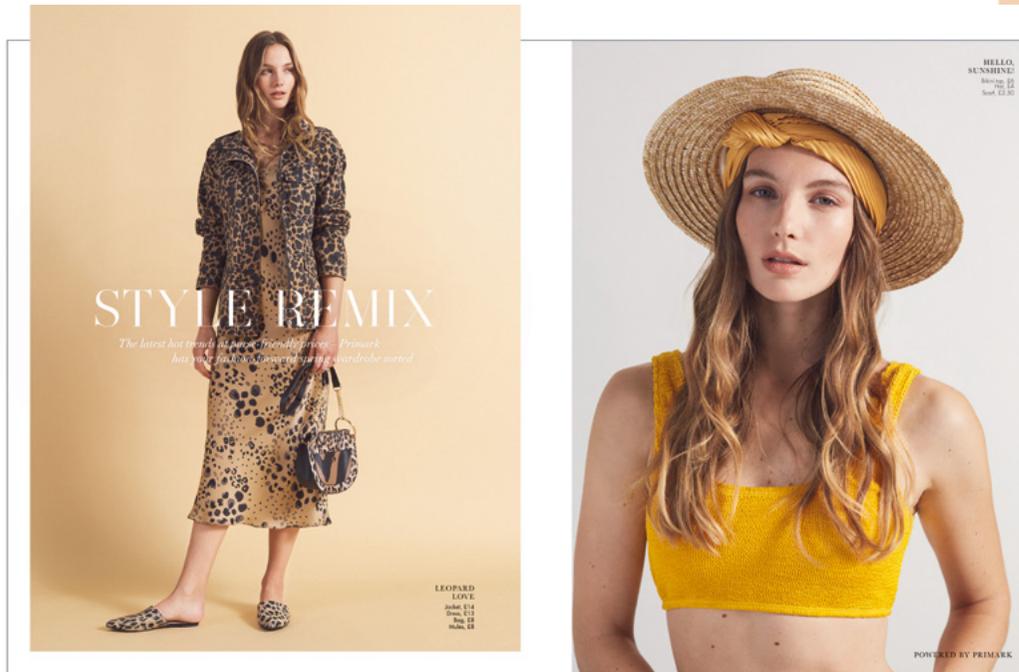


ONLINE VIDEO

Go behind the scenes of HELLO! Fashion Monthly's photoshoots. Every month HFM produces sleek fashion and beauty videos, shown online, which can also be included in brand partnerships.

PARTNERSHIPS

HFM can offer brand partners commercial packages that can work across all of our platforms.



SPONSORED SHOOTS

The team will come up with a concept to suit the brand's specific brief. We will style the shoot in the same way as we would one of our own and it will be positioned within our fashion sections with 'powered by' and the brand name.



PROMOTIONS

We have a variety of different ways brands can work with the magazine in print. Our Style Fix and Beauty Fix pages are beautiful one shots, styled and shot by the team to look like editorial pages. These single pages have maximum standout with in the magazine on a right hand page and look fully integrated.

EVENTS

The team have hosted many reader events with brands in their leading stores. We can join forces to celebrate a particular launch, give trend talks, style advice from the fashion editors or host a panel discussion. Packages include promotion in the magazine and across online and social media, goody bags, video of the event and editor's picks labelling.



2019 EDITORIAL CALENDAR

February

FEEL GOOD SPECIAL

ON SALE 8 JANUARY

Putting a positive spin on January with all the latest health, wellbeing and fitness news and products. Activewear you'll want to live in and retreats to reboot you for 2019.

March

BIG FASHION SPECIAL

ON SALE 5 FEBRUARY

An extended issue featuring the biggest SS19 catwalk trends, glossy shoots featuring high end and high street and an expert edit of new season shopping. Plus your spring hair styling masterclass.

April/May

SPRING DRESSING

ON SALE 5 MARCH

Extended issue with outfits for every occasion and event from weddings, to BBQs to festivals. Plus new beauty trends and jewellery special featuring fine and affordable luxury labels.

June

HIGH STREET SPECIAL

ON SALE 7 MAY

The HFM high street hotlist showcasing the best purse friendly fashion, accessories and beauty: What's hot from the brands you love plus new labels to know and the lowdown on new season nails and mastering a flawless manicure.

July/August

HOLIDAY SPECIAL

ON SALE 4 JUNE

Everything you need for your holiday, no matter what the destination or budget, from swimwear to summer sandals to the most stylish sunglasses. Plus hacks for perfecting your perfect summer body and safe tan.

September

COLLECTIONS ISSUE

ON SALE 6 AUGUST

First look at new season AW19, all the looks from the runway plus transitional shopping must-haves and the beauty lowdown from the backstage experts.

October

AUTUMN FASHION SPECIAL

ON SALE 3 SEPTEMBER

Extended issue with all the new season trends, shopping and styling tricks. Inspiring fashion shoots introducing the latest designer and high street looks and the new It bags and shoes.

November

BEAUTY ISSUE

ON SALE 1 OCTOBER

Extended beauty section with the latest backstage trends, genius products and inspiration for hair, make-up and nails. Plus our definitive edit of the best new season coats and boots

Dec/Jan

THE LUXE ISSUE

ON SALE 5 NOVEMBER

HFM's Wishlist gift guide and ideas for party dressing from the outfit to the adds-ons. Plus the most covetable watches, jewellery and fragrances to invest in.





ADVERTISING RATES

PRINT

FULL PAGE FH	£9,000	IFC DPS	£24,000
FULL PAGE ROM	£6,000	IBC	£12,000
FULL PAGE 1 ST RH	£12,000	OBC	£23,000
HALF PAGE FACING			
EDITOR'S LETTER	£6,750		

ONLINE

HPTO	£2,500 per day
MPU	£15 cpm
Expandable MPU	£17 cpm
Leaderboard	£12 cpm
Billboard	£28 cpm
Video embedded billboard	£30 cpm
HPU	£16 cpm
Fixstrip	£17 cpm
Interstitial	£50 cpm
Average product cost for Interstitial	£4,000
Skin	£25 cpm
Channel take-over	£1,000 per day
Promo traffic driver	£150
Advertorial	£3,000
Sponsored hub	£10,000
Sponsored blog	£6,000 per month
Newsletter	£1,000
Mobile MPU	£15 cpm
Mobile overlay	£20 cpm

SPECIFICATIONS

PRINT

DOUBLE PAGE SPREAD

(Must be supplied as two single pages.

See Whole Page below)

WHOLE PAGE

Trim 300 x 230, Bleed 306 x 236

HALF PAGE VERTICAL

Trim 300 x 115, Bleed 306 x 121

HALF PAGE HORIZONTAL

Trim 150 x 230, Bleed 156 x 236

1/4 PAGE VERTICAL

Trim 300 x 57.5, Bleed 306 x 63.5

1/4 PAGE PORTRAIT

Trim 150 x 115, Bleed 156 x 121

NOTE: All critical matter must be at least 5mm from the trim.

FORMAT: High resolution single page PDF with all fonts embedded.

COLOUR PROFILE: ISO Coated v2_300 (ECI)

MAXIMUM INK (TAC): 300%

PRODUCTION CONTACTS:

Ashleigh Swaile and

Kate Vaughan-Payne on

production@hellomagazine.com.

Please send post to 69-71 Wellington

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PRINT COPY DEADLINES

ON SALE	COVER DATE	COPY DATE
8 January 2019	February 2019	19 December 2018
5 February 2019	March 2019	23 January 2019
5 March 2019	April/May 2019	20 February 2019
7 May 2019	June 2019	24 April 2019
4 June 2019	July/August 2019	22 May 2019
6 August 2019	September 2019	24 July 2019
3 September 2019	October 2019	21 August 2019
1 October 2019	November 2019	18 September 2019
5 November 2019	December/January 2019	23 October 2019

ONLINE SPECIFICATIONS

For full technical specifications, visit www.hellomagazine.com/mediapack/





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