



HELLO! fashion

MEDIA PACK
2020/21



EDITORIAL VISION

HELLO! Fashion'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, smart and conscious style coverage and unique brand partnerships. 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 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 continues to perform well as a serious fashion contender, having overtaken established brands such as Tatler, Harper's Bazaar and ELLE.

61,593

JAN-JUNE 2019 UK & EIRE PRINT
ACTIVELY PURCHASED

65,001

ABC COMBINED PRINT & DIGITAL

152,000

AVERAGE ISSUE READERSHIP

SOURCE: ABC JAN-JUNE 2019, PAMCO 2 2019

EDITORIAL ENVIRONMENT

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



FASHION

'HFM is a 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 and wardrobe solutions in a glossy format with superb styling and photography. Our successful formula is in its relevant and positive content.'

JILL WANLESS, EDITOR



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 cover shoots are sharp, sassy and stylish – and accompanied by great exclusive interviews.'

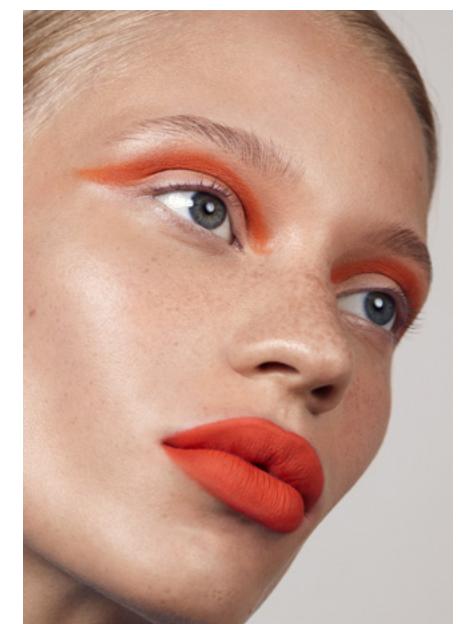
BECKY DONALDSON,
FEATURES DIRECTOR



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



MARKET POSITION

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



REGULAR SPECIALS

We treat every issue as a 'special' and continue to tap into what the reader wants each month. She trusts us to deliver her fashion fix.



LIGHTER FORMAT, MORE CONTENT

Designed to occupy a unique position within the market for time poor readers, HELLO! Fashion 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 supports its advertisers editorially and the team has great experience in turning marketing, editorial and brand partnerships into success for clients.



ACCESSIBLE & ASPIRATIONAL CONTENT

At an affordable cover price, HELLO! Fashion 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

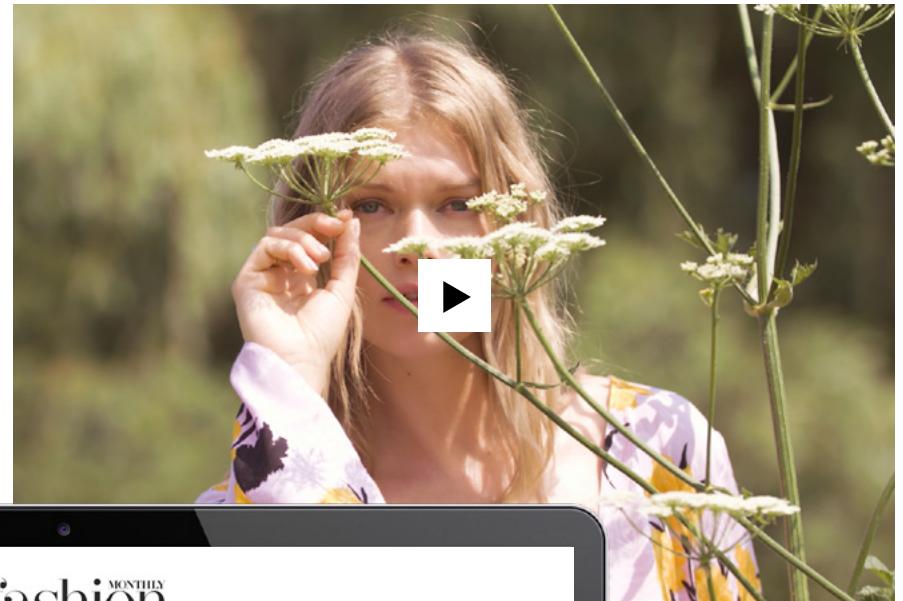
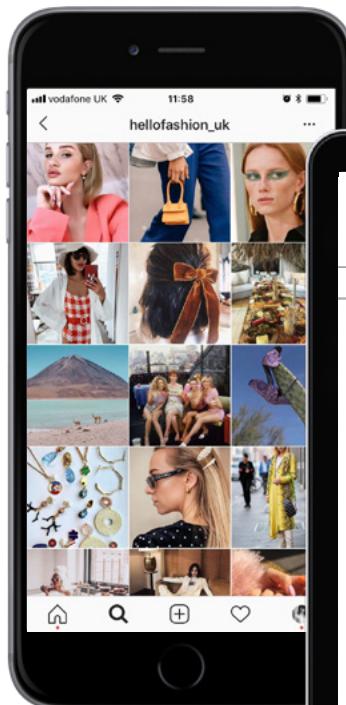
HELLO! Fashion delivers quality content and connects with its readers through all major platforms offering brand-integrated advertising opportunities across print, digital, social media and events channels.

SOCIAL MEDIA

As well as a mobile format and being one of the most popular glossies on Readly and Apple News, 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.

2020 EDITORIAL CALENDAR

February

POSITIVITY ISSUE

ON SALE 7 JANUARY

Putting a positive spin on 2020 with all the latest wellbeing news and retreats to reboot you. A first look at new season style and ideas for failsafe and modest winter dressing.

March

BIG FASHION SPECIAL

ON SALE 4 FEBRUARY

An extended issue featuring the biggest SS20 catwalk trends, glossy shoots from high end and high street and an expert shopping edit. Plus, jewellery special and spring fragrance hotlist.

April/May

ACCESSORIES ISSUE

ON SALE 3 MARCH

Spring accessories and watch trends. Cool kidswear special plus all of the most inspiring beauty looks from backstage at the shows and how to make them work for you.

June

HIGH STREET SPECIAL

ON SALE 5 MAY

The ultimate Luxe For Less edit and latest news from our favourite purse-friendly brands. Wedding style solutions for brides and guests. Watches to covet and a must-read skincare guide.

July/August

HOLIDAY ISSUE

ON SALE 2 JUNE

Everything you need for a glamourous getaway, from swimwear to accessories and super stylish sunglasses. Plus, beauty hacks for perfecting your perfect summer body and safe tan.

September

COLLECTIONS SPECIAL

ON SALE 4 AUGUST

Catwalk guide to the AW20 shows with all of the standout looks from the runway plus transitional shopping advice. Smart wardrobe planning and the latest in sustainable style.

October

AUTUMN FASHION SPECIAL

ON SALE 1 SEPTEMBER

Bumper issue showcasing the most wearable looks for autumn. Inspiring shoots introducing the best designer and high street buys. Accessories and jewellery to invest in.

November

BEAUTY ISSUE

ON SALE 6 OCTOBER

Extended beauty section with the lowdown on the backstage hair, make-up and nail trends, genius products and pro tips. Plus, HFM's edit of the best new season coats and boots.

Dec/Jan

THE LUXE ISSUE

ON SALE 3 NOVEMBER

Ideas for party dressing, from the outfit to the add-ons. The Luxe List gift guide with gifts for every girl. The most-wanted watches, jewellery and lingerie, plus hair and make-up inspiration.





ADVERTISING RATES

PRINT

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

SPECIFICATIONS

PRINT

DOUBLE PAGE SPREAD (width x height)

TRIM 430 x 285, BLEED 436 x 291

TYPE AREA 420 x 275

WHOLE PAGE

TRIM 215 x 285, BLEED 221 x 291

TYPE AREA 205 x 275

HALF PAGE VERTICAL

TRIM 107.5 x 285, BLEED 113.5 x 291

TYPE AREA 97.5 x 275

HALF PAGE HORIZONTAL

TRIM 215 x 142.5, BLEED 221 x 148.5

TYPE AREA 205 x 132.5

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 & Kate Vaughan-Payne
on production@hellomagazine.com.

Please send post to 69-71 Wellington House, Upper Ground, London SE1 9PQ

PRINT COPY DEADLINES

ON SALE	COVER DATE	COPY DATE
7 January 2020	February 2020	18 December 2019
4 February 2020	March 2020	22 January 2020
3 March 2020	April/May 2020	19 February 2020
5 May 2020	June 2020	22 April 2020
2 June 2020	July/August 2020	20 May 2020
4 August 2020	September 2020	22 July 2020
1 September 2020	October 2020	19 August 2020
6 October 2020	November 2020	23 September 2020
3 November 2020	December/January 2020	21 October 2020

ONLINE SPECIFICATIONS

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





CONTACT

For all advertising and partnership enquiries please contact:

TAMSYN SPIRES

Publisher

E: tamsyn.spires@hellomagazine.com

T: 020 7667 8723

DEBBIE FIELD

Head of Brand

E: debbie.field@hellomagazine.com

T: 020 7886 0959

TANYA PHILIPSON

Acting Executive Fashion Director

E: tanya.philipson@hellomagazine.com

T: 020 7667 8752

GEMMA O'BRIEN

Partnerships Director

E: gemma.obrien@hellomagazine.com

T: 020 7886 0919