



# HELLO! FASHION

MEDIA PACK  
2022



## 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.*

**52,511**

ABC COMBINED PRINT & DIGITAL

**191,000**

AVERAGE ISSUE READERSHIP

# 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



## 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 cover 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*



## 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

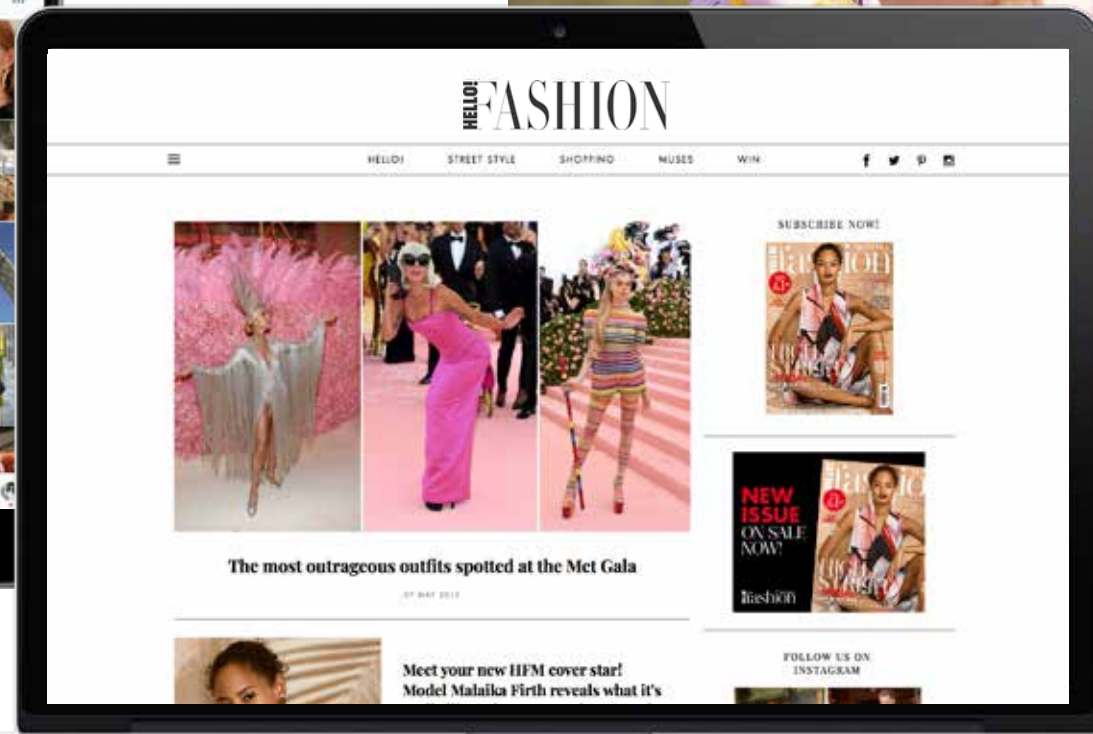
*Hello! Fashion delivers quality content and connects with its readers through all major platforms offering brand-integrated advertising opportunities across print, digital, social media and events channels*

## 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](http://hellofashion.com) can also be reached via [hellomagazine.com](http://hellomagazine.com), which has over 15 million unique users, 45% from fashion and beauty verticals.*



## ONLINE VIDEO

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

# 2022 EDITORIAL CALENDAR

*February*

FEEL GOOD ISSUE

**ON SALE 4 JANUARY**

*Putting a positive spin on 2022 with all the latest wellbeing news and retreats to reboot you. A first look at new season style and ideas for failsafe winter dressing.*

*March*

BIG FASHION SPECIAL

**ON SALE 1 FEBRUARY**

*Featuring the biggest SS22 catwalk trends, glossy shoots from high end and high street and an expert shopping edit. Plus, your spring hair updaters.*

*April/May*

ACCESSORIES ISSUE

**ON SALE 1 MARCH**

*Spring accessories and jewellery with styling tips for maximum cost-per-wear. 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 3 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*

SUMMER ISSUE

**ON SALE 7 JUNE**

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

*September*

COLLECTIONS SPECIAL

**ON SALE 2 AUGUST**

*Catwalk guide to the AW22 shows with all of the standout looks, plus transitional shopping advice. Smart wardrobe planning and the latest in sustainable style.*

*October*

AUTUMN TRENDS SPECIAL

**ON SALE 6 SEPTEMBER**

*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 4 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 1 NOVEMBER**

*Ideas for party dressing, from the outfit to the add-ons. The Luxe List gift guide with gifts for fashion lovers. 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 1<sup>ST</sup> 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](mailto: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
4 January 2022	February 2022	13 December 2021
1 February 2022	March 2022	17 January 2022
1 March 2022	April/May 2022	14 February 2022
3 May 2022	June 2022	18 April 2022
7 June 2022	July/August 2022	25 May 2022
2 August 2022	September 2022	18 July 2022
6 September 2022	October 2022	22 August 2022
4 October 2022	November 2022	19 September 2022
1 November 2022	December/January 2022	17 October 2022

## ONLINE SPECIFICATIONS

For full technical specifications, visit [www.hellomagazine.com/mediapack/](http://www.hellomagazine.com/mediapack/)





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