

HELLO!

PRINT RATES AND AD SPECS

COPY DEADLINES – 2021

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
1668	04 Jan 21	11 Jan 21	17 Dec 20
1669	11 Jan 21	18 Jan 21	1 Jan 21
1670	18 Jan 21	25 Jan 21	08 Jan 21
1671	25 Jan 21	01 Feb 21	15 Jan 21
1672	01 Feb 21	08 Feb 21	22 Jan 21
1673	08 Feb 21	15 Feb 21	29 Jan 21
1674	15 Feb 21	22 Feb 21	05 Feb 21
1675	22 Feb 21	01 Mar 21	12 Feb 21
1676	01 Mar 21	08 Mar 21	19 Feb 21
1677	08 Mar 21	15 Mar 21	26 Feb 21
1678	15 Mar 21	22 Mar 21	05 Mar 21
1679	22 Mar 21	29 Mar 21	12 Mar 21
1680	29 Mar 21	05 Apr 21	19 Mar 21
1681	05 Apr 21	12 Apr 21	26 Mar 21
1682	12 Apr 21	19 Apr 21	02 Apr 21
1683	19 Apr 21	26 Apr 21	09 Apr 21
1684	26 Apr 21	03 May 21	16 Apr 21
1685	03 May 21	10 May 21	23 Apr 21
1686	10 May 21	17 May 21	30 Apr 21
1687	17 May 21	24 May 21	07 May 21
1688	24 May 21	31 May 21	14 May 21
1689	31 May 21	07 Jun 21	21 May 21
1690	07 Jun 21	14 Jun 21	28 May 21
1691	14 Jun 21	21 Jun 21	04 Jun 21
1692	21 Jun 21	28 Jun 21	11 Jun 21
1693	28 Jun 21	05 Jul 21	18 Jun 21

ISSUE	ON SALE DATE	COVER DATE	COPY DEADLINE
1694	05 Jul 21	12 Jul 21	25 Jun 21
1695	12 Jul 21	19 Jul 21	02 Jul 21
1696	19 Jul 21	26 Jul 21	09 Jul 21
1697	26 Jul 21	02 Aug 21	16 Jul 21
1698	02 Aug 21	09 Aug 21	23 Jul 21
1699	09 Aug 21	16 Aug 21	30 Jul 21
1700	16 Aug 21	23 Aug 21	06 Aug 21
1701	23 Aug 21	30 Aug 21	13 Aug 21
1702	30 Aug 21	06 Sep 21	20 Aug 21
1703	06 Sep 21	13 Sep 21	27 Aug 21
1704	13 Sep 21	20 Sep 21	03 Sep 21
1705	20 Sep 21	27 Sep 21	10 Sep 21
1706	27 Sep 21	04 Oct 21	17 Sep 21
1707	04 Oct 21	11 Oct 21	24 Sep 21
1708	11 Oct 21	18 Oct 21	01 Oct 21
1709	18 Oct 21	25 Oct 21	08 Oct 21
1710	25 Oct 21	01 Nov 21	15 Oct 21
1711	01 Nov 21	08 Nov 21	22 Oct 21
1712	08 Nov 21	15 Nov 21	29 Oct 21
1713	15 Nov 21	22 Nov 21	05 Nov 21
1714	22 Nov 21	29 Nov 21	12 Nov 21
1715	29 Nov 21	06 Dec 21	19 Nov 21
1716	06 Dec 21	13 Dec 21	26 Nov 21
1717	13 Dec 21	20 Dec 21	03 Dec 21
1718	20 Dec 21	03 Jan 22	10 Dec 21

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

HELLO! TECHNICAL REQUIREMENTS

ALL MEASUREMENTS IN MILLIMETRES (width x height)

	TRIM	BLEED	TYPE AREA
DPS	460 X 300	470 X 310	446 X 286
1/2 PAGE DPS	460 X 150	470 X 160	446 X 136
WHOLE PAGE	230 X 300	240 X 310	216 X 286
1/2 PAGE VERTICAL	115 X 300	125 X 310	101 X 286
1/2 PAGE HORIZONTAL	230 X 150	240 X 160	216 X 136
1/4 PAGE BOX	115 X 150	125 X 160	101 X 136

(Please ensure all artwork is supplied with 5mm bleed on all sides. Trim and bleed marks must both be included)

COLOUR PROFILES

Cover pages: ISO39L

Text pages: PSO_LWC_Improved_eci

All artwork and colour proofs need to be supplied to this standard. These profiles can be obtained from HELLO!'s production team (details below).

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. Colour proofs can be mailed to:

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

ACCEPTED FORMAT AND METHODS OF DELIVERY

Files can be accepted in various ways:

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

All advertising copy is to be emailed to HELLO!'s production department:
production@hellomagazine.com

REPEAT INSTRUCTIONS

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

COPY DEADLINES & EXTENSIONS

The copy deadline is 10 days before the on-sale date. If you require a small extension, you must contact production to request a new delivery time.

PRODUCTION CONTACT:

For all production inquiries, please email production@hellomagazine.com. Alternatively, call 020 7667 8700 and ask to speak to Ashleigh Swaile or Kate Vaughan-Payne.

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

Debbie Field
Head of Brand

E: debbie.field@hellomagazine.com

CREATIVE SOLUTIONS

Arianna Chatzidakis
Creative Content Director

E: arianna.chatz@hellomagazine.com

SUBSCRIPTIONS ENQUIRIES:

SUBSCRIPTIONS

Kate Vaughan-Payne
Subscription Marketing Manager

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

Laura Mclean (Walstead Bicester)
T: 01869 363319

E: Laura.Mclean@walstead-uk.com