

**HELLO!**

PRINT RATES AND AD SPECS

# COPY DEADLINES – 2022

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](mailto:production@hellomagazine.com)

ISSUE	ON SALE DATE	COVER DATE	COPY DEADLINE
<b>1719</b>	04 Jan 22	10 Jan 22	17 Dec 21
<b>1720</b>	10 Jan 22	17 Jan 22	31 Dec 22
<b>1721</b>	17 Jan 22	24 Jan 22	07 Jan 22
<b>1722</b>	24 Jan 22	31 Jan 22	14 Jan 22
<b>1723</b>	31 Jan 22	07 Feb 22	21 Jan 22
<b>1724</b>	07 Feb 22	14 Feb 22	28 Jan 22
<b>1725</b>	14 Feb 22	21 Feb 22	04 Feb 22
<b>1726</b>	21 Feb 22	28 Feb 22	11 Feb 22
<b>1727</b>	28 Feb 22	07 Mar 22	18 Feb 22
<b>1728</b>	07 Mar 22	14 Mar 22	25 Feb 22
<b>1729</b>	14 Mar 22	21 Mar 22	04 Mar 22
<b>1730</b>	21 Mar 22	28 Mar 22	11 Mar 22
<b>1731</b>	28 Mar 22	04 Apr 22	18 Mar 22
<b>1732</b>	04 Apr 22	11 Apr 22	25 Mar 22
<b>1733</b>	11 Apr 22	18 Apr 22	01 Apr 22
<b>1734</b>	18 Apr 22	25 Apr 22	08 Apr 22
<b>1735</b>	25 Apr 22	02 May 22	15 Apr 22
<b>1736</b>	02 May 22	09 May 22	22 Apr 22
<b>1737</b>	09 May 22	16 May 22	29 Apr 22
<b>1738</b>	16 May 22	23 May 22	06 May 22
<b>1739</b>	23 May 22	30 May 22	13 May 22
<b>1740</b>	30 May 22	06 Jun 22	20 May 22
<b>1741</b>	06 Jun 22	13 Jun 22	27 May 22
<b>1742</b>	13 Jun 22	20 Jun 22	03 Jun 22
<b>1743</b>	20 Jun 22	27 Jun 22	10 Jun 22
<b>1744</b>	27 Jun 22	04 Jul 22	17 Jun 22

ISSUE	ON SALE DATE	COVER DATE	COPY DEADLINE
<b>1745</b>	04 Jul 22	11 Jul 22	24 Jun 22
<b>1746</b>	11 Jul 22	18 Jul 22	01 Jul 22
<b>1747</b>	18 Jul 22	25 Jul 22	08 Jul 22
<b>1748</b>	25 Jul 22	01 Aug 22	15 Jul 22
<b>1749</b>	01 Aug 22	08 Aug 22	22 Jul 22
<b>1750</b>	08 Aug 22	15 Aug 22	29 Jul 22
<b>1751</b>	15 Aug 22	22 Aug 22	05 Aug 22
<b>1752</b>	22 Aug 22	29 Aug 22	12 Aug 22
<b>1753</b>	29 Aug 22	05 Sep 22	19 Aug 22
<b>1754</b>	05 Sep 22	12 Sep 22	26 Aug 22
<b>1755</b>	12 Sep 22	19 Sep 22	02 Sep 22
<b>1756</b>	19 Sep 22	26 Sep 22	09 Sep 22
<b>1757</b>	26 Sep 22	03 Oct 22	16 Sep 22
<b>1758</b>	03 Oct 22	10 Oct 22	23 Sep 22
<b>1759</b>	10 Oct 22	17 Oct 22	30 Sep 22
<b>1760</b>	17 Oct 22	24 Oct 22	07 Oct 22
<b>1761</b>	24 Oct 22	31 Oct 22	14 Oct 22
<b>1762</b>	31 Oct 22	07 Nov 22	21 Oct 22
<b>1763</b>	07 Nov 22	14 Nov 22	28 Oct 22
<b>1764</b>	14 Nov 22	21 Nov 22	04 Nov 22
<b>1765</b>	21 Nov 22	28 Nov 22	11 Nov 22
<b>1766</b>	28 Nov 22	05 Dec 22	18 Nov 22
<b>1767</b>	05 Dec 22	12 Dec 22	25 Nov 22
<b>1768</b>	12 Dec 22	19 Dec 22	02 Dec 22
<b>1769</b>	19 Dec 22	03 Jan 23	09 Dec 22

# DISPLAY RATES

DPS	
<b>IFC</b>	£44,830
<b>1ST DPS</b>	£43,932
<b>1ST 3RD</b>	£43,034
<b>FRONT HALF</b>	£39,743
<b>GTD POSITION</b>	£36,288
<b>ROM</b>	£34,561

HALF PAGE DPS	
<b>FRONT HALF</b>	£22,775
<b>BACK HALF GTD POSITION</b>	£20,738
<b>ROM</b>	£20,391

PAGE	
<b>PAGE 3 FACING CONTENTS</b>	£26,250
<b>RIGHT HAND PAGE 1/2/3</b>	£24,864
<b>GTD POSITION</b>	£21,520
<b>1ST 10%</b>	£22,712
<b>1ST 3RD</b>	£19,583
<b>FRONT HALF RIGHT HAND</b>	£19,010
<b>FRONT HALF</b>	£18,664
<b>LIFESTYLE</b>	£20,055
<b>ROM</b>	£17,278
<b>IBC</b>	£22,050
<b>OBC</b>	£27,300

HALVES	
<b>FRONT HALF RIGHT HAND</b>	£11,655
<b>FRONT HALF</b>	£10,715
<b>BACK HALF GTD POSITION</b>	£10,369
<b>ROM</b>	£10,196

QUARTERS	
<b>FRONT HALF RIGHT HAND</b>	£6,757
<b>FRONT HALF</b>	£6,164
<b>BACK HALF GTD POSITION</b>	£6,048
<b>ROM</b>	£5,875

# HELLO! TECHNICAL REQUIREMENTS

ALL MEASUREMENTS IN MILLIMETRES (width x height)

	TRIM	BLEED	TYPE AREA
<b>DPS</b>	460 X 300	470 X 310	446 X 286
<b>1/2 PAGE DPS</b>	460 X 150	470 X 160	446 X 136
<b>WHOLE PAGE</b>	230 X 300	240 X 310	216 X 286
<b>1/2 PAGE VERTICAL</b>	115 X 300	125 X 310	101 X 286
<b>1/2 PAGE HORIZONTAL</b>	230 X 150	240 X 160	216 X 136
<b>1/4 PAGE BOX</b>	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, Specl 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](mailto:debbie.field@hellomagazine.com)

## CREATIVE SOLUTIONS

Arianna Chatzidakis  
Creative Content Director

E: [arianna.chatz@hellomagazine.com](mailto:arianna.chatz@hellomagazine.com)

SUBSCRIPTIONS ENQUIRIES:

## SUBSCRIPTIONS

Kate Vaughan-Payne  
Subscription Marketing Manager

E: [kvaughan-payne@hellomagazine.com](mailto:kvaughan-payne@hellomagazine.com)

PRODUCTION ENQUIRIES:

## DISPLAY

HELLO! Production Department  
T: +44 (0)20 7667 8761

E: [production@hellomagazine.com](mailto:production@hellomagazine.com)

## INSERTS

Lauren Littler (Canopy Media)  
T: +44 (0)203 353 3934

E: [lauren.littler@canopymedia.co.uk](mailto:lauren.littler@canopymedia.co.uk)

## PRINTERS

Clare Mussett (Walstead Peterborough)  
T: +44 (0)173 329 6257

E: [Clare.Mussett@walstead-uk.com](mailto:Clare.Mussett@walstead-uk.com)