

HELLO!

PRINT RATES AND AD SPECS

COPY DEADLINES – 2023

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
1770	03 Jan 23	09 Jan 23	09 Dec 22
1771	09 Jan 23	16 Jan 23	16 Dec 23
1772	16 Jan 23	23 Jan 23	06 Jan 23
1773	23 Jan 23	30 Jan 23	13 Jan 23
1774	30 Jan 23	06 Feb 23	20 Jan 23
1775	06 Feb 23	13 Feb 23	27 Jan 23
1776	13 Feb 23	20 Feb 23	03 Feb 23
1777	20 Feb 23	27 Feb 23	10 Feb 23
1778	27 Feb 23	06 Mar 23	17 Feb 23
1779	06 Mar 23	13 Mar 23	24 Feb 23
1780	13 Mar 23	20 Mar 23	03 Mar 23
1781	20 Mar 23	27 Mar 23	10 Mar 23
1782	27 Mar 23	03 Apr 23	17 Mar 23
1783	03 Apr 23	10 Apr 23	24 Mar 23
1784	10 Apr 23	17 Apr 23	31 Mar 23
1785	17 Apr 23	24 Apr 23	07 Apr 23
1786	24 Apr 23	01 May 23	14 Apr 23
1787	01 May 23	08 May 23	21 Apr 23
1788	08 May 23	15 May 23	28 Apr 23
1789	15 May 23	22 May 23	05 May 23
1790	22 May 23	29 May 23	12 May 23
1791	29 May 23	05 Jun 23	19 May 23
1792	05 Jun 23	12 Jun 23	26 May 23
1793	12 Jun 23	19 Jun 23	02 Jun 23
1794	19 Jun 23	26 Jun 23	09 Jun 23
1795	26 Jun 23	03 Jul 23	16 Jun 23

ISSUE	ON SALE DATE	COVER DATE	COPY DEADLINE
1796	03 Jul 23	10 Jul 23	23 Jun 23
1797	10 Jul 23	17 Jul 23	30 Jun 23
1798	17 Jul 23	24 Jul 23	07 Jul 23
1799	24 Jul 23	31 Jul 23	14 Jul 23
1800	31 Jul 23	07 Aug 23	21 Jul 23
1801	07 Aug 23	14 Aug 23	28 Jul 23
1802	14 Aug 23	21 Aug 23	04 Aug 23
1803	21 Aug 23	28 Aug 23	11 Aug 23
1804	28 Aug 23	04 Sep 23	18 Aug 23
1805	04 Sep 23	11 Sep 23	25 Aug 23
1806	11 Sep 23	18 Sep 23	01 Sep 23
1807	18 Sep 23	25 Sep 23	08 Sep 23
1808	25 Sep 23	02 Oct 23	15 Sep 23
1809	02 Oct 23	09 Oct 23	22 Sep 23
1810	09 Oct 23	16 Oct 23	29 Sep 23
1811	16 Oct 23	23 Oct 23	06 Oct 23
1812	23 Oct 23	30 Oct 23	13 Oct 23
1813	30 Oct 23	06 Nov 23	20 Oct 23
1814	06 Nov 23	13 Nov 23	27 Oct 23
1815	13 Nov 23	20 Nov 23	03 Nov 23
1816	20 Nov 23	27 Nov 23	10 Nov 23
1817	27 Nov 23	04 Dec 23	17 Nov 23
1818	04 Dec 23	11 Dec 23	24 Nov 23
1819	11 Dec 23	18 Dec 23	01 Dec 23
1820	18 Dec 23	02 Jan 24	08 Dec 23

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, 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

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

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

E: Clare.Mussett@walstead-uk.com