

HELLO!

PRINT RATES & SPECS

2024

COPY DEADLINES – 2024

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
1821	02 JAN 24	08 JAN 24	08 DEC 23
1822	08 JAN 24	15 JAN 24	15 DEC 23
1823	15 JAN 24	22 JAN 24	05 JAN 24
1824	22 JAN 24	29 JAN 24	12 JAN 24
1825	29 JAN 24	05 FEB 24	19 JAN 24
1826	05 FEB 24	12 FEB 24	26 JAN 24
1827	12 FEB 24	19 FEB 24	02 FEB 24
1828	19 FEB 24	26 FEB 24	09 FEB 24
1829	26 FEB 24	04 MAR 24	16 FEB 24
1830	04 MAR 24	11 MAR 24	23 FEB 24
1831	11 MAR 24	18 MAR 24	01 MAR 24
1832	18 MAR 24	25 MAR 24	08 MAR 24
1833	25 MAR 24	01 APR 24	15 MAR 24
1834	01 APR 24	08 APR 24	22 MAR 24
1835	08 APR 24	15 APR 24	29 MAR 24
1836	15 APR 24	22 APR 24	05 APR 24
1837	22 APR 24	29 APR 24	12 APR 24
1838	29 APR 24	06 MAY 24	19 APR 24
1839	06 MAY 24	13 MAY 24	26 APR 24
1840	13 MAY 24	20 MAY 24	03 MAY 24
1841	20 MAY 24	27 MAY 24	10 MAY 24
1842	27 MAY 24	03 JUN 24	17 MAY 24
1843	03 JUN 24	10 JUN 24	24 MAY 24
1844	10 JUN 24	17 JUN 24	31 MAY 24
1845	17 JUN 24	24 JUN 24	07 JUN 24
1846	24 JUN 24	01 JUL 24	14 JUN 24

ISSUE	ON SALE DATE	COVER DATE	COPY DEADLINE
1847	01 JUL 24	08 JUL 24	21 JUN 24
1848	08 JUL 24	15 JUL 24	28 JUN 24
1849	15 JUL 24	22 JUL 24	05 JUL 24
1850	22 JUL 24	29 JUL 24	12 JUL 24
1851	29 JUL 24	05 AUG 24	19 JUL 24
1852	05 AUG 24	12 AUG 24	26 JUL 24
1853	12 AUG 24	19 AUG 24	02 AUG 24
1854	19 AUG 24	26 AUG 24	09 AUG 24
1855	26 AUG 24	02 SEP 24	16 AUG 24
1856	02 SEP 24	09 SEP 24	23 AUG 24
1857	09 SEP 24	16 SEP 24	30 AUG 24
1858	16 SEP 24	23 SEP 24	06 SEP 24
1859	23 SEP 24	30 SEP 24	13 SEP 24
1860	30 SEP 24	07 OCT 24	20 SEP 24
1861	07 OCT 24	14 OCT 24	27 SEP 24
1862	14 OCT 24	21 OCT 24	04 OCT 24
1863	21 OCT 24	28 OCT 24	11 OCT 24
1864	28 OCT 24	04 NOV 24	18 OCT 24
1865	04 NOV 24	11 NOV 24	25 OCT 24
1866	11 NOV 24	18 NOV 24	01 NOV 24
1867	18 NOV 24	25 NOV 24	08 NOV 24
1868	25 NOV 24	02 DEC 24	15 NOV 24
1869	02 DEC 24	09 DEC 24	22 NOV 24
1870	09 DEC 24	16 DEC 24	29 NOV 24
1871	16 DEC 24	01 JAN 25	06 DEC 24

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



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

IMPORTANT: 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, Specle or equivalent other
2. Via email or WeTransfer

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

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