

# HELLO! FASHION

**PRINT RATES & SPECS 2026**

# DISPLAY RATES

# 2026 COPY DEADLINES

POSITION	RATE
FULL PAGE FH	£15,000
FULL PAGE ROM	£12,000
FULL PAGE 1ST RH	£18,000
HALF PAGE FACING ED'S LETTER	£6,750
IFC DPS	£24,000
IBC	£12,000
OBC	£23,000

ISSUE	COPY DEADLINE	ON SALE
FEB/MAR	7 JAN 2026	20 JAN 2026
APR/MAY	27 FEB 2026	17 MAR 2026
JUN/JUL	24 APR 2026	12 MAY 2026
AUG/SEP	19 JUN 2026	7 JUL 2026
OCT/NOV	14 AUG 2026	1 SEP 2026
DEC/JAN	16 OCT 2026	3 NOV 2026

# TECHNICAL REQUIREMENTS

## MEASUREMENTS (in millimetres)

FORMAT	TRIM (width x height)	BLEED (width x height)	SAFE AREA (width x height)
DPS	430 X 285	436 X 291	420 X 275
WHOLE PAGE	215 X 285	221 X 291	205 X 275
1/2 PAGE VERTICAL	107.5 X 285	113.5 X 291	97.5 X 275
1/2 PAGE HORIZONTAL	215 X 142.5	221 X 148.5	205 X 132.5

**IMPORTANT: Please send your advert as a high-res PDF with all fonts embedded, and trim and bleed marks included**

## COLOUR PROFILES

**Cover page:** ISO Coated v2\_300 (39L)

**Text page:** PSO\_LWC\_Improved (45L)

**These profiles can be obtained from HELLO!'s production contact (below)**

## ACCEPTED FORMAT AND METHODS OF DELIVERY

Files can be accepted in various ways:

1. Via Adfast, Specle or equivalent other
2. Via email or WeTransfer

All advertising copy is to be emailed to HELLO!'s production controller:

**ashleigh.swaile@hellomagazine.com**

## REPEAT INSTRUCTIONS

Where copy is to be repeated from a previous issue, an instruction must be emailed to

**ashleigh.swaile@hellomagazine.com**

## COPY DEADLINES & EXTENSIONS

Copy deadlines can be found on the previous page. If you require a small extension, please contact

**ashleigh.swaile@hellomagazine.com**

to request a new delivery time.

## CONTACTS

### ADVERTISING

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