



HELLO!
CANADA

Media Kit 2012



HELLO! Advantages

- ★ Best-selling Canadian magazine on the newsstand
- ★ Growing circulation
- ★ Ads stand out: average editorial/ advertising ratio of 70/30
- ★ Oversized format
- ★ Fast to Market: 3 days versus 3 month advertising closing dates
- ★ Weekly frequency builds reader engagement – 4 times more powerful than a monthly
- ★ Enhances your media mix – Unique medium stands out versus a multitude of “me too” English Canadian monthly publication
- ★ Over 1 million readers per issue



Photo courtesy of George Pimentel Photography.



Editorial Overview



Photos courtesy of George Pimentel Photography.

The **HELLO!** Brand

- ★ *HELLO!* currently publishes 21 editions around the world, reaching more than 8 million adults every week
- ★ *HELLO!* has been an internationally successful brand for more than 65 years in Europe
- ★ *HELLO! Canada's* rich mix of photographs and interviews from around the world is balanced by a series of lifestyle features designed to enhance the feel and value of the magazine to the reader

Editorial Approach

- ★ Reflects a very respectful approach to celebrity coverage
- ★ Exclusive access to the celebrity elite
- ★ Renowned for superb celebrity photo features
- ★ Large prestigious, luxury glossy format with an average of 70/30 editorial/advertising ratio
- ★ Features an exciting lifestyle section with fashion, beauty, food and health

iPad

- ★ Up to the minute celebrity news
- ★ Bonus photo galleries
- ★ Red Carpet & behind the scenes footage
- ★ Movie/TV clips

Online

hellomagazine.ca

- ★ Daily updates
- ★ Glamorous celebrity photos
- ★ Special editorial polls



Circulation Story



Photo courtesy of George Pimentel Photography.

- ★ Best-selling Canadian magazine on newsstands*
- ★ Current weekly circulation: 137,025 (ABC Audit June 30, 2011 - December 31, 2011)
- ★ Over 450% growth in circulation since launch (August 2006)
- ★ Over 20,000 high profile checkout pockets nationally
- ★ 60% newsstand, 40% subscription
- ★ Over 1 million readers per issue

* Based on retail sales units for issues of English Canadian magazines from July 1st to December 31, 2011.



Reader Overview

AVERAGE ISSUE READERSHIP: 1,037,000
ESTIMATED READERS PER COPY: 8.1



Compared to the average Canadian woman, *HELLO!* readers are more likely to be:

- ★ 25-54 years old – the key consumer demographic for advertisers
- ★ Affluent – best prospects for upscale products

Female Reader Profile

Average age: 45 years*

Median age: 41 years*

54% of all readers are 18-49 years old

48% are 25-54 years old

80% live in Urban Markets

64% are employed

27% are college/university graduates

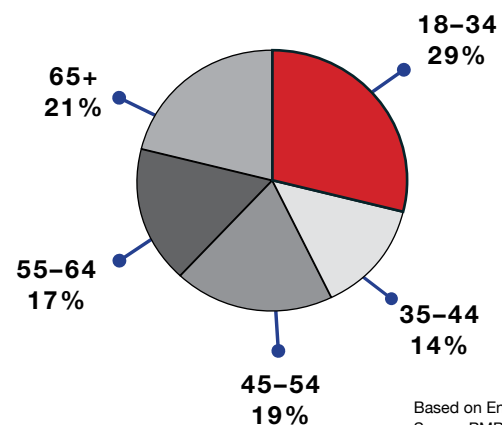
36% have household incomes over \$100,000

35% have children under 18

HELLO! offers the highest concentration of top management among women's titles - almost double the national norm for senior managers, executives and professionals

**Based on English women 18+
Source PMB Spring 2012

AGE OF FEMALE READERS



Based on English women 18+
Source PMB Spring 2012



Weekly Advertising Rate Card 2012

HELLO! Canada

National Rates (gross)

Effective Jan 1, 2012

Frequency (issues)	1-6 Insertions	7-12 Insertions	13-18 Insertions	19-24 Insertions	25+ Insertions
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Four Colour (per insertion)

Full Page	\$15,125	\$14,368	\$13,612	\$12,855	\$11,343
1/2 Page Horizontal or Vertical	\$10,285	\$9,770	\$9,256	\$8,741	\$7,713
1/3 Page Vertical or Square	\$8,015	\$7,615	\$7,213	\$6,813	\$6,011
1/2 Page Spread	\$18,150	\$17,242	\$16,335	\$15,437	\$13,612
Outside Back Cover	\$18,905	\$17,959	\$17,014	\$16,069	\$14,179
Opposite Inside Front Cover	\$18,150	\$17,242	\$17,014	\$15,427	\$14,179
Double Page Spread*	\$27,225				

APP Rates (net)

Static Ad	\$2,570	\$2,440	\$2,315	\$2,185	\$1,930
Interactive Ad**	\$3,325	\$3,160	\$2,995	\$2,830	\$2,495

**This is media cost only. Please inquire for production and interactive development costs.

*Space purchased at this rate does not qualify for any additional discounts.

Publisher reserves the right to cancel the contract at any time upon default by agency in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable by agency. Further, if there has been any default in the payment of a prior bill, or if, in the judgment of the publisher, the agency's credit becomes impaired, the Publisher shall have the right to require payment for further advertising upon such terms as he/she may see fit.

Publisher is not bound by any conditions, printed or otherwise, on contracts, insertion orders or copy instructions when such conflict with policies covered by this rate card.

Premium positions and unique creative executions require written, non-cancellable confirmation 3 months before the on-sale date.

All print advertisers have the opportunity to buy space in the tablet editions. Contact your advertising account manager for details.

All rates subject to change.



2012 Editorial Calendar

Issue #	Issue Date	Ad Close	Material Close	On Sale Starts	Editorial Highlight
245	Jan 16	Dec 16	Dec 23	Jan 5	Health & Beauty Special
246	Jan 23	Dec 23	Dec 30	Jan 12	Best of the Golden Globes
247	Jan 30	Dec 30	Jan 6	Jan 19	Golden Globes
248	Feb 6	Jan 6	Jan 13	Jan 26	Beauty of the Golden Globes (Extended Beauty Section)
249	Feb 13	Jan 13	Jan 20	Feb 2	Valentine's Day Gift Guide
250	Feb 20	Jan 20	Jan 27	Feb 9	Best Celebrity Couples
SP		Jan 20	Jan 27	Feb 9	The Queen: A Glittering Celebration
251	Feb 27	Jan 27	Feb 3	Feb 16	Grammy Awards
252	Mar 5	Feb 3	Feb 10	Feb 23	Best Moments of the Oscars
253	Mar 12	Feb 10	Feb 17	Mar 1	Academy Awards
254	Mar 19	Feb 17	Feb 24	Mar 8	Oscar Beauty
255	Mar 26	Feb 24	Mar 2	Mar 15	Spring Shopping Special
256	Apr 2	Mar 2	Mar 9	Mar 22	Spring Entertaining (Extended Food Section)
257	Apr 16	Mar 9	Mar 16	Mar 29	Spring Beauty Special (Extended Beauty Section)
SP		Mar 16	Mar 23	Apr 5	Style Icon Special Issue
258	Apr 23	Mar 23	Mar 30	Apr 12	Juno Awards
259	Apr 30	Mar 30	Apr 6	Apr 19	Celebrity Hair Trends (Extended Beauty Section)
260	May 7	Apr 6	Apr 13	Apr 26	Most Eligible Royals
261	May 14	Apr 13	Apr 20	May 3	Fragrance
262	May 28	Apr 20	Apr 27	May 10	Canada's Most Beautiful
263	Jun 4	May 4	May 11	May 24	Cannes Film Festival
264	Jun 11	May 11	May 18	May 31	The Age Issue (Extended Beauty Section)
265	Jun 18	May 18	May 25	Jun 7	Diamond Jubilee
266	Jun 25	May 25	Jun 1	Jun 14	Dashing Celebrity Dads
SP		May 25	Jun 1	Jun 14	The Queen's Diamond Jubilee

Double Issue - On newsstands for 2 consecutive weeks
Special Issue

Photos courtesy of George Pimentel Photography.



2012 Editorial Calendar

Issue #	Issue Date	Ad Close	Material Close	On Sale Starts	Editorial Highlight
267	Jul 9	Jun 1	Jun 8	Jun 21	Summer Beauty Special (Extended Beauty Section)
268	Jul 16	Jun 15	Jun 22	Jul 5	Summer Entertaining (Extended Food Section)
269	Jul 23	Jun 22	Jun 29	Jul 12	Summer Shape Issue
270	Jul 30	June 29	Jul 6	Jul 19	World's Top Models
271	Aug 13	Jul 6	Jul 13	Jul 26	Eligible Bachelors
SP		Jun 22	Jun 29	Aug 2	Style Stars Special
272	Aug 20	Jul 20	Jul 27	Aug 9	Olympics
273	Aug 27	Jul 27	Aug 3	Aug 16	Olympics
274	Sep 10	Aug 3	Aug 10	Aug 23	Fall Shopping Special
275	Sep 17	Aug 17	Aug 24	Sep 6	Fall Beauty Special (Extended Beauty Section)
276	Sep 24	Aug 24	Aug 31	Sep 13	Toronto International Film Festival
277	Oct 1	Aug 31	Sep 7	Sep 20	Toronto International Film Festival (Wrap-Up)
278	Oct 15	Sep 7	Sep 14	Sep 27	HELLO!'s Best Dressed
SP		Sep 14	Sep 21	Oct 4	The Young Royals Special
279	Oct 22	Sep 21	Sep 28	Oct 11	Breast Beauty
280	Oct 29	Sep 28	Oct 5	Oct 18	TV Hottest Fall Stars
281	Nov 5	Oct 5	Oct 12	Oct 25	Most Generous Celebrities
282	Nov 12	Oct 12	Oct 19	Nov 1	Celebrity Designers & their Muses
283	Nov 19	Oct 19	Oct 26	Nov 8	Holiday Hair (Extended Beauty Section)
284	Nov 26	Oct 26	Nov 2	Nov 15	Fragrance/Jewellery
285	Dec 3	Nov 2	Nov 9	Nov 22	Holiday Gift Guide
286	Dec 10	Nov 9	Nov 16	Nov 29	Holiday Gift Guide
287	Dec 17	Nov 16	Nov 23	Dec 6	Year's Most Stylish/Holiday Entertaining (Extended Food Section)
288	Jan 7	Nov 23	Nov 30	Dec 13	Year in Review/Personality of the Year (Triple)

Double Issue - On newsstands for 2 consecutive weeks
Triple Issue - On newsstands for 3 consecutive weeks
Special Issue

Last updated May 1, 2012


Photos courtesy of George Pimentel Photography.

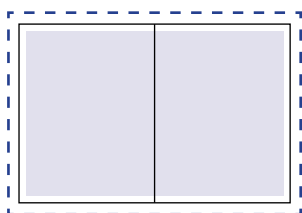


2012 Advertising Specs

ROP Size Specifications

Legend:

Bleed Area - - - - Trim Line ——— Non-Bleed (live area) 

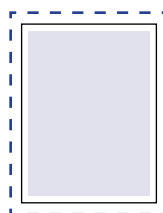


DPS

LIVE AREA (type safety):
17-1/2" X 11-1/8"

TRIM: 18" x 11-5/8"

BLEED: 18-1/4" X 11-7/8"

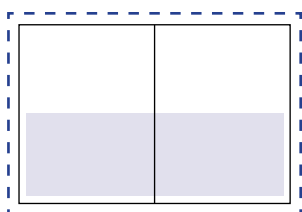


FULL PAGE

LIVE AREA (type safety):
8-1/2" X 11-1/8"

TRIM: 9" x 11-5/8"

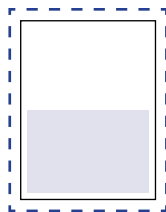
BLEED: 9-1/4" X 11-7/8"



1/2 HORIZONTAL DPS

NON-BLEED (live area):
17-1/2" x 5-1/4"

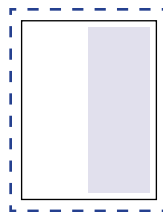
BLEED: 18-1/4" x 6"



1/2 HORIZONTAL

NON-BLEED (live area):
8-1/2" x 5-1/4"

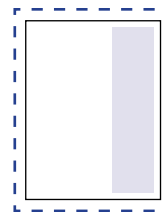
BLEED: 9-1/4" x 6"



1/2 VERTICAL

NON-BLEED (live area):
4" x 11-1/8"

BLEED: 4-3/4" x 11-7/8"



1/3 VERTICAL

NON-BLEED (live area):
2-1/2" x 11-1/8"

BLEED: 3-1/4" x 11-7/8"

NOTE: Ads which will NOT bleed cannot exceed the non-bleed (live area) size. Bleed ads must keep all live matter within the non-bleed (live) area.

Please note: If type runs across the gutter, include 1/8" allowance on either side of the gutter. Due to printing and binding variation, line-up of type or image running through the gutter cannot be guaranteed.

File type: Hi-res PDF/X-1a or generic PDF submitted with all fonts imbedded created to Rogers Media specifications on an ISO formatted CD-ROM with a dMACs standards proof (magazinescanada.com). Resolution of PDF files must be 300dpi. See rogersdigitalads.com for details.

1) Material submission: Magazines Canada Ad Direct is a free, web-based ad preflight portal, designed to streamline the ad delivery process between clients and participating magazines. Visit: adirect.sendmyad.com

2) FTP:

Host: rogersftp.rmm.ca
User: wonlyftp2
Password: wa2Rec6U

Directory: leave blank

Very Important: Once file is posted, PLEASE email production manager the file name

3) CD-ROM and proof via courier to: Rogers Advertising Production, One Mount Pleasant Rd, 11th floor, Toronto, ON, M4Y 2Y5

Production Manager: Karen Evans, 416-764-2063, karen.evans@rci.rogers.com

Last updated January 4, 2012



2012 Advertising Specs

iPad Ad Specs and Considerations

- Ideally we would be provided with full-size, uncompressed files.
- InDesign files - saved to be compatible with Adobe CS 5.0 - with all of the individual page assets and fonts would be preferred.
- Include a PDF - exported using the settings on the following page
- Wherever possible, all graphics and content should be left as vectors and not rasterized images.
- Final full-page size is 768px x 980px.
- Please consider readability of all text at 100% and 72dpi. Body text on the iPad needs to be significantly larger than in print.
eg. 9pt in print translates to 14 - 18pt on the iPad.
- Please provide a 158px x 202px thumbnail image in .png format.
- Supply all files in a zipped folder through Ad Direct at:
<https://addirect.sendmyad.com/>

Page Thumbnails (PAGES VIEW) :

Thumbnail Image
158 x 202

