



**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



Photo courtesy of George Pimentel Photography.



# Editorial Overview



Photos courtesy of George Pimentel Photography.

## The **HELLO!** Brand

- ★ *HELLO!* currently publishes 19 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, shopping and health

## Online

**hellomagazine.ca** – brings you the latest updates on international celebrities and royalty.

- ★ 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: 141,172 (ABC Audit June 30, 2011 - December 31, 2011)
- ★ Over 460% growth in circulation since launch (August 2006)
- ★ Over 20,000 high profile checkout pockets nationally
- ★ 60% newsstand, 40% subscription

\* Based on retail sales units for issues of English Canadian magazines from July 1st to December 31, 2010.



# Reader Overview

**AVERAGE ISSUE READERSHIP: 896,000**  
**ESTIMATED READERS PER COPY: 7.4**

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: 44 years\***

**Median age: 41 years\***

**57%** of all readers are 18-49 years old

**52%** 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

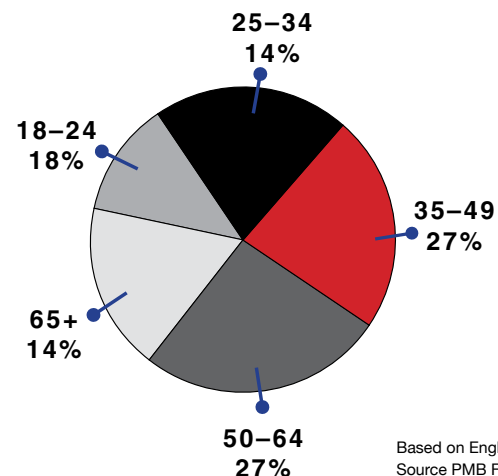
**35%** have children under 18

**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 Fall 2011"



## AGE OF FEMALE READERS



Based on English women 18+  
Source PMB Fall 2011





# 2012 Weekly Advertising Rates

## 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
245	Jan 16	Dec 16	Dec 23	Jan 5
246	Jan 23	Dec 23	Dec 30	Jan 12
247	Jan 30	Dec 30	Jan 6	Jan 19
248	Feb 6	Jan 6	Jan 13	Jan 26
249	Feb 13	Jan 13	Jan 20	Feb 2
250	Feb 20	Jan 20	Jan 27	Feb 9
251	Feb 27	Jan 27	Feb 3	Feb 16
252	Mar 5	Feb 3	Feb 10	Feb 23
253	Mar 12	Feb 10	Feb 17	Mar 1
254	Mar 19	Feb 17	Feb 24	Mar 8
255	Mar 26	Feb 24	Mar 2	Mar 15
256	Apr 2	Mar 2	Mar 9	Mar 22
257	Apr 9	Mar 9	Mar 16	Mar 29
<b>SP</b>				<b>Apr 5</b>
258	Apr 23	Mar 23	Mar 30	Apr 12
259	Apr 30	Mar 30	Apr 6	Apr 19
260	May 7	Apr 6	Apr 13	Apr 26
261	May 14	Apr 13	Apr 20	May 3
<b>262</b>	<b>May 28</b>	<b>Apr 20</b>	<b>Apr 27</b>	<b>May 10</b>
263	Jun 4	May 4	May 11	May 24
264	Jun 11	May 11	May 18	May 31
265	Jun 18	May 18	May 25	Jun 7
266	Jun 25	May 25	Jun 1	Jun 14

**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
<b>267</b>	<b>Jul 9</b>	<b>Jun 1</b>	<b>Jun 8</b>	<b>Jun 21</b>
268	Jul 16	Jun 15	Jun 22	Jul 5
269	Jul 23	Jun 22	Jun 29	Jul 12
270	Jul 30	June 29	Jul 5	Jul 19
<b>271</b>	<b>Aug 13</b>	<b>Jul 5</b>	<b>Jul 13</b>	<b>Jul 26</b>
272	Aug 20	Jul 20	Jul 27	Aug 9
273	Aug 27	Jul 27	Aug 3	Aug 16
<b>274</b>	<b>Sep 10</b>	<b>Aug 3</b>	<b>Aug 10</b>	<b>Aug 23</b>
275	Sep 17	Aug 17	Aug 24	Sep 6
276	Sep 24	Aug 24	Aug 31	Sep 13
277	Oct 1	Aug 31	Sep 7	Sep 20
<b>278</b>	<b>Oct 15</b>	<b>Sep 7</b>	<b>Sep 14</b>	<b>Sep 27</b>
<b>SP</b>				<b>Oct 4</b>
279	Oct 22	Sep 21	Sep 28	Oct 11
280	Oct 29	Sep 28	Oct 5	Oct 18
281	Nov 5	Oct 5	Oct 12	Oct 25
282	Nov 12	Oct 12	Oct 19	Nov 1
283	Nov 19	Oct 19	Oct 26	Nov 8
284	Nov 26	Oct 26	Nov 2	Nov 15
285	Dec 3	Nov 2	Nov 9	Nov 22
286	Dec 10	Nov 9	Nov 16	Nov 29
287	Dec 17	Nov 16	Nov 23	Dec 6
<b>288</b>	<b>Jan 7</b>	<b>Nov 23</b>	<b>Nov 30</b>	<b>Dec 13</b>

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

Last updated February 6, 2012

Photos courtesy of George Pimentel Photography.

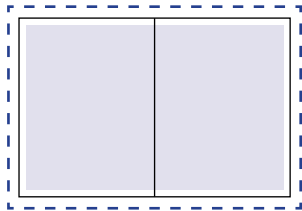


# 2012 Advertising Specs

## ROP Size Specifications

Legend:

Bleed Area - - - - Trim Line ——— Non-Bleed (live area) [shaded box]

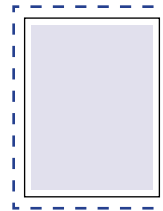


### DPS

**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"

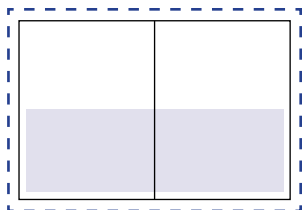


### FULL PAGE

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

**TRIM:** 9" x 11-5/8"

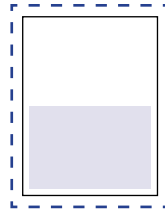
**BLEED:** 9-1/4" X 11-7/8"



### 1/2 HORIZONTAL DPS

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

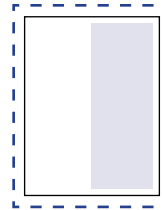
**BLEED:** 18-1/4" x 6"



### 1/2 HORIZONTAL

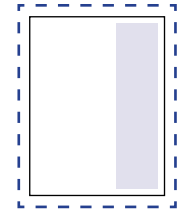
**NON-BLEED (live area):**  
8-1/2" x 5-1/4"

**BLEED:** 9-1/4" x 6"



**(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"

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](http://magazinescanada.com)). Resolution of PDF files must be 300dpi. See [rogersdigitalads.com](http://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: [addirect.sendmyad.com](http://addirect.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](mailto:karen.evans@rci.rogers.com)

Last updated February 6, 2012

