



HELLO!
CANADA

Media Kit **2013**



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 23 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: 131,288 (ABC Audit January 1, 2012 - June 30, 2012)
- ★ 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 January 1st to June 30, 2012.



Reader Overview

AVERAGE ISSUE READERSHIP: 1,040,000
ESTIMATED READERS PER COPY: 7.8



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*

62% of all readers are 18-54 years old

44 minutes: time spent reading

48% are employed full time

27% are college/university graduates

34% have household incomes over \$100,000

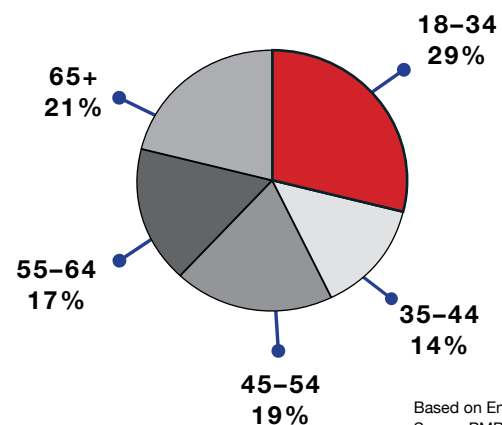
35% have children under 18

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 2012



AGE OF FEMALE READERS



Based on English women 18+
Source PMB Fall 2012



Weekly Advertising Rate Card 2013

HELLO! Canada

National Rates (gross)

Effective Jan 1, 2013

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	\$15,579	\$14,800	\$14,020	\$13,240	\$11,684
1/2 Page Horizontal or Vertical	\$10,594	\$10,063	\$9,534	\$9,003	\$7,945
1/3 Page Vertical or Square	\$8,255	\$7,843	\$7,430	\$7,017	\$6,191
1/2 Page Spread	\$18,695	\$17,760	\$16,825	\$15,900	\$14,020
Outside Back Cover	\$19,472	\$18,498	\$17,524	\$16,551	\$14,604
Opposite Inside Front Cover	\$18,695	\$17,760	\$17,525	\$15,890	\$14,605
Double Page Spread*	\$28,040				

*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.



2013 Editorial Calendar

Issue #	Issue Date	Ad Close	Material Close	On Sale Starts	Editorial Highlight
289	14-Jan	14-Dec	21-Dec	3-Jan	Health and Beauty Special
290	21-Jan	21-Dec	28-Dec	10-Jan	Best of the Golden Globes
291	28-Jan	28-Dec	4-Jan	17-Jan	Golden Globes
SP		14-Dec	21-Dec	21-Jan	The Queen's Year Ahead Special
292	4-Feb	4-Jan	11-Jan	24-Jan	Beauty of the Golden Globes
293	11-Feb	11-Jan	18-Jan	31-Jan	Valentine's Day Gift Guide/Jewellery
294	18-Feb	18-Jan	25-Jan	7-Feb	Best Celebrity Couples
295	25-Feb	25-Jan	1-Feb	14-Feb	Grammy Awards
296	4-Mar	1-Feb	8-Feb	21-Feb	Best Moments of the Oscars
SP		18-Jan	25-Jan	25-Feb	Celebrity Wedding Special
297	11-Mar	8-Feb	15-Feb	28-Feb	Academy Awards
298	18-Mar	15-Feb	22-Feb	7-Mar	Oscar Beauty/CSA Awards
299	25-Mar	22-Feb	1-Mar	14-Mar	Most Eligible Royals
300	8-Apr	1-Mar	8-Mar	21-Mar	Travel - The Best of Canada
SP		8-Mar	15-Mar	28-Mar	Red-Carpet Special
301	15-Apr	8-Mar	15-Mar	4-Apr	Spring Beauty Spree
302	22-Apr	22-Mar	29-Mar	11-Apr	Hollywood Dynasties
303	29-Apr	29-Mar	4-Apr	18-Apr	Celebrity Hair Trends
304	6-May	4-Apr	12-Apr	25-Apr	Juno Awards/Celebrity Babies
305	13-May	12-Apr	19-Apr	2-May	Fragrance/Mother's Day Gift Guide
306	27-May	19-Apr	26-Apr	9-May	Canada's Most Beautiful
SP		12-Apr	19-Apr	20-May	Celebrity Beauty Special
307	3-Jun	3-May	10-May	23-May	Cannes Film Festival
308	10-Jun	10-May	17-May	30-May	The Age Issue
309	17-Jun	17-May	24-May	6-Jun	Hollywood's Best Bodies/Father's Day Gift Guide
310	24-Jun	24-May	31-May	13-Jun	Dashing Celebrity Dads
311	8-Jul	31-May	7-Jun	20-Jun	Summer Beauty Special

Double Issue - On newsstands for 2 consecutive weeks
Special Issue



2013 Editorial Calendar

Issue #	Issue Date	Ad Close	Material Close	On Sale Starts	Editorial Highlight
SP		24-May	31-May	2-Jul	The BIG Black Book
312	15-Jul	14-Jun	21-Jun	4-Jul	Celebrity Cottage Life
313	22-Jul	21-Jun	28-Jun	11-Jul	Summer Shape Issue
314	29-Jul	28-Jun	5-Jul	18-Jul	Celebrity "Brands"
315	12-Aug	5-Jul	12-Jul	25-Jul	Eligible Bachelors
SP		28-Jun	5-Jul	5-Aug	Celebrity Homes Special
316	19-Aug	19-Jul	26-Jul	8-Aug	Hollywood Moms/Back-to-School
317	26-Aug	26-Jul	2-Aug	15-Aug	Fall TV Preview
318	9-Sep	2-Aug	9-Aug	22-Aug	Fall Shopping Special
SP		9-Aug	16-Aug	29-Aug	Fall Style Special
319	16-Sep	16-Aug	23-Aug	5-Sep	Fall Beauty Special
320	23-Sep	23-Aug	30-Aug	12-Sep	tiff
321	30-Sep	30-Aug	6-Sep	19-Sep	tiff Wrap-up
322	7-Oct	6-Sep	13-Sep	26-Sep	Hello's Best Dressed
323	21-Oct	20-Sep	27-Sep	3-Oct	Breast Cancer Awareness
SP		30-Aug	6-Sep	7-Oct	Retro Style Special
324	28-Oct	27-Sep	4-Oct	17-Oct	Music Special
325	4-Nov	4-Oct	11-Oct	24-Oct	International Fashion Week Round Up
326	11-Nov	11-Oct	18-Oct	31-Oct	Toronto Fashion Week
SP		27-Sep	4-Oct	4-Nov	Royal Women Special
327	18-Nov	18-Oct	25-Oct	7-Nov	Holiday Hair/Winter Getaways
328	25-Nov	25-Oct	1-Nov	14-Nov	Fragrance/Jewellery/Watches
329	2-Dec	1-Nov	8-Nov	21-Nov	Holiday Gift Guide
330	9-Dec	8-Nov	15-Nov	28-Nov	Holiday Gift Guide/Hello 2014 Pull-out Calendar
SP		25-Oct	1-Nov	2-Dec	Year in Pictures Special
331	16-Dec	15-Nov	22-Nov	5-Dec	The Year's Most Stylish & Winter Entertainment Special
332	6-Jan	22-Nov	29-Nov	12-Dec	Year In Review (Triple)

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

Last updated November 26, 2012

Photos courtesy of George Pimentel Photography.

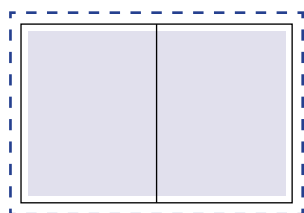


2013 Advertising Specs

ROP Size Specifications

Legend:

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

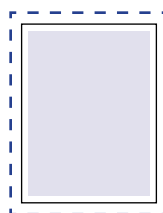


DPS

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"

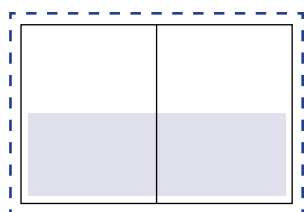


FULL PAGE

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

TRIM: 9" x 11-5/8"

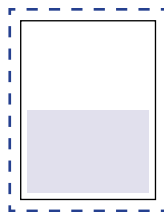
BLEED: 9-1/4" X 11-7/8"



1/2 HORIZONTAL DPS

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

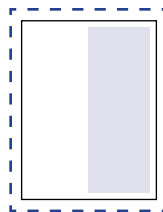
BLEED: 18-1/4" x 6"



1/2 HORIZONTAL

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

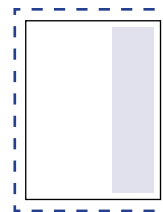
BLEED: 9-1/4" x 6"



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: 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

Last updated January 4, 2012



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

