



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

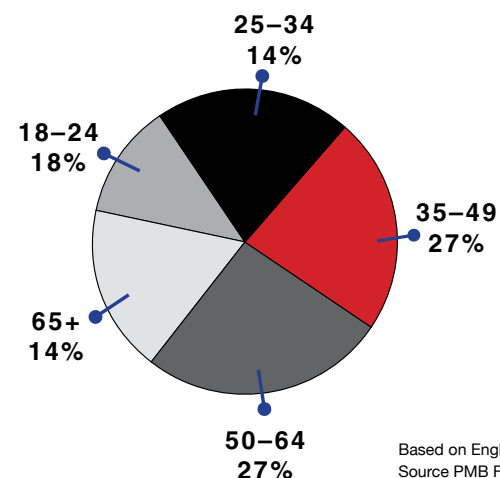
36% have household incomes over \$100,000

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

