

HELLO!'s ethos of kindness has never been more relevant than it is today. That's one of the many reasons it continues to be a beacon for millions of smart, educated Canadian readers who love entertainment and escapism, covered in a positive, uplifting way. On every platform, we invite you inside the lives of Hollywood, royal and Canadian stars, who share their stories exclusively with HELLO!. Our fashion, beauty, food, travel and décor pages are filled with A-list inspired ideas and where to shop for them in Canada.

OUR CONTENT



**Celebrity Interview
Inside Story
Hollywood Scene
What's On
7 Days
Lifestyle
Travel**

REACH

PRINT

733K

readers per issue

WEB

4.1M

UV per month

EMAIL

41K

subscribers

SOCIAL

450K

followers

AUDIENCE

PRINT DIGITAL

41 / 39

Avg. Age

\$75K / \$82K

Avg. HHI

52% / 58%

Female

80% / 80%

College+

PRINT

EDIT CALENDAR | JAN-APR

ISSUE	AD CLOSE	IMPACT
Jan 17	12/22/21	1/5/22
Jan 24	12/31/21	1/12/22
Jan 31	1/7/22	1/19/22
Feb 7	1/14/22	1/26/22
Feb 14	1/21/22	2/2/22
Feb 21	1/28/22	2/9/22
Feb 28	2/4/22	2/16/22
Mar 7	2/11/22	2/23/22
Mar 14	2/18/22	3/2/22
Mar 21	2/25/22	3/9/22
Mar 28	3/4/22	3/16/22
Apr 4	3/11/22	3/23/22
Apr 11	3/18/22	3/30/22
Apr 25	3/25/22	4/6/22

PRINT RATES

FULL-PAGE	\$8,500
DPS	\$14,875
OBC	\$10,625
IBC	\$9,350
IFC SPREAD	\$18,594
1/2 PAGE	\$4,144
1/3 PAGE	\$2,869

DIGITAL

HELLOMAGAZINE.COM/CA

We offer a variety of premium advertising placements across hellomagazine.com/ca. Our ad units are strategically positioned to maximize visibility and engagement for advertisers.

DISPLAY (ROS)	Starting at \$20/CPM
VIDEO	\$40/CPM
HPTO w/ POE	\$1,000/Day

NEWSLETTERS

HELLO! subscribers love seeing us in their inbox, evident by our tremendous open rates that far exceed industry benchmarks. Align your brand with Big Box display ads in our curated newsletter.

NEWSLETTER	SUBSCRIBERS	RATE
Daily	30K+	\$1,500

EBLASTS

Our eblast list is comprised of subscribers who have opted to receive communications from our partners. Engage this audience through custom designed eblasts that offer 100% SOV.

SUBSCRIBERS	RATE
11K+	\$2,300

SOCIAL

With a combined following of 450K+, we're no stranger to social media. In 2021, our Facebook content reached 6.3M+ people, and generated 1.7M+ engagements.

f 69K
ig 302K
tw 58K
yt 19K

Starting at \$2,000/Post



Patron(Studio)

Storytelling is what we do, and we'd love to help tell your brand's story. Our iconic media brands craft stories that resonate with Canadians, and our new branded content studio will lend that same editorial expertise to creating content that elevates your brand. Contact your sales rep for more information.

