



HELLO!
CANADA

MEDIA KIT

SJC

Beyond media.


HELLO!
CANADA


EDITOR'S MESSAGE

ABOUT *HELLO!* CANADA

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. All of this makes *HELLO!* not just Canada's #1 newsstand title, but also the leading Canadian entertainment media brand on Instagram.

SJC



As a founding member of the *HELLO! Canada* team, I'm delighted and thankful to be part of a global family that has built up a reputation for trusted, aspirational content. With the aim of sharing joy, *HELLO!* continues to flourish and adapt to the needs of its dynamic audience, bringing light to readers wherever they are. *HELLO!* can offer your brand exciting advertising and partnership solutions to suit all budgets and to reach our high-quality, responsive audiences in an environment that truly engages them. Our family is here for you!

—Alison Eastwood
Editor-in-Chief

MEET OUR AUDIENCE

2,346,590+

Digital reach

3,031,590+

Print & digital reach

PRINT
685,000+
Readers per issue

DIGITAL
1,852,000+
UVs per month

EMAIL
33,360+
subscribers

SOCIAL
460,800+
followers



FEMALE



MALE



AVERAGE HHI



AVERAGE AGE



COLLEGE+

PRINT 54 %

46 %

\$77,242+

40

80 %

3.2K+

75k+

DIGITAL 47 %

53 %

\$77,629+

38

78 %

59K+

323K+



AN AUDIENCE THAT LOVES TO SHOP!

**50% MORE LIKELY TO AGREE
"I REALLY ENJOY SHOPPING"**

SJC

**COMPARED TO THE
AVERAGE CANADIAN,
HELLO! READER ARE:**

119%

more likely to have taken an action
after seeing an ad in a magazine
(print or digital)

55%

more likely to strongly agree "I am
prepared to pay more for products
that elevate my status"

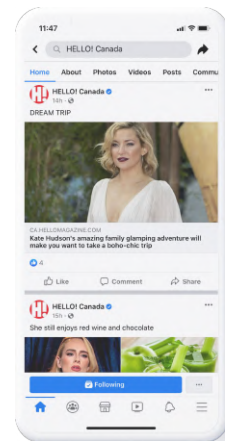
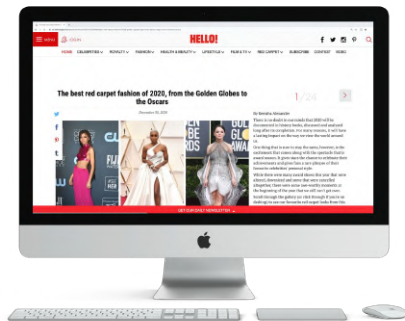
145%

more likely to have purchased a
product/brand/ service after seeing an
ad in a magazine *(print or digital)*

95%

more likely to strongly agree "I buy new
products before most of my friends"

Source: Vividata (Fall 2022, print + digital, adults 18+)



OUR CONTENT

AT HOME WITH HELLO!

Breathtaking, exclusive photoshoots from the houses of the rich & famous in Canada and around the world.

GIFT GUIDES

From Valentine's Day, Mother's Day and Father's Day to multi-issue holiday gift guides, *HELLO!* has got you covered!

CELEBRITY INTERVIEWS

HELLO! chats with Hollywood's biggest stars to discuss their lives, passions and projects.

STEAL HER STYLE

Each week, we show Canadian readers how to recreate an A-list outfit.

WHAT'S ON

Your weekly guide to books, music, movies TV & streaming, featuring exclusive interviews.

ROYAL NEWS & FEATURES

Royals are the biggest celebrities of the modern age and nobody does royal coverage better than *HELLO!*

GET THE LOOK

Your weekly at-a-glance makeup tutorial inspired by a trending star.

HELLO! READS

Each week, *HELLO!* readers are treated to an excerpt from a new or upcoming book published in Canada.

SHOPPING

Celebrity-inspired trends in fashion, décor & more, and where to shop for them in Canada.

BEAUTY & WELLNESS

In-depth articles with expert tips on skin care, hair, nails, makeup, fragrance, fitness & more.



THE
OSCARS
ISSUE:
MARCH



CANADA
DAY
SPECIAL:
JULY



WEDDING
SPECIAL:
OCTOBER



HOLIDAY
GIFT
GUIDE

COMING SOON!

MARCH

The Big Oscars Countdown Issue + Women's Day Special

- Spotlight on this year's nominees
- Oscar ballot
- Best Oscar dresses ever
- Oscar-night party food
- 8 Canadian women who inspire us in art, fashion & more

The Oscars Issue + Spring Fashion & Beauty Trends

- Best red-carpet Oscar looks + all the winners on Hollywood's biggest night
- Spring makeup guide
- Top 10 spring wardrobe essentials

APRIL

- Best awards-season beauty looks and how to get them
- Accessory trend report: Jewellery, hats, bags, shoes
- Food: Easter entertaining guide



MAY

- Spring fragrance guide
- Mother's Day gift guide
- Earth Day special: Sustainable beauty
- Met Gala red carpet special
- Your travel guide to London (plus Royal Coronation special)

JUNE

- **TRAVEL SPECIAL:** Top 8 destinations to visit this summer
- Travel beauty & accessories shopping guide
- Father's Day gift guide

JULY: SUMMER SIZZLER!

- **CANADA DAY SPECIAL:** Canadian fashion, beauty, food & travel
- Everything you need for the cottage including books, music, recipes & more

OCTOBER

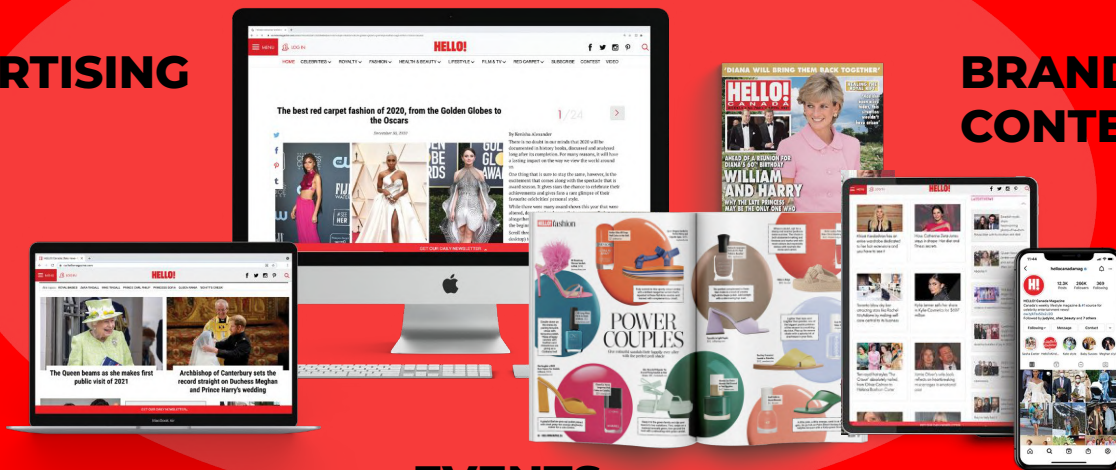
- **FALL/WINTER WEDDINGS SPECIAL + TUMBLE COVER** (if sold)

WHAT WE OFFER

We'll help tailor your campaign to one (or all) of our robust media channels, whether it's a print magazine ad delivered to the home of a devoted *HELLO!* subscriber, or digital custom content amplified across fashionmagazine.com and our social channels.

ADVERTISING

BRANDED CONTENT



EVENTS

PRINT

ISSUE	SPACE CLOSE	MATERIAL CLOSE	INSERT DUE DATE	SUBS INSERT DATE	ON SALE DATE (ONTARIO)
Feb. 27/23	Feb-03-23	Feb-08-23	Feb-08-23	Feb-15-23	Feb-16-23
Mar. 13/23	Feb-17-23	Feb-22-23	Feb-22-23	Mar-01-23	Mar-02-23
Mar. 27/23	Mar-03-23	Mar-08-23	Mar-08-23	Mar-15-23	Mar-16-23
Apr. 10/23	Mar-17-23	Mar-22-23	Mar-22-23	Mar-29-23	Mar-30-23
Apr. 24/23	Mar-31-23	Apr-05-23	Apr-05-23	Apr-12-23	Apr-13-23
May 8/23	Apr-14-23	Apr-19-23	Apr-19-23	Apr-26-23	Apr-27-23
May 22/23	Apr-28-23	May-03-23	May-03-23	May-10-23	May-11-23
June 5/23	May-12-23	May-17-23	May-17-23	May-24-23	May-25-23
June 19/23	May-26-23	May-31-23	May-31-23	Jun-07-23	Jun-08-23
July 3/23	Jun-09-23	Jun-14-23	Jun-14-23	Jun-21-23	Jun-22-23
July 17/23	Jun-23-23	Jun-28-23	Jun-28-23	Jul-05-23	Jul-06-23
July 31/23	Jul-06-23	Jul-12-23	Jul-12-23	Jul-19-23	Jul-20-23



PRINT

ISSUE	SPACE CLOSE	MATERIAL CLOSE	INSERT DUE DATE	SUBS INSERT DATE	ON SALE DATE (ONTARIO)
Aug. 15/23	Jul-21-23	Jul-26-23	Jul-26-23	Aug-02-23	Aug-03-23
Aug. 28/23	Aug-04-23	Aug-09-23	Aug-09-23	Aug-16-23	Aug-17-23
Sept. 11/23	Aug-18-23	Aug-23-23	Aug-23-23	Aug-30-23	Aug-31-23
Sept. 25/23	Sep-01-23	Sep-06-23	Sep-06-23	Sep-13-23	Sep-14-23
Oct. 9/23	Sep-15-23	Sep-20-23	Sep-20-23	Sep-27-23	Sep-28-23
Oct. 23/23	Sep-29-23	Oct-04-23	Oct-04-23	Oct-11-23	Oct-12-23
Nov. 6/23	Oct-13-23	Oct-18-23	Oct-18-23	Oct-25-23	Oct-26-23
Nov. 20/23	Oct-27-23	Nov-01-23	Nov-01-23	Nov-08-23	Nov-09-23
Dec. 4/23	Nov-10-23	Nov-15-23	Nov-15-23	Nov-22-23	Nov-23-23
Dec. 18/23	Nov-24-23	Nov-29-23	Nov-29-23	Dec-06-23	Dec-07-23
Jan. 1/24	Dec-01-23	Dec-06-23	Dec-06-23	Dec-13-23	Dec-14-23



RATES (NET)

		FULL PAGE	DPS	OBC	IBC	IFC SPREAD	½ PAGE	⅓ PAGE
1 - 4X	-	\$8,500	\$14,875	\$10,625	\$9,350	\$18,594	-	-
5 - 12X	25%	\$6,375	\$11,156	-	-	-	-	-
13 - 24X	35%	\$5,525	\$9,669	-	-	-	-	-
25 - 32X	45%	\$4,675	\$8,181	-	-	-	-	-
33+X	50%	-	-	-	-	-	-	-

DIGITAL

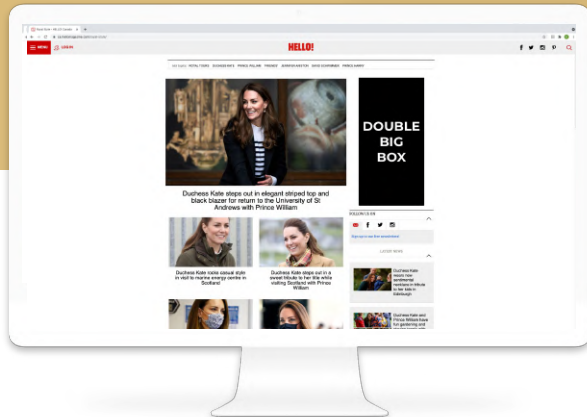
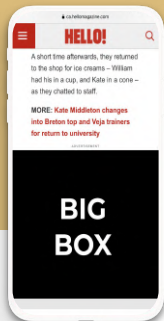
DISPLAY ADS

Standard Display: \$25-\$30/CPM (NET) Video: \$40/CPM (NET)

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

HOMEPAGE TAKEOVER + POE

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 14.9K daily impressions on the homepage and most other points-of-entry (POE).



EMAIL

Subscribers: 9 670+

E-BLASTS

Starting at: \$2 000 (NET)

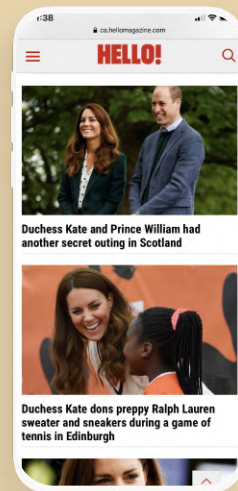
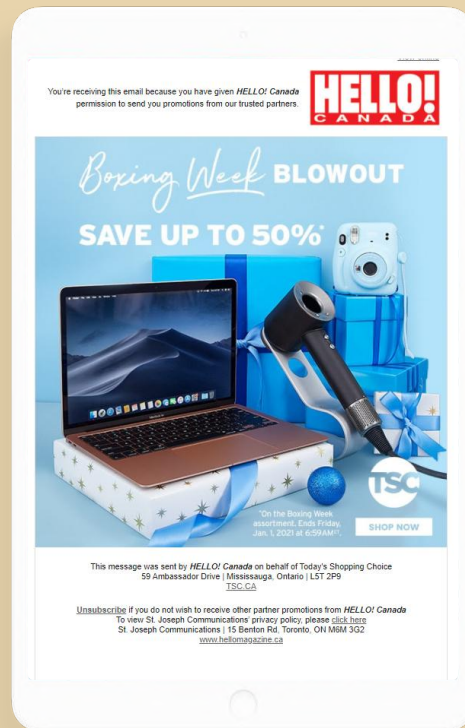
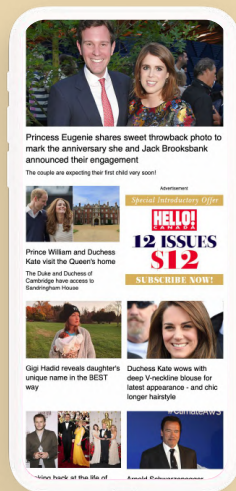
Our e-blast list is comprised of subscribers who have opted to receive communications from HELLO! partners. Engage this audience with an e-blast designed specifically for your event, promotion or product sampling offer.

SUBSCRIBERS: 23,690+

NEWSLETTER

Starting at: \$1,300 (NET) Ad units: Big Box

HELLO! subscribers love seeing us in their inbox, evident by our tremendous open rates that far exceed industry benchmarks. Our HELLO! newsletter is distributed daily to an opt-in list of subscribers.

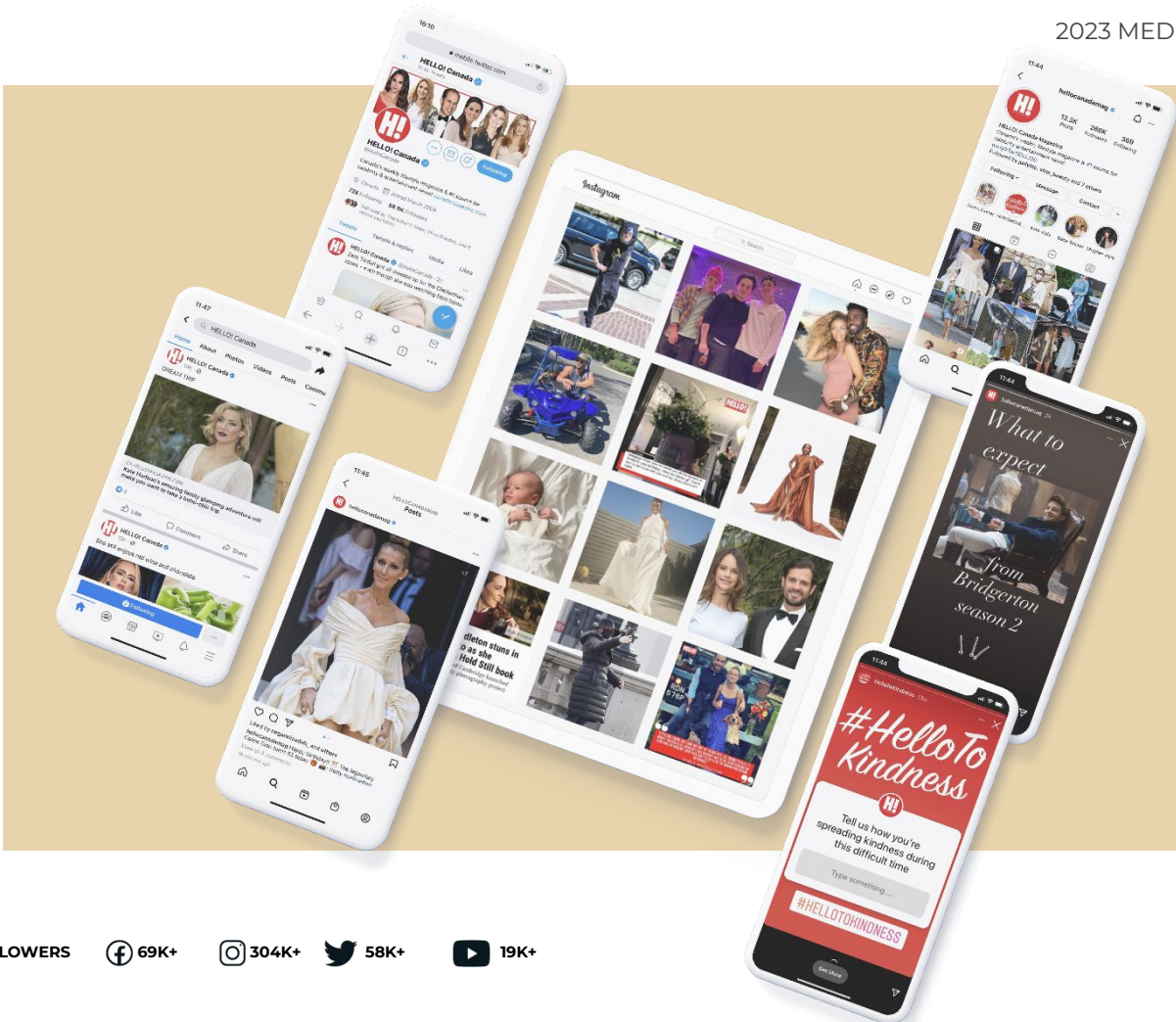


SOCIAL

Starting at: \$1 000/Post

With a combined following of 450K+, HELLO! Canada is no stranger to social media. We know how to engage our followers on every platform that matters. In 2021, the HELLO! Canada Facebook content reached more than 7.7M people, and generated over 2M+ engagements (including reactions, comments, shares and clicks).

Looking to reach women through social? Over 81% of our Facebook and Instagram followers are female.



FOLLOWERS 69K+ 304K+ 58K+ 19K+

BRANDED CONTENT

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 branded content studio, Patron Studio, will lend that same editorial expertise to creating content that elevates your brand.

INTEGRATED EDITORIAL

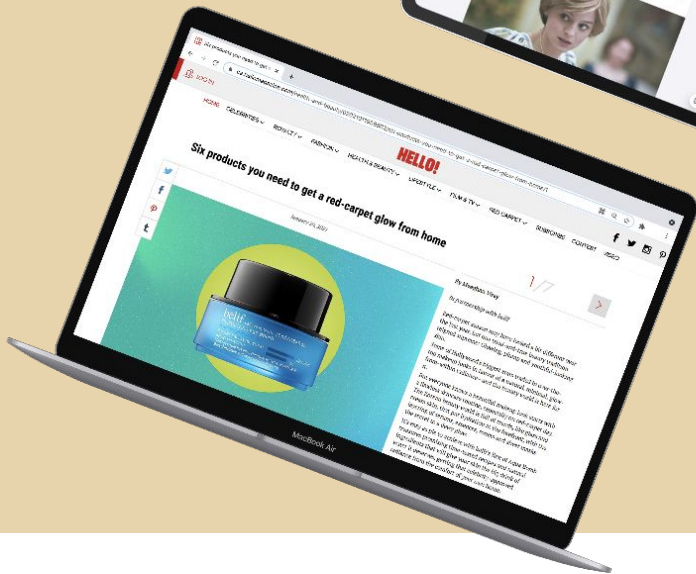
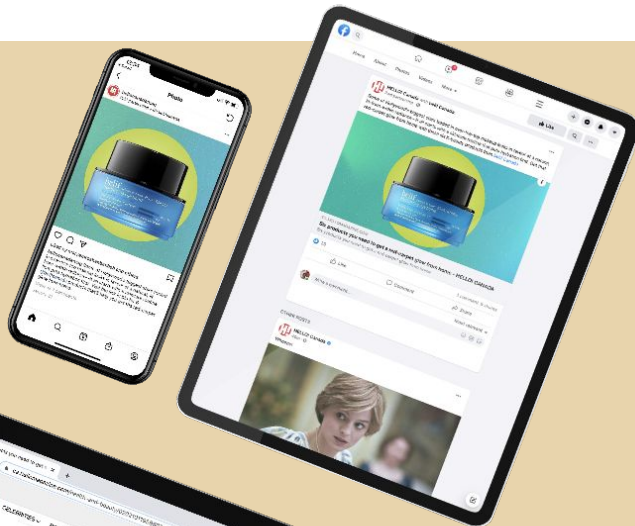
Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content.

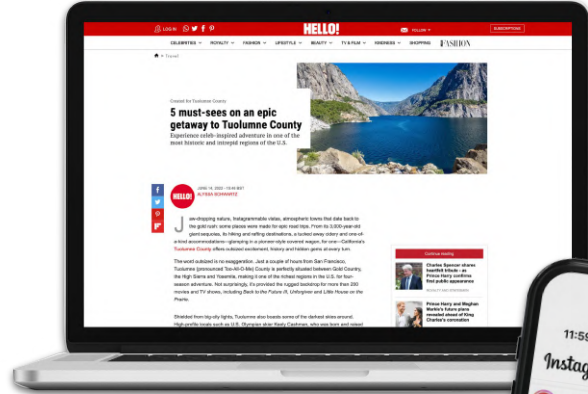
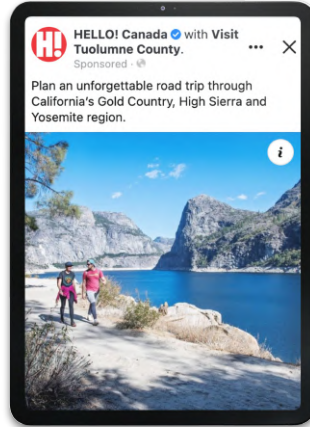
Voice, look and feel of the content will match the brand's style.

SPONSOR CUSTOM CONTENT

Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations.

Voice, look and feel of the content itself will differ from the brand's style.





BRANDED CONTENT CASE STUDY



X



Tuolumne County x HELLO! Canada

To drive awareness for stunning Tuolumne County's unique 3-in-1 vacation proposition (the area covers Yosemite, the High Sierras and Gold Country), *Hello! Canada* created a print and digital campaign that tied the destination's cinematic bona fides to must-see attractions for outdoorsy, four-season fun. The campaign performed strongly, with particularly impressive results and interactions on social.

1:35

AVG TIME SPENT

3x

BENCHMARK BANNER CTR

330%

OVER EST SOCIAL IMPRESSIONS



SIGNATURE & CUSTOM EVENTS

Whether it's sponsoring one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding/signage, photography, entertainment and more.

MARKETING AWARENESS & REACH

We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets; as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and/or social channels.

CONTENT & POST-EVENT COVERAGE

Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content.

Opportunity for print, digital and/or social post-event coverage.





MEET SJC MEDIA

HELLO! Canada is published by SJC Media, the largest Canadian publisher of trusted brands that serve communities of loyal fans, which can be leveraged by our advertising partners.

We produce best-in-class content through our premium print, digital and social pillars. Our reach extends coast to coast, touching more than 22 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada's most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling.

As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.



We are beyond content.
We are SJC Media.



Beyond media.



SJC

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