

THE WORLD'S NO.1 CELEBRITY MAGAZINE

**HELLO!**

MEDIA KIT 2023-24

"HELLO! exists to entertain and inform its readers... It does not sit in judgement of those it writes about. Its readers are quite capable of forming their own opinions."

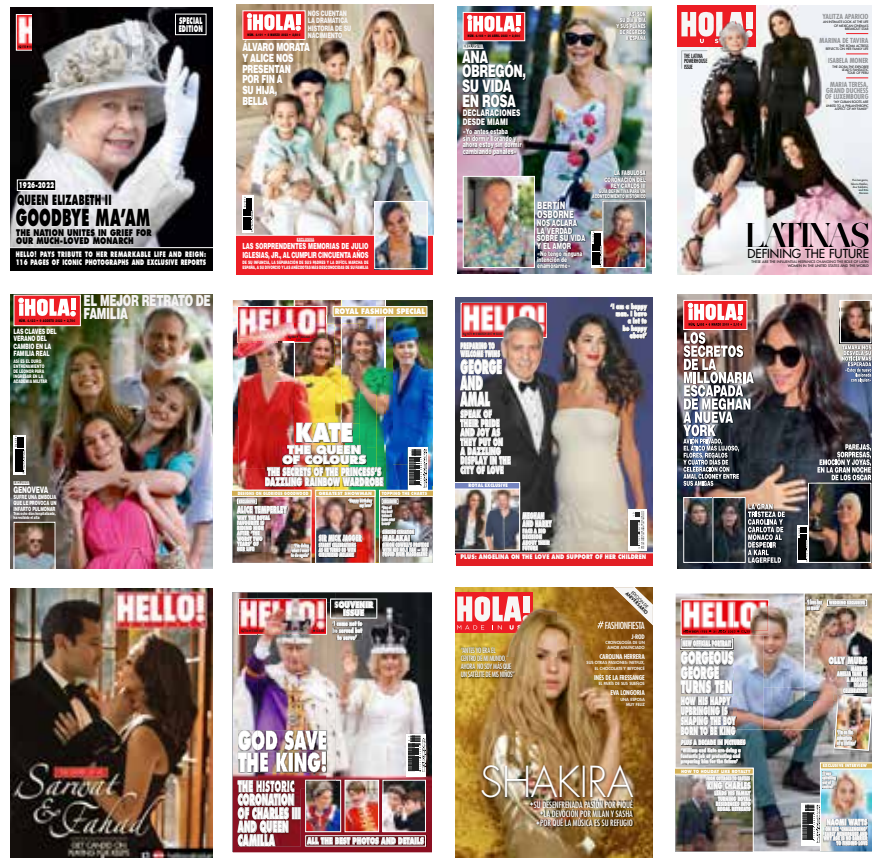
*Eduardo Sánchez Junco  
(Founder HOLA!)*

# HELLO! GROUP

## Celebrating a rich & vibrant legacy

iHOLA! – the first magazine of the independent publisher – was launched in 1944, establishing the celebrity sector within the magazine industry. The group's editorial philosophy is based on traditional family values of positivity, trust, respect and honesty, which sets HELLO! and iHOLA! apart from its competitors around the world.

- 17 print editions
- 10 different languages
- Distributed in 120 countries
- 8 websites visited by over 27 million users each month





## HELLO! AROUND THE WORLD

- HELLO! is exported to over 60 countries
- HELLO! is the No.1 title in key territories, including the UK, Australia, South Africa, Germany and The Netherlands



## HELLO! INDIA

With the 2021 March relaunch issue in India, HELLO! quickly became a household name known for its exclusive access to stars, accurate reporting, beautiful, pictured features and award-winning publishing philosophy. HELLO! features exclusive interviews, uplifting coverage, and world-class reporting of showbiz and historic events. It also has an aspirational lifestyle section showcasing the latest fashion trends, beauty, health, food, luxury homes, and entertainment.

HELLO!'s digital touchpoints continue to grow and evolve, including videos that offer unique behind-the-scenes footage of interviews, photo shoots, red carpet events and other such coverage.



# 200

**YEARS.**  
**NUMEROUS LEGACIES.**  
**CONTINUOUS GROWTH**



## THE WORLD OF HELLO!

# Premier magazines Premium readership

HELLO! conquers the digital space with Facebook, Twitter, Instagram, and YouTube by bringing timely celebrity news, fashion and beauty trends, travel and culinary experiments to the forefront.



### PRINT EDITION

- DISTRIBUTION ACROSS **15+ CITIES & TOWNS**
- READERSHIP PRINT & DIGITAL **12 LAKHS +**
- DISTRIBUTED AT LEADING RETAIL OUTLETS

### DIGITAL AUDIENCE PROFILE

- **AGE GROUP:** 25-34 YEARS
- **GENDER SPLIT:** MALE - 49.1%
- **FEMALE** - 50.8%



<https://in.hellomagazine.com/>

### SOCIAL MEDIA

- 579K+**
- 303K+**
- 45K+**
- 32K+**

● SOCIAL MEDIA REACH **911K+**

## HELLO! AUDIENCE OVERVIEW

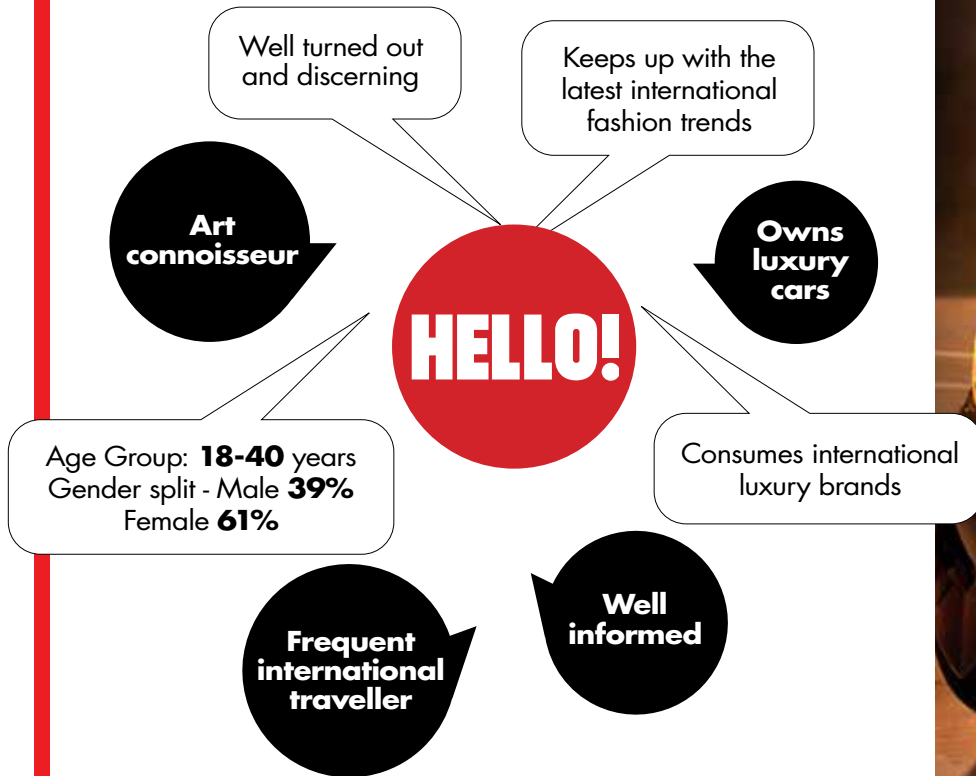


- Key TG: HNIs, new HNIs and UHNIs
- Age bracket: 30-55 years
- Gender split - Male 48%: Female 52%
- Occupation/Profile: Business tycoons, industrialists, young entrepreneurs, creative professionals, art connoisseurs, celebrities, social icons, influencers and royals
- Psychological sketch: Well heeled, leads an opulent lifestyle, consumer of finer things in life, prudent buyer, investor with diversified portfolios





## HELLO! DIGITAL AUDIENCE PROFILE



## EDITORIAL PILLARS

HELLO! India works towards focusing on high-end, luxury lifestyles – be it in its fashion pages or its exclusive profiling of individuals. The content is designed to be sharp, personal, and insightful in a way that allows readers to feel like a part of a celebrity's inner world.

- INDIAN ROYALTY • CELEBRITY • HEAVENLY HOMES • LUXURY LIFESTYLE
- FASHION • INTERNATIONAL FEATURES • HEALTH & BEAUTY
- GOOD LIVING • LUXE NEWS • EDITOR'S LOUNGE •

## HELLO! INDIAN ROYALTY

HELLO! India prides itself on the exclusive coverage of Indian royalty. From the most private and elaborate royal nuptials, to the more sequestered ceremonies, festivals and palaces, HELLO! takes its readers right into the lives of today's royals. The majestic values, codes of grace and grandeur come through in their stories and rich portraits.





## HELLO! CELEBRITY

HELLO! India's forte is its ability to feature larger-than-life personalities in the privacy of their homes, getting them to open up about things closest to their hearts. Our interactions with business magnates and industrialists, Bollywood stars, the crème de la crème of society, royalty, and those making a mark in the world are just some of the things our readers get to be a part of and enjoy every month.

## HELLO! HEAVENLY HOMES

Each home featured exclusively by HELLO! India is better than the last. Those seeking to encounter homes laced with opulence, decadence, taste and refinement can find a rich variety. From the interiors of Singapore's elegant Shazreh Rahman to Sharmila Tagore's Pataudi palace, and Michelle and Yohan Poonawalla's palatial home in Pune, HELLO! reveals only the best of the best in India, leaving nothing out.





# HELLO!

## LUXURY & LIFESTYLE





## HELLO! FASHION

Keeping up with the latest trends and styles, HELLO! India showcases the best of luxury and haute couture, month after month. HELLO! shines the spotlight on the chicest ensembles from fashion weeks around the world, and presents a smörgåsbord of trends in fashion, cuisine, travel, jewellery, and timepieces, for our fashion-forward readers.



● HAUTE IN HELLO! ●



● DESIGNER-MUSE ●



# HELLO! BEAUTY & HEALTH

HELLO! brings you the very best from the world of beauty. The hauteest trends and treatments are brought to the forefront. HELLO! explores celebrity beauty secrets and speaks to the experts to make the best hair and skincare solutions available to its readers.



## HELLO! GOOD LIVING

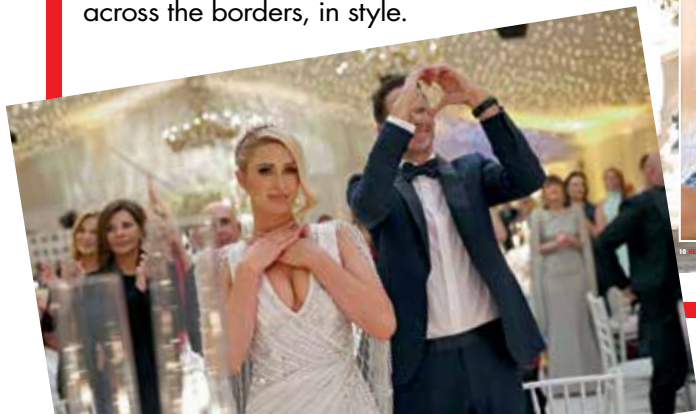
The world morphs into a playground for HELLO!, featuring some well-known personalities, along with others who are a joy to discover. HELLO! pinpoints the best restaurants, hotels, nightlife, spas and much, much more. Travelling first class of course, HELLO!'s journeys are nothing short of unforgettable.





# HELLO! INTERNATIONAL STORIES

Published in several countries, HELLO! India selects the most interesting features to be put on display, with the best mix of charismatic people from around the world. Giving readers a taste of the good life outside India, coverage of coronations and royal celebrations, superstars and their homes are naturally to be expected. Our special correspondents from across the Indian subcontinent also give HELLO! India access to news from across the borders, in style.



Nine-year-old daughter Virginia joins Andrea and Veronica at the family's home (above) in Tuscany's chic seaside town Forte dei Marmi

AT THEIR BEACHFRONT HOME IN TUSCANY  
**ANDREA AND VERONICA BOCELLI**  
TELL HELLO! HOW THEY'RE STILL LIVING IN PERFECT  
HARMONY AFTER 20 YEARS TOGETHER





## HELLO! EXCLUSIVES

HELLO!'s editorial content features some of the most elusive personalities in sacred personal spaces. HELLO! India continues to wow its readers with its photo-rich features and unrestricted access to India's achievers, and newsmakers – taking them up-close and personal with these captivating personalities, from film stars and royalty to corporate bigwigs and illustrious sports icons.





## ASSOCIATIONS

# That catch attention

HELLO! India provides brands with unique and innovative ways to showcase their products and services through exclusive associations with the magazine.

*Cartier***LOUIS VUITTON**

HELLO! collaborates with high-end luxe brands like Louis Vuitton and Cartier, both of whom have chosen India's IT star Deepika Padukone as their brand ambassador. HELLO!'s November issue also showcased Deepika on the cover adding that right touch of oomph and glamour. In keeping with HELLO!'s luxury centric approach, it has also teamed up with One Plus to offer the most coveted collection of mobile phones. HELLO! is always a step ahead of the game in its quest to join hands with the best of luxury brands in India today.

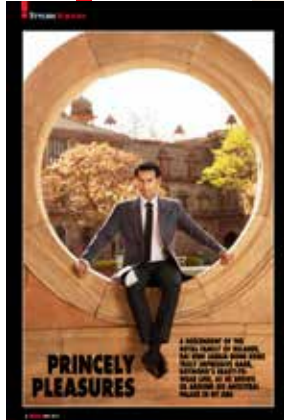




● A SPLIT COVER SHOOT FOR  
VOLVO WITH KARTIK AARYAN ●

● A SHOOT WITH BVLGARI  
IN HYDERABAD ●





● MERCEDES-BENZ WITH AMITABH BACHCHAN ●

● CAMPAIGN SHOOT FOR RAYMOND ●



# HELLO! EVENTS

• HELLO! HALL OF FAME AWARDS  
(MAIN AND SOUTH)





## ONE GLAMOROUS NIGHT TO FELICITATE The nation's super achievers

The HELLO! Hall of Fame Awards & HELLO! Hall of Fame Awards, South were introduced to recognise the achievements of some of the most celebrated personalities from varied walks of life. Since its launch in Mumbai in 2010, the Awards have been getting bigger, better and more luminous. A celebrated host of luminaries assemble to applaud and appreciate the best in achievement, fame and style.







**HELLO!**  
VIRTUAL EVENTS



## GIN CONNOISSEURS CLUB

To Celebrate World Gin Day, HELLO! launched its Gin Connoisseurs Club and curated a unique afternoon replete with a gin appreciation session with House of Suntory - Roku Gin over a gourmet brunch attended by HNI's, Gin Aficionados, Influencers, Socialites, and leaders from the hospitality business.



## WHISKEY CONNOISSEURS CLUB

HELLO! curated an evening for its Whisky Connoisseur club members in association with Suntory Toki Whisky replete with an appreciation session by the House of Suntory Brand Ambassador over a Japanese bento box attended by HNI's, whisky aficionados, Influencers, Socialites, and leaders from the hospitality business.



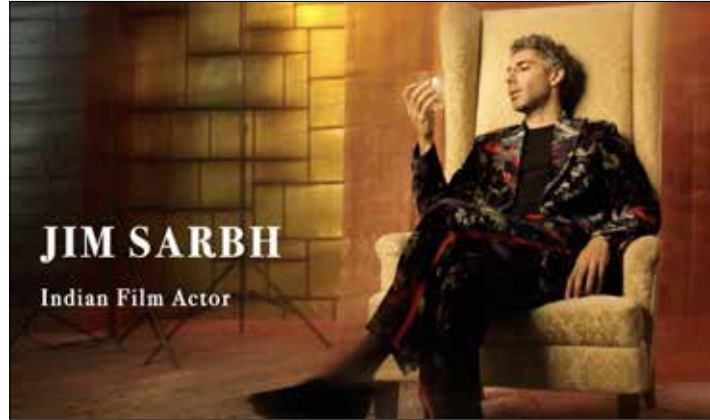


# HELLO!

WHITE LABEL CONTENT



HELLO! curated a unique Glenmorangie World of Wonder campaign where we tied up with leading celebrities such as Jim Sarbh, Vijay Verma, Sophie Choudry, Dildeep Kalra, Sonalika Sahay and Varun Sood, highlighting their world of wonder - their talent - and how Glenmorangie is an integral part of that world and content.





## HELLO! HOW TOs

HELLO! How to's started with a 3 part series on food and wine pairing. We collaborated with Jacob's Creek wine and conceptualized scenarios from Grazing table, hosting a perfect dinner with Chef Chinu Vaze. The content was amplified across HELLO! India's social media handles.



# HELLO! BRAND SOLUTIONS





**DLF MALL OF  
NOIDA EVENT**



**THE CHANAKYA  
BRUNCH**



**BULGARI EVENTS**



**MADHAV RAO SCINDIA  
GOLF TOURNAMENT**



**DLF PROMENADE  
WOMENS DAY EVENT**





### Audi A5 Launch

When HELLO! felicitated young achievers across several different arenas.





## Mercedes-Benz India's 50 Most Dynamic Trendsetters

HELLO! and Mercedes-Benz India came together to celebrate 50 glorious years of AMG globally. Along with the country's Most Dynamic Trendsetters, the Mercedes-AMG GLC Coupé was unveiled.







### Mercedes-Benz — 'Art In Motion'

HELLO! India celebrated the launch of SLC43AMG with an unique Art In Motion Event



NOT JUST AN **AD SPACE**

Say HELLO! to a magazine  
that speaks to your brand

**ADVERTISER ADVANTAGE**

- HELLO! spells opulence through its pages while celebrating intellectual consumption.
- HELLO! has the unique advantage of being all-encompassing with advertising spanning a cross-section of categories on its pages.
- From luxurious homes to interiors, fine jewellery to watches, cars, perfumes and ethnic wear to haute couture, the real-life depiction of products on real people gives readers a voyeuristic brand appeal and marketers a captive demand. The communication on our pages is certain to get the right reach, results and impact.

# HELLO! INDIA 2023-24 EDITORIAL CALENDAR



## JAN THE LUXURY PLUS SOUTH SPECIAL

### IN FOCUS

HELLO!'s Luxury Special highlights India's love affair with all things luxe—from the most opulent homes, the cuisine of the royals and jaw-dropping jewellery collections to high-end fashion brands, the best from the hospitality sector and exclusive shoots and interviews with luxuristas who share the story of their high life from the world over.



## FEB THE LOVE ISSUE

### IN FOCUS

During the season of love, HELLO! dives into the intricate tapestry of human relationships, whether it's the unwavering commitment shared with a partner, or a heartwarming bond with a sibling, a parent, or a friend. With exclusive interviews and a myriad of shoots, it celebrates love in its every form



### EXPERT SPEAK

HELLO! brings you the best Indian and international names to keep up with the latest trends from the world of beauty and fashion

## MAR ART SPECIAL

### IN FOCUS

This one's for all you art aficionados seeking the most prized piece of work. HELLO!'s Art Special will have a special focus on its latest venture—the HELLO! India Art Awards. Every winner from the event will have a special mention in our pages, along with other exclusive interviews and spreads with the who's who of the art world.



## APR INDIA'S 100 MOST BEAUTIFUL

### IN FOCUS

As they say, beauty is in the eye of the beholder—and in this case, it's us! With this issue, HELLO! is bringing back one of its most iconic lists as a hat-tip to the most beautiful faces and hearts from across the globe.



## MAY JUN HELLO! HALL OF FAME MAIN

### IN FOCUS

Join us as we celebrate the 11th edition of the glorious HELLO! Hall of Fame Awards. Our pages will raise a toast to all our deserving winners from the world of entertainment, corporate India, philanthropy, fashion and so much more—along with glimpses of all the excitement from one of the most anticipated and glamorous nights of the year.





## HELLO! INDIA 2023-24 EDITORIAL CALENDAR

### JUL THE OTT SPECIAL

#### IN FOCUS

HELLO! brings to you the top stars who are ruling the small screen today. From actors, to comedians, content creators, directors, and producers — we hear from them all, with the sensational Disha Patani as our covergirl. Plus, watch out for our exclusive guide on everyone's favourite summer products!



### OCT INTERIORS SPECIAL

#### IN FOCUS

We are back with our annual special on interiors that will showcase the best of homes, interior designers, architects and more. Watch out for our coveted list of upcoming designers in India, the much-in-demand table must haves and the most popular trends in the industry be it in products, design or lighting.



### AUG THE ANNIVERSARY SPECIAL

#### IN FOCUS

This month marks HELLO!'s one-year anniversary since it's relaunch with the RPSG Group. This special Power Issue profiles some of India's most iconic personalities who carved out a distinct identity for themselves over the past year. They are the game-changers who upped the power quotient in various fields, from entertainment, business and health to art, fashion and beauty.



### NOV THE STYLE AND FESTIVE ISSUE

#### IN FOCUS

As the festive season approaches, we delve into all things fun! Be it gifting the perfect present, or styling the ultimate fashion look, this edition of HELLO! will help you with special features on playing the perfect host and the like. Plus: our Diwali Gifting Guide is the ultimate handbook you need to pick up the perfect presents for the special people in your life.



### SEP CELEBRATION ISSUE

#### IN FOCUS

It's a time to celebrate family, tradition, fashion, food and fun. This edition of HELLO! will put you in the mood for the upcoming festivities and also help you plan the days ahead with special features on getting the bridal glow, the perfect wedding rings and more to help you plan the upcoming season of festivities.



### DEC THE LUXURY PLUS SOUTH SPECIAL

#### IN FOCUS

HELLO!'s Luxury Special highlights India's love affair with all things luxe—from the most opulent homes, the cuisine of the royals and jaw-dropping jewellery collections to high-end fashion brands, the best from the hospitality sector and exclusive shoots and interviews with luxuristas who share the story of their high life from the world over.



#### THE INSIDE STORY

Your monthly roundup of the best and the biggest bits of celebrity news from around the world

# HELLO!

## EVENTS CALENDAR JANUARY 2023 - APRIL 2024



SOUTH

**DECEMBER 23**  
**BENGALURU**

A glittering night full of achievers. Recognizing exclusive accomplishments across diverse fields, HELLO! will honour the acclaimed individuals from the corporate sector, royalty, entertainment, arts, sports and fashion spheres at the first ever South Edition of HELLO! Hall of Fame Awards.

DECEMBER  
**2023**



**JANUARY 24**  
**MUMBAI**

HELLO! Design Experience Awards aims to recognise and award individuals, brands and collaborations that go beyond their identity to explore and push the envelope of creative design experiences for products, spaces, and events.

JANUARY  
**2024**



**APRIL 24**  
**MUMBAI**

A glittering night full of achievers. Recognizing exclusive accomplishments across diverse fields, HELLO! honours the acclaimed from the corporate sector, royalty, entertainment, arts, sports and fashion spheres at the annual HELLO! Hall of Fame Awards, over an elegant black-tie sit-down dinner.

APRIL  
**2024**

# HELLO! RATE CARD

## PARTICULARS

	IN MM	IN INCHES
Final Cut Size/Trim Size	219 x 276	8.62 x 10.86
Full Page- bleed*	219 x 276	8.62 x 10.86
Full Page - non-bleed	207 x 264	8.15 x 10.4
Spread - bleed*	438 x 276	17.25 x 10.86
Spread- non-bleed	426 x 264	16.77 x 10.4
Front Reverse gatefold cover- bleed*	432 x 276	17 x 10.86
IFC Opening Page/ Opening spread -bleed*	438 x 276	17.25 x 10.86
Horizontal Half-page - bleed*	219 x 138	8.62 x 5.43
Horizontal Half page- non bleed	207 x 132	8.15 x 5.19
Vertical Half page- bleed*	109 x 276	4.3 x 10.86
Vertical Half page- non bleed	103 x 264	4 x 10.4

\*Bleed ads- Please add 3 mm bleed on all four sides.

Live matter safety: Please keep live matter 6 mm away from final cutmarks on all sides.

Gutter Margin:

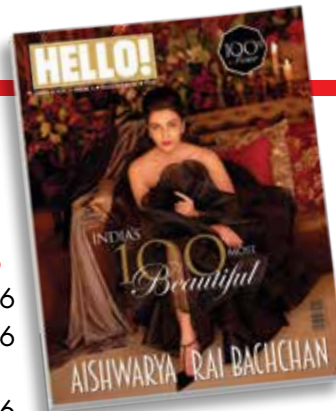
For Spread Ads: Please keep running text 6 mm away from centre on both sides (total 12 mm).

For IFC Opening Page: Please keep running text 10 mm away from centre on both sides (total 20 mm).

FILE FORMAT: High resolution PDF file in 300 dpi with all text convert to curve.

COLOUR MODE: CMYK

**Kindly note that the deadline for submission of all advertising material is no later than the 15th of previous month.**



## FOR PRINT

POSITION	AMOUNT (INR)
Back Cover	4,00,000
Inside Back Cover	3,50,000
Inside Front Cover Opening	6,00,000
Inside Single Page	3,00,000
Double Spread	5,00,000

## FOR DIGITAL

PER POST	AMOUNT (INR)
One Facebook post	75,000
One Facebook video post	85,000
Instagram Post	1,50,000
Instagram Video Post	1,75,000
Instagram Carousel Post	1,75,000
Instagram Collab Post	2,00,000
Native Article	1,75,000
Website banners	300 CPM





# HELLO!

## **FOR ADVERTISING/ASSOCIATIONS, PLEASE CONTACT:**

marketing@hello-india.co.in &  
advertising@hello-india.co.in

### **DIGITAL**

digital@hello-india.co.in  
social@hello-india.co.in

AN RP-SANJIV GOENKA GROUP PUBLICATION



THE WORLD'S NO.1 CELEBRITY MAGAZINE