

HELLO!



**THE MIDDLE EAST'S
BIGGEST-SELLING
CELEBRITY NEWS
MAGAZINE**

Content

Hello! is the Middle East's best-selling celebrity magazine. It is renowned around the world for its in-depth features covering the latest in high profile movie launches, weddings, divorces, births and separations. The society set ranging from movie stars to models and royalty from around the world also invite *Hello!* into their lavish homes to offer a rare glimpse into their lives behind the scenes.

In addition the magazine features the region's most high profile celebrities, dignitaries and royalty.



In every issue



At Home

We take a look inside the homes of some of the world's most glamorous celebrities who offer a glimpse into the life they share with their family behind the scenes, offering exclusive shots of their holiday retreats, palatial homes and work environment. We capture celebrities at their most relaxed and candid.



Features

Each week we focus on the latest celebrity news from around the globe as it breaks. Find out what is happening in the world of celebrity from break-ups, to make-ups we have all the latest news to keep you up to date.



Diary

Find out about the latest launches and the top parties in the Middle East. Each week we take a look at the latest society events in the region and introduce you to the star-studded guests.



Style

Keep up to date with the latest trends straight from the catwalk. We reveal the latest looks from around the globe with everything you need to know about perfecting the glamorous Hollywood style. Each week we feature the latest handbags, accessories, trends and style tips from those in the know.



Beauty

Get the inside guide to how the stars manage to look their radiant best on the red carpet and learn the tricks from high profile make-up artists.



Cooking

Indulge in the latest recipes by some of the world's best-known chefs.



Target market

Hello! is read by the mixture of nationalities residing in the Gulf. A typical reader is 26-40, affluent and well-educated, purchases the magazine frequently and is heavily involved in the issue, returning to it multiple times. There is also a high rate of readership reflected by the high pass on rate – 50 percent of readers will pass on to at least four others.

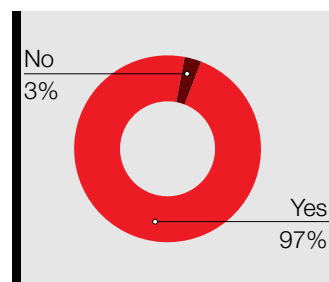
Source: *Hello!* readership survey 2008.

Advertising benefits

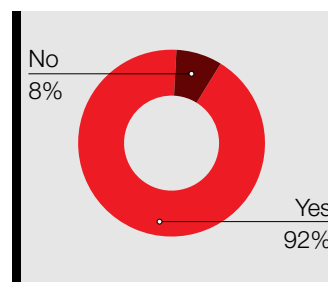
- *Hello!* distinguishes itself by targeting an up-market audience
- Promote your message in the right environment alongside the best coverage from the world of glamour
- Achieve maximum visibility among a multinational audience in an internationally renowned publication

What our readers say...

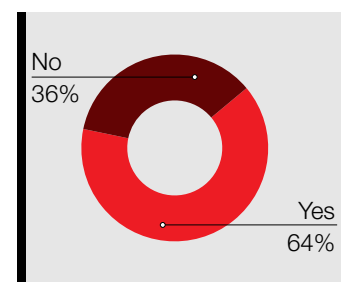
THE ADVERTISING FITS WITH THE CONTENT OF THE MAGAZINE



THE ADVERTISING PROVIDES INFORMATION ON BRANDS



THE ADVERTISING HELPS INFORM MY PURCHASING DECISIONS



Source: *Hello!* readership survey 2008.

Circulation

Frequency Weekly

Print-run 18,000 copies*

BPA 13,266 (June 2008)

Distribution

- United Arab Emirates
- Bahrain
- Kingdom of Saudi Arabia
- Kuwait
- Qatar
- Jordan
- Oman

Distribution Profile

- Retail Outlets
- Sponsored Copies
- Subscriptions
- Airlines
- Hotels

*Publisher's own data

HELLO!

ADVERTISING RATES

REGULAR POSITIONS US\$

| | |
|--------------------|-------|
| Double Page Spread | 8,000 |
| Full Page | 4,000 |
| Half Page | 2,750 |
| Third Page | 2,000 |
| Quarter Page | 1,750 |

PREMIUM POSITIONS US\$

| | |
|--------------------|-------|
| Outside Back Cover | 8,000 |
| Inside Front Cover | 7,500 |
| Page-1 | 7,500 |
| Inside Back Cover | 6,500 |

SPECIAL REQUESTS US\$

| | |
|--------------------------------------|-------|
| Full Page (before contents) | 4,750 |
| Full Page (opposite contents) | 4,750 |
| Full Page (first 25% after contents) | 4,500 |
| Double Page Spread (before contents) | 8,750 |

CREATIVE SOLUTIONS US\$

| | |
|--|--------|
| Front Cover Reverse Gatefold (2 pages) | 14,000 |
| Inside Front Cover Gatefold (3 pages) | 17,500 |
| ROP Gatefold | 11,500 |
| Bookmark | 10,500 |
| Belly Band | 9,250 |
| Advertorial — Full Page | 4,750 |
| Advertorial — Double Page Spread | 8,750 |

GENERAL INFORMATION

- 51 issues per year
- Loading charges applicable for specific positions
- Standard agency commission rates apply
- Additional creative solutions available on request

TECHNICAL DATA

(mm) H x W



DPS
Trim: 330 x 480
Type: 298 x 458



Full Page
Trim: 330 x 240
Type: 298 x 220



Half Page Vertical
Trim: 330 x 119
Type: 298 x 108



Half Page Horizontal
Trim: 165 x 240
Type: 147 x 220



1/3 Page Horizontal
Trim: 109 x 240
Type: 91 x 220



1/4 Page Portrait
Trim: 165 x 119
Type: 147 x 108



1/4 Page Horizontal
Trim: 81 x 240
Type: 63 x 220

SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

DIGITAL MEDIA FORMAT

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For bleed size add 5mm extra on all four sides after trim marks
- Ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 3 to 4mm away from the gutter on either side
- A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD

DEADLINES

- **Booking:** Thursday, 10 days prior to publication
- **Material:** Sunday, 1 week prior to publication
- **Cancellation:** Monday prior to publication

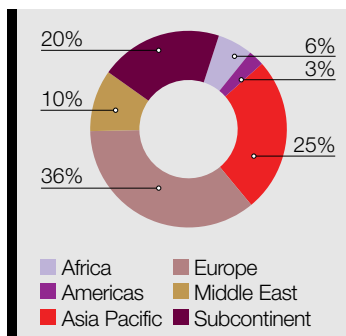
BPA WORLDWIDE
13,266
June 2008

FIPP
International Federation
of the Periodical Press
www.fipp.com

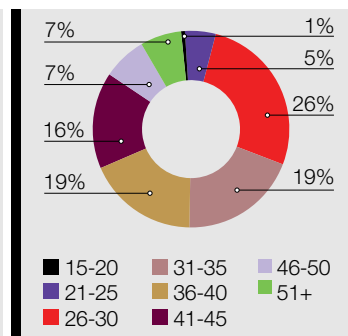


About our readers...

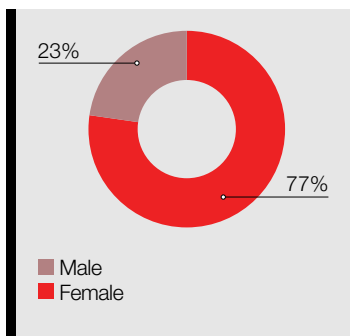
REGION OF BIRTH



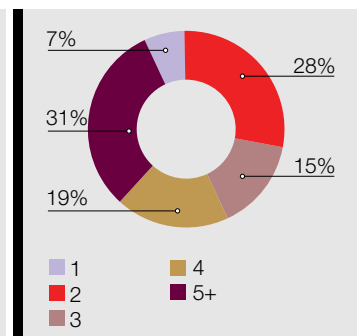
AGE



GENDER



READERSHIP



For advertising enquiries, contact: +971 4 282 4060 or sales@motivate.ae

INTERNATIONAL MEDIA REPRESENTATIVES

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