

RETAIL

Advertising Effectiveness

RETAIL PROMOTIONS

HELLO!



HELLO! OFFERS YOU UNPRECEDENTED AWARENESS AT RETAIL

SETTING THE SCENE:

HELLO! – the original glossy weekly – has become renowned as a publishing phenomenon since its launch in 1988.

With its superb celebrity photo features, and ability to secure exclusive access to the social elite, **HELLO!** is not only the envy of imitators in the women's magazine market, it also regularly outpaces its competitors. **HELLO!**'s trusted

content and excellent reputation make it a powerful partner for boosting your brand visually at retail.

HELLO! offers the chance to promote your brand at newsstand, reaching millions of shoppers each week. And our significant investment in prime, in-store promotional space at high street retailers enables us to offer you a highly effective platform for your branding and promotional campaigns.

HELLO!

hellomagazine.com

WIN!
A LUXURY
CHAMPNEYS
FOUR-NIGHT BREAK
FOR TWO

WIN A FOUR-NIGHT LUXURY SPA BREAK AT CHAMPNEYS

HELLO! OFFER

HELLO!
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RETAIL

ELEMENTS OF THE CAMPAIGN:

COMPETITION

This promotion can work exclusively with Sainsbury's, Tesco or WHSmith.

How it works:

- You donate a prize worth at least £2,000.
- A high-quality A4 insert in two consecutive issues of **HELLO!** gives entry details and prize information.
- In-store branding promotes the competition.

You get:

- Point-of-sale branding, including header cards, shelf strips and news quads, in all major stores for one week.
- Sole coverage on all inserts featuring prize information and entry details. Quantities of inserts vary, but as an example, the print-run for this promotion at Sainsbury's would be 62,000.

There is no cost to you other than donating the prize. **HELLO!** buys the media space and organises the design and production of all campaign materials. **HELLO!** works closely with smaller retail groups and independent newsagents in the UK, so can run competitions covering specific geographical regions.

COVER MOUNTS

Cover mounts give **HELLO!**'s loyal readers the chance to sample your product and gain instant familiarity with your brand.

How it works:

- Cover mounts can range from small-scale promotions of 15,000 units covering one or two regions in the UK, to national promotions of 400,000 units, depending on your objectives.

You get:

- The opportunity to introduce a new product via **HELLO!**'s varied and extensive audience.
- Further exposure for your product on the cover of the magazine prior to purchase.
- Advice from **HELLO!**'s circulation team on what products work well as cover mounts, testing to ensure the items remain intact, data on key times of year that bring results; and information on upcoming special issues.

SAMPLING

Giving a sample of your product with every purchase of the magazine is a guaranteed way to get your brand into the hands of **HELLO!** readers.

How it works:

- Gift-with-purchase can be arranged either as a national promotion, or with a specific retail group or independent newsagents' chain.
- Other ways to sample your product would be to donate items for goody bags for events, or to participate in **HELLO!** subscription offers.

You get:

- A bespoke promotional opportunity based on the quantity of your product available, and whether you have specific target areas in the UK.
- Design and supply of all point-of-sale branding.

POLY-BAGGING

Poly-bagging has the same benefits as a cover mount, and is used for a book or catalogue promotion with a minimum print-run of 20,000.

As with our cover mount opportunity, this promotion can apply to the magazine's full print-run, or you can select specific regions or retailers depending on quantities, objectives and budget.

BUY HELLO!

AND GET A FREE BUXTON WATER 750ml

WHSmith

An example of a gift-with-purchase

To discuss these opportunities in further detail, please contact your advertising representative, or **HELLO!**'s circulation and marketing team:

Roger Williams

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Circulation & Distribution
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Group Marketing Manager
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"We teamed up with **HELLO!** for the retail competition as there is synergy between readers and our guest profile. We were delighted with the prominent exposure we got in Sainsbury's stores during the campaign."

Sharon Scott, Group PR and Marketing Manager, Champneys Resorts

"By working closely with **HELLO!** on this unique opportunity, we were able to target shoppers in a way that had real impact. The promotion engaged the consumer as well as looking fantastic."

Carla Moran, Promotions Manager, AKA (Media Agency)

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