

Advertising Effectiveness SUBSCRIPTIONS **HELLO!**



ANOTHER HELLO! SUCCESS STORY WORTH SUBSCRIBING TO!

SETTING THE SCENE:

HELLO! presents a glossy environment each week, featuring the latest news on A-list celebrities and prominent members of society, alongside key lifestyle features.

Magazine subscriptions account for 16 per cent of total consumer magazine sales, a figure which has been gradually increasing year on year against a backdrop of volatile retail sales. (Source: PPA)

HELLO! has a loyal and growing base of subscribers, thanks to the fact that:

- Subscribers never miss an issue of **HELLO!**
- Subscribers can enjoy the convenience of having **HELLO!** delivered directly to their homes.
- Readers are offered gifts from quality brands with their subscription, which they can keep or to give away to loved ones.

HELLO!

hellomagazine.com



SUBSCRIPTIONS

ELEMENTS OF THE CAMPAIGN:

WEEKLY SUBSCRIPTION OFFER

Every week **HELLO!** dedicates a whole page to the latest subscription offer. Clients can donate products in order to be included in this feature. **HELLO!** runs each new subscription offer across two consecutive issues, which have an advertising rate card value in excess of £32,000. On top of this, it is also an excellent opportunity for clients to test the response to their brand and products.

On providing products for the subscription offer, clients get to see the page before it goes to press, which can include at least 100 words of copy, a product shot, model shot, logo, telephone number and web address.

HELLO! also provides coverage on hellomagazine.com, where details of this promotion are posted for two weeks. The website has more than 1.3 million unique users and is updated daily. (Source: ABCe Jan 09)

There is no cost involved to the client; **HELLO!** handles all the fulfilment and the page is created and written by the editorial team. To promote an offer for a fortnight, **HELLO!** requires 300 units of a gift with a retail value of approximately £45 in total. All products need to be delivered to **HELLO!** at least one month before the promotion appears in the magazine.

RENEWAL LETTERS

HELLO! sends out renewal letters to readers whose subscriptions are due to expire in 60 and 30 days, as well as to readers whose subscriptions have expired. In these letters, gift incentives are offered to encourage readers to re-subscribe. For this promotion we ask for 1,000 units of product, each valued at preferably £30 or more.

In return **HELLO!** can offer a complimentary half page advert in the magazine worth £9,710, plus coverage on the renewal letter. This in turn is sent out to approximately 2,000 people per month in the UK. **HELLO!** can be flexible on the type of gift offered. Gifts that work well are beauty products, cookery equipment, DVDs, household items, fashion accessories and gift vouchers.

DIRECT MARKETING

HELLO! has a database of more than 4,000 subscribers who are happy to be contacted by its business partners. Partners can send proposals to **HELLO!** for targeting the subscriber database via marketing campaigns.

Examples include:

- Sampling of products
- The distribution of research questionnaires
- Exclusive discount offers
- Invitations to exclusive events

HELLO! – AN INTERNATIONAL BRAND

HELLO! magazine has one of the UK's biggest magazine exports and is distributed to more than 60 countries. **HELLO!** can offer clients the opportunity to promote their brand to readers overseas. Subscription inserts featuring a gift offer are frequently placed in export newsstand copies as well as in issues of **HELLO!** that are posted to subscribers. Clients can donate products to **HELLO!** to be included on this insert. There is no cost involved to the client, as **HELLO!** handles all air freight and fulfilment costs.

WHY HELLO! ?

- **HELLO!** readers are quick to buy products seen in the magazine – with 48% having bought or tried a product after seeing it advertised
- 71% of **HELLO!** readers have bought a beauty product within a month of seeing it in the magazine

Source: GFK NOP Reader Research 2007



We always see an increase in product sales whenever our clients are featured in subscription offers.

Jason Waterworth, beauty PR director, Modus Dowal Walker

*The undoubted quality of **HELLO!** magazine, its reputation and brand values together with the loyalty of its readership are all key factors that have contributed to the dramatic increase in the number of subscribers. With an ongoing programme of carefully targeted new acquisition campaigns and a rigorous retention strategy **HELLO!**'s subscriber base continues to grow.*

Charles Arthur, Alliance Media

HELLO!

hellomagazine.com