

HELLO!

hellomagazine.com

HELLO! Limited
Wellington House
69-71 Upper Ground
London SE1 9PQ

HELLO! DISPLAY ADVERTISING RATES 2011

Effective from 1 March 2011 to 29 February 2012

DPS	HELLO!
1st DPS	£42,695
2nd DPS	£41,840
1st 3rd	£40,985
Front Half	£37,850
Cover Story*	£36,545
Back Half Gtd Position	£34,560
ROM	£32,915

PAGE	HELLO!
Page 3 Facing Contents	£23,680
Right Hand Page 1	£21,630
Right Hand Page 2	£20,495
Right Hand Page 3	£19,640
1st 10%	£21,630
1st 3rd or Diary	£18,650
Facing 7 days	£18,430
Front Half Right Hand	£18,105
Front Half	£17,775
Facing Cookery	£19,100
A cocktail with	£19,100
Spy	£18,215
Horoscopes or Cover Story*	£18,215
Fashion, Beauty, Health	£18,215
Glamorous Editorial	£17,280
ROM	£16,455
IBC	£21,000
OBC	£23,910

Half DPS	HELLO!
Front Half	£21,690
Back Half Gtd Position	£19,750
ROM	£19,420

Halves	HELLO!
Front Half Right Hand	£11,100
Front Half	£10,205
Back Half Gtd Position	£9,875
ROM	£9,710

Thirds	HELLO!
Front Half Right Hand	£8,655
Front Half	£7,950
Back Half Gtd Position	£7,790
ROM	£7,570

Quarters	HELLO!
Front Half Right Hand	£6,435
Front Half	£5,870
Back Half Gtd Position	£5,760
ROM	£5,595

LIFESTYLE SERIES: Extended sections and supplements from HELLO! magazine

Quarters	HELLO!
1st DPS	£41,140
2nd/3rd DPS	£39,495
Right Hand Page 1	£20,845
Right Hand Page 2	£19,750
Right Hand Page 3	£18,925
Front Half Right Hand	£18,105
Front Half	£17,775
Facing Matter	£17,555
IBC/OBC	£18,785

Copy Deadline: 3 weeks prior to on sale

Cancellations: In writing 16 weeks prior to publication date

All consecutive advertising will be charged at +5% on each advertisement placed

*Cover story = in to or out of any story featured on the front cover

Pre-payment required unless booked through a PPA recognised agency

VAT will be added at 17.5%

☎ 020 7667 8740
Fax 020 7667 8742
hellomagazine.com

ADVERTORIAL RATES & GUIDELINES 2011

Effective from 1 March 2011 to 29 February 2012

CONCEPT COSTS*	UP TO 1 PAGE	1-3 PGS
	£160	£300

*Concept costs will be absorbed within the Production Costs below upon confirmation of booking. A "concept" includes a written concept with visual references, not a layout. If a layout is required, a quotation can be provided. HELLO! Magazine retains the copyright of all conceptual and creative material.

ADVERTORIAL RATE CARD:

SPACE RATES	1 PAGE	1/2 DPS	DPS	3 PGS	4 PGS	1/2 PG	1/4 PG
	£20,305	£20,305	£41,515	£60,920	£82,920	£11,000	£6,375
PRODUCTION	1 PAGE	1/2 DPS	DPS	3 PGS	4 PGS	1/2 PG	1/4 PG
	£3,450	£3,450	£5,750	£6,900	£8,050	£2,300	£1,440

*Production costs do not include photography, models or celebrities, hair or make-up artists, hire of garments/locations/props/food/recipe development/high resolution scans or re-touching significant redesigns.

SPONSORSHIP RATES & GUIDELINES 2011

CONCEPT COSTS*	1-3 PGS
	£300

*A "concept" includes a layout. Additional changes to the concept can be made but will be chargeable. HELLO! Magazine retains copyright of all conceptual and creative material.

SPONSORSHIP COMPRISES:

- "In Association with" or "Brought to you by" with client logo and a single strap line. There can be no pack shot and the maximum depth of both the header and footer is 2cm.
- Sign-off Strip or Box. The strip is a maximum of 2cm in depth, this may contain a logo, strap line and pack shot if required. The box would measure 4.5cm x 3.5cm.
- There can be no branding on any pages between the first and last pages.
- Initial layouts/mock-ups must be approved by the Editor.
- The client will need to sign off the proof within a short turn around time (max 24 hours) before going to press, and only one set of changes may be made in this period.
- Final artwork must be supplied at least 3 weeks prior to the on sale date. All materials must be high resolution.

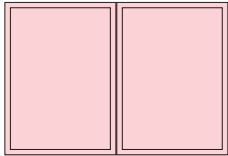
RATES	UP TO 6 WEEKS	7-12 WEEKS	13-26 WEEKS
	£42,000	PLUS £6,500 PER WEEK	PLUS £6,000 PER WEEK

DIMENSIONS

Opening Strip Depth: 2cm
Closing Strip: 2cm
Closing Box: 4.5cm x 3.5cm

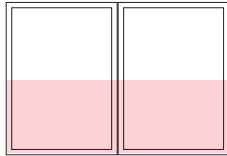
DISPLAY ADVERTISING MECHANICAL DATA & TECHNICAL SPECIFICATIONS (in millimetres)

Effective from 1 March 2011 to 29 February 2012



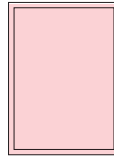
DPS

306 x 444 Type Area
326 x 476 Bleed
320 x 470 Trim
Artwork to be supplied at 100%.



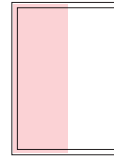
1/2 PAGE DPS

151 x 444 Type Area
163 x 476 Bleed
160 x 470 Trim



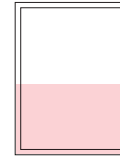
WHOLE PAGE

306 x 213 Type Area
326 x 241 Bleed
320 x 235 Trim
Artwork to be supplied at 100%.



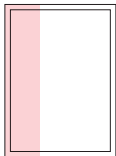
1/2 PAGE VERTICAL

306 x 104.5 Type Area
326 x 122.5 Bleed
320 x 119.5 Trim



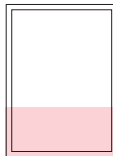
1/2 PAGE HORIZONTAL

151 x 213 Type Area
163 x 241 Bleed
160 x 235 Trim



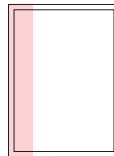
1/3 PAGE VERTICAL

306 x 68.333 Type Area
326 x 86.333 Bleed
320 x 83.333 Trim.



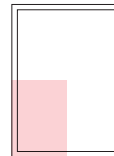
1/3 PAGE HORIZONTAL

100 x 213 Type Area
112 x 241 Bleed
109 x 235 Trim



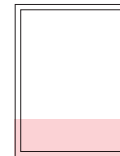
1/4 PAGE VERTICAL

306 x 50.25 Type Area
326 x 68.25 Bleed
320 x 65.25 Trim



1/4 PAGE PORTRAIT

151 x 104.5 Type Area
163 x 122.5 Bleed
160 x 119.5 Trim



1/4 PAGE HORIZONTAL

75 x 213 Type Area
87 x 241 Bleed
84 x 235 Trim

SPECIFICATIONS

Full detailed technical specifications for pre-press products are available on request.

PRINTING PROCESS: Photogravure. All advertising copy is to be sent to HELLO!'s Production Department at the address below, in one of the following formats:

PREFERRED FORMAT: High resolution pdf with all fonts embedded and 2 Gravure proofs printed using: Digital Cromalin standard PSTAR_P3_WFC_SM_v1 or Epson standard P3_WFC_SM_v1. These profiles can be obtained from HELLO!'s printer, Gary McCrorie, Pre-press and Technical Manager Polestar UK Print, Shepcote Lane, Sheffield S9 1RF
Email: gary.mccrorie@polestar-group.com

Web Offset standard proofs are not acceptable.

DIGITAL FILES: ZIP with a capacity of 100MB and Jaz with a capacity of 1GB can be accepted provided they are accompanied by the relevant fonts and 2 gravure cromalin proofs.

CD ROM: Advertising copy on CD ROM in Macintosh or Scitex formats can be accepted provided it is accompanied by the relevant fonts and 2 gravure standard proofs as referenced above. **NB.** All discs **must** be run through an anti-virus program before dispatching.

FTP SITE: Following authorisation from HELLO!'s Production and Advertising Departments, arrangements can be made for HELLO!'s printers to receive copy by FTP SITE. Where HELLO! has agreed delivery direct to its printers, 2 gravure standard proofs must still be supplied to the Production Manager in London. Please call **020 7667 8751** for further details

If advertisers do not provide 2 Gravure standard proofs to Digital Cromalin standard PSTAR_P3_WFC_SM_v1 or Epson standard P3_WFC_SM_v1, an accurate colour match cannot be guaranteed.

Advertisers must inform the Production Manager at the address below if changes are made to their digital files but not on the accompanying colour proof.

Advertising copy supplied for different issue numbers must be supplied on a separate disc/CD. Where copy is to be repeated from a previous issue, a separate copy instruction must be supplied in writing.

All advertisements must be supplied at 100%.

FILM: HELLO! can no longer accept film copy. Any film received by HELLO! will require digitising. This will be carried out at the advertisers' expense.

HELLO! PRODUCTION ADDRESS

Production Department
HELLO! Magazine
Wellington House
69-71 Upper Ground
London
SE1 9PQ

Email: production@hellomagazine.com

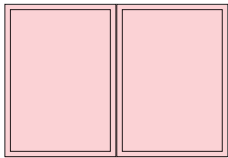
HELLO!

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HELLO! Limited
Wellington House
69-71 Upper Ground
London SE1 9PQ

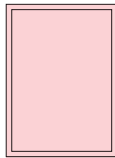
TECHNICAL SPECIFICATIONS FOR HELLO!'S LIFESTYLE SERIES – EXTENDED SECTIONS AND SUPPLEMENTS FROM HELLO! MAGAZINE (in millimetres)

Effective from 1 March 2011 to 29 February 2012



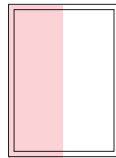
DPS

302 x 476 Bleed
296 x 470 Trim



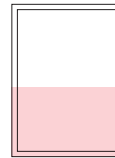
WHOLE PAGE

302 x 241 Bleed
296 x 235 Trim



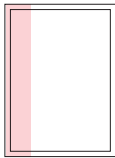
1/2 PAGE VERTICAL

302 x 123.5 Bleed
296 x 117.5 Trim



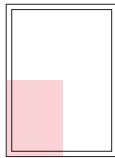
1/2 PAGE HORIZONTAL

154 x 241 Bleed
148 x 235 Trim



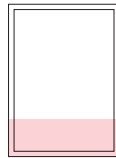
1/4 PAGE VERTICAL

302 x 69.25 Bleed
296 x 63.25 Trim



1/4 PAGE PORTRAIT

154 x 123.5 Bleed
148 x 117.5 Trim



1/4 PAGE HORIZONTAL

80 x 241 Bleed
74 x 235 Trim

IMPORTANT:
PLEASE ENSURE ALL CRITICAL MATTER IS
AT LEAST 5mm FROM TRIM

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Email: gary.mccrorie@polestar-group.com

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HELLO! PRODUCTION ADDRESS

Production Department
HELLO! Magazine
Wellington House
69-71 Upper Ground
London
SE1 9PQ

Email: production@hellomagazine.com

020 7667 8740
Fax 020 7667 8742
hellomagazine.com

LOOSE INSERTS rates £ per '000

Effective from 1 March 2011 to 29 February 2012

Weight (gms)	10	15	20	30	40	55
	£26	£28.50	£31	£36	£41.50	£46.50

Single sheet  or booklet with 1 fold  2 Folds: sheet folded twice 

Test runs are booked UK random at a cost of + £2 per 000 on the full run rate.

INSERT VOLUMES – 410K UK + EIRE 500K FULL RUN

*print runs are subject to change + quantities cannot be guaranteed.

QUANTITIES BY REGION

Hello TV Regionality			
TV Region	%Share	TV Region	% Share
London	28.5%	Anglia	5%
Midlands	10%	HTV	6%
Eire	10%	Ulster	4%
South	6.5%	North East	3%
North West	9.5%	South West	2%
Scotland	8.5%	Border	1%
Yorkshire	6%	TOTAL	100.00%

BOUND-IN INSERTS rates £ per '000

Weight (gms)	20	25	30	35	40	45
MINIMUM RUN 100,000	£44	£48	£52	£57	£61	£65

2 folds or more - rates to be negotiated on an individual basis.

TIP-ON CARDS & SACHETS rates £ per '000

Weight (gms)	10	15	20	25	30	35
TIP ON CARDS	£40.50	£42	£44	£48	£52	£57

Any inserts exceeding quoted weights are subject to individual negotiation.

GATEFOLDS, SHRINK WRAP & POST-IT NOTES

Gatefolds, shrink wrap and post-it notes facilities are available. Further details/prices available on application.

CANCELLATIONS

16 weeks prior to publication.

INSERT SPECIFICATIONS FOR HELLO!

Effective from 1 March 2011 to 29 February 2012

Loose Inserts

HELLO! can accommodate a maximum of 4 loose inserts per issue. This can be made up of full runs or part runs. But whatever the combination no single copy can have more than 4 inserts.

Size:

Minimum size 148mm x 105mm
Maximum size 290mm x 215mm
Maximum weight 55gms
There is a maximum pagination of 32 pages

Paper weight:

2pages	120gsm minimum	240gsm maximum
4pages	80gsm minimum	240gsm maximum
6pages	60gsm minimum	240gsm maximum
8pages	48.8gsm minimum	240gsm maximum

Loose inserts must be supplied trimmed.

Bound-In Inserts

HELLO! can only accept one bound-in insert per issue which is placed in the centre of the magazine only.

Maximum size 326mm x 240mm + 10mm binding lap
(trimmed to 320mm x 235mm)
Minimum size 155mm x 115mm + 10mm binding lap

Paper weight:

80 gsm minimum for 4 pages
60 gsm minimum for over 4 pages
There is a minimum pagination of 4 pages
There is a maximum pagination of 64 pages (samples required)

All inserts must be supplied folded and with a bleed of 3mm for trimming.

All inserts must be supplied trimmed at the foot and the front unless specially arranged.

Tip-on cards and sachets

HELLO! can only accept one tip-on card or sachet per issue.

Size:

The Minimum size is 55mm x 85mm landscape
The Maximum size is 250mm x 182mm Portrait

Paper weight:

Minimum 140gsm
Maximum 250gsm

Positioning:

The inner edge of the tip-on card or sachet must lie between 30mm and 70mm from the spine; the outer edge of the insert must be at least 10mm from the outer edge of the page. Vertically, the insert cannot go closer than 25mm to the head and/or the foot of the page.

Please note all of these sizes are to the trim size.

Shrink wrap, Post-it Notes & Gatefolds

Shrink wrap, Post-it note and Gatefold facilities are available. Further details and prices on application.

- (a) Samples of all inserts must be supplied for assessment at least two months before the publication date to the Production Department, HELLO! Magazine, 69-71 Upper Ground, London SE1 9PQ.
- (b) Inserts should be delivered stacked loose on non returnable pallets for handling by forklift trucks.
- (c) Bundles must have no film or shrink wrap.
- (d) Bound-in inserts and loose inserts should be supplied on pallets and turned in consistent quantity piles with minimum turns of 100's or 125mm in size. Inserts presented in turns of less than 50's will be rejected.
- (e) Bound-in inserts should be supplied in logs (HELLO! cannot accept loose inserts in logs)
- (f) Pallets must be 1200x1000mm 4-way entry, and measure no more than 1050mm in height. Decks must be covered with a solid base to prevent damage to the bottom layer of inserts and interleaves should be placed between each layer to aid stability
- (g) Pallets must be stretched, wrapped, top boarded, and corner protected to prevent damage
- (h) HELLO! is unable to handle inserts which are stuck together due to the effects of ink, electrostatic charge, damp or have damaged corners or edges.
- (i) Inserts or pallets arriving on site that are damaged or need extra handling, will be rejected.
- (j) Presentation of glued cards should be stacked on non-returnable pallets or packed in easy open boxes. Cards are to be presented uniformly, i.e. the same way up and same way round and must not vary in size.
- (k) Each pallet must be clearly marked as follows: (i) Name of publication, (ii) Name of insert, (iii) Issue date of insert, (iv) Total number of inserts delivered, (v) Number of inserts on a pallet, (vi) Number of inserts in a bundle box or carton, (vii) Number of cartons or boxes, (viii) Number of pallets, (ix) Name, address and phone number of printer, (x) Coding of inserts (inserts with different coding must not be loaded onto the same pallet) (xi) A copy of the insert must be shown on two adjacent sides of the pallet.
- (l) The delivery is to be co-ordinated via HELLO!'s Production Department in London and is to arrive at HELLO!'s printers 10 days before the Publication date.

The address of HELLO!'s printers is:
POLESTAR Sheffield (HELLO! Ltd)
Shepcote lane
Tinsley
Sheffield
Yorkshire
S9 1RF

Contact Alison Betteridge 0114 2841717
- (m) A wastage of 1% must be allowed. HELLO!'s printers will dispose of all overs after seven days unless otherwise instructed in writing.

HELLO!

hellomagazine.com

HELLO! Limited
Wellington House
69-71 Upper Ground
London SE1 9PQ

TERMS AND CONDITIONS

Effective from 1 March 2011 to 29 February 2012

- 1) These conditions shall apply to all advertisements accepted for publication. Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by the Publisher.
- 2) All advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.
- 3) The Publisher reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of any Advertiser for damages or breach of contract shall arise. Should such omission or suspension be due to the act or default of the Advertiser, or his servants or agents, then the space reserved for the advertisement shall be paid for in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.
- 4) If the Publisher considers it necessary to modify the space or alter the date or position of insertions or make any other alteration, the Advertiser will have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Every care is taken to avoid mistakes but the Publisher cannot accept liability for any errors due to third parties, sub-contractors or inaccurate copy instructions.
- 5) The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's right or an infringement of the British Code of Advertising Practice.
- 6) The Advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement. The Publisher will consult with the Advertiser as to the way in which such claims are to be handled.
- 7) Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.
- 8) The advertiser warrants to maintain strict confidentiality around details of the commercial arrangements between the Publisher and themselves. Should details of advertising contracts be passed to any third party, the Publisher reserves the right to retrospectively surcharge advertisers to the appropriate rate as defined by this ratecard.
- 9) If an Advertiser cancels the balance of a contract, except in the circumstances set out in clauses 4 or 7, he relinquishes any right to any discount to which he was previously entitled and advertisements will be paid for at the appropriate rates.
- 10) Recognised advertising agents will be allowed by the Publisher 5% commission on the quoted rates as appropriate provided payment is made by the due date and all other requirements are strictly complied with.
- 11) The due date for payment is 30 days following the cover date of the issue concerned. If accounts are not paid by the due date the Publisher reserves the right to make surcharges at the rate of 3% per month until payment is made.
- 12) Charges will be made to the Advertiser or his Agent where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. The charges will be at the rates agreed prior to publication.
- 13) Complaints regarding reproduction of advertisements must be in writing, and must be received within one calendar month of the on sale date.
- 14) Cancellation: Notice in writing is required to stop or suspend an insertion. The notice is to arrive with the Publisher 16 weeks prior to publication date.
- 15) If copy instructions are not received by the agreed copy date no guarantees can be given that corrections will be made and the Publisher reserves the right to repeat the most appropriate copy.
- 16) Advertisers' property, artwork etc, are held at Owners' risk and should be insured by them against loss or damage from whatever cause. The Publisher reserves the right to destroy all advertising material which has been in his custody for 6 months from the date of its last appearance.
- 17) For the purpose of these conditions, 'Advertiser' shall refer to the Advertiser or his Agent whichever is the principal.
- 18) These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England.
- 19) The distribution boundaries of wholesalers do not precisely coincide with those of ITV areas, and that therefore there may be some small variation at the margins of each area. Every effort is made to adhere as closely as possible to ITV territories.
- 20) Final print-runs are not decided until one week prior to on-sale. Therefore the total amount of inserts used may vary.
- 21) Unless an Advertiser has been guaranteed the position of Fully Facing Matter in writing then advertisements could appear opposite other advertisements and no compensation will be given.
- 22) Occasionally HELLO! may print an additional run of "Lite" magazines for marketing and sampling purposes only. These will be over and above the full print-run of the main magazine and only 70% of the total advertising volume of the corresponding on-sale issue of HELLO! is required to be reprinted in any Lite. The advertisements which do appear are entirely at the discretion of the Publisher and have no positional guarantees attached.
- 23) The on sale date of any supplements or additional magazine is subject to change due to world or news events.

☎ 020 7667 8740
FAX 020 7667 8742
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HELLO! Limited
Wellington House
69-71 Upper Ground
London SE1 9PQ

HELLOMAGAZINE.COM ADVERTISING RATES 2011

Effective from 1 March 2011 to 29 February 2012

Format	Sizes/Weights/Detail	Rate
MPU	300x250 – 30KB	£20 CPM
Expandable MPU	300x250 – to extend to the left to 400 pixels and downwards to 350 pixels	£22 CPM
Leaderboard	728x90 - 30KB	£16 CPM
Expandable Leaderboard	728x90 – to extend no more than 300 pixels downwards	£18 CPM
Big banner ROS	963x90 – 30KB	£18 CPM
Double Sky	300x600 – 40KB	£20 CPM
Overlay	600x400 – 20KB - duration 5/7sc	£22 CPM
Skinny bellyband	990x60 - 15K	COA
Interstitial	800x600	£30 CPM
Pre-roll	12-20 seconds	£40 CPM
Newsletter Sponsorship	Leaderboard and sky	£1,500
Advertorial	One month	£5,000
Advertorial	Two months	£8,000
Wallpaper	Wallpaper in site section with 250,000imps of MPUs for one week	£10,000
Section sponsorship	Fixed Leader, Strip and MPU for 2 weeks	£6,200
Brand day – 1 day	Fixed Big banner, Strip and MPU in Home	£4,000
Brand day – 2 days	Fixed Big banner, Strip and MPU in Home	£6,000
Brand day – 3 days	Fixed Big banner, Strip and MPU in Home	£7,000

NOTE: Rates reflect run of network campaigns

All contents of advertisements are subject to hellomagazine.com approval. hellomagazine.com reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. In addition, hellomagazine.com shall have the right to reject any URL link embodied within any advertisement. This order is accepted subject to hellomagazine.com's Terms and Conditions of sale. hellomagazine.com does not accept responsibility for late submission of creative.

For any creative submitted later than midday prior to a campaign launch date, hellomagazine.com will charge an additional fee of £100 plus VAT to the agency which authorised the campaign. If more than one creative for a campaign is delivered late the charge will still be £100 plus VAT.

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