



**MEDIA KIT 2026**

**EDITOR'S  
MESSAGE**

# ABOUT ***HELLO! CANADA***

*HELLO!*'s ethos of kindness has never been more relevant than it is today. That's one of the many reasons it continues to be a beacon for millions of smart, educated Canadian readers who love entertainment and escapism, covered in a positive, uplifting way. On every platform, we invite you inside the lives of Hollywood, royal and Canadian stars, who share their stories exclusively with *HELLO!*. Our fashion, beauty, food, travel and décor pages are filled with A-list inspired ideas and where to shop for them in Canada. All of this makes *HELLO!* not just Canada's #1 newsstand title, but also the leading Canadian entertainment media brand on Instagram.



As a founding member of the *HELLO! Canada* team, I'm delighted and thankful to be part of a global family that has built up a reputation for trusted, aspirational content. With the aim of sharing joy, *HELLO!* continues to flourish and adapt to the needs of its dynamic audience, bringing light to readers wherever they are. *HELLO!* can offer your brand exciting advertising and partnership solutions to suit all budgets and to reach our high-quality, responsive audiences in an environment that truly engages them. Our family is here for you!

—Alison Eastwood  
Editor-in-Chief

# MEET OUR AUDIENCE

## 1,385,600+

Digital reach

## 2,282,600+

Print & digital reach

PRINT  
**850,000+**  
Readers per issue

DIGITAL  
**81,200+**  
Active users per month

EMAIL  
**45,500+**  
subscribers

SOCIAL  
**1,265,200+**  
followers



FEMALE



MALE



AVERAGE HHI



AVERAGE AGE



COLLEGE+

212.2K+

306k+

58K+

558K+



# AN AUDIENCE THAT LOVES TO SHOP!

**58% MORE LIKELY TO AGREE  
“I REALLY ENJOY SHOPPING FOR CLOTHES”**

SJC

**40%**

more likely to agree "When shopping for clothes I generally look for designer labels"

**37%**

more likely to strongly agree "I am prepared to pay more for products that elevate my status"

**48**

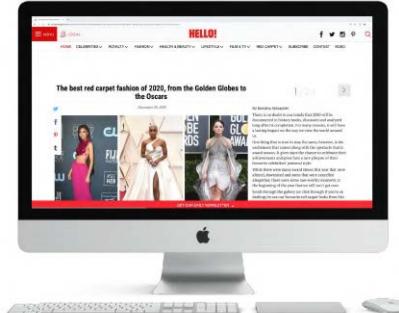
more likely to agree "I tend to keep up with current fashion trends"

**41%**

more likely to strongly agree "I buy new products before most of my friends"

*Source: Vividata (Spring 2024, print + digital, adults 18+)*

**COMPARED TO THE AVERAGE CANADIAN, *HELLO!* READER ARE:**



# OUR CONTENT

## AT HOME WITH HELLO!

Breathtaking, exclusive photoshoots from the houses of the rich & famous in Canada and around the world.

## GIFT GUIDES

From Valentine's Day, Mother's Day and Father's Day to multi-issue holiday gift guides, *HELLO!* has got you covered!

## CELEBRITY INTERVIEWS

*HELLO!* chats with Hollywood's biggest stars to discuss their lives, passions and projects.

## STEAL HER STYLE

Each week, we show Canadian readers how to recreate an A-list outfit.

## WHAT'S ON

Your weekly guide to books, music, movies TV & streaming, featuring exclusive interviews.

## ROYAL NEWS & FEATURES

Royals are the biggest celebrities of the modern age and nobody does royal coverage better than *HELLO!*

## GET THE LOOK

Your weekly at-a-glance makeup tutorial inspired by a trending star.

## HELLO! READS

Each week, *HELLO!* readers are treated to an excerpt from a new or upcoming book published in Canada.

## SHOPPING

Celebrity-inspired trends in fashion, décor & more, and where to shop for them in Canada.

## BEAUTY & WELLNESS

In-depth articles with expert tips on skin care, hair, nails, makeup, fragrance, fitness & more.

**SPECIAL ISSUES**

VALENTINE'S DAY ISSUE

FEBRUARY



OSCAR'S ISSUE

MARCH



GREEN ISSUE

APRIL

# EDITORIAL CALENDAR

**JANUARY**

- **BEAUTY:** Skin Reset + Best of Beauty Globes
- **FASHION:** Knits + Winter Coat Shopping Guide
- **WELLNESS:** Fitness, Health, Longevity Trends
- **HOME:** Mood Lifting Home Decor
- **ENTERTAINMENT:** Golden Globes Red Carpet

**FEBRUARY: VALENTINE'S DAY ISSUE**

- **FASHION:** Engagement Rings + Outdoor Sporty Fashion
- **BEAUTY:** Bombshell Beauty
- **HOME:** Colour of the year
- **GIFT GUIDES:** Valentine's Day Gift Guide
- **WELLNESS:** Spa Guide

**MORE COMING SOON!****MARCH: OSCARS ISSUE**

- **BEAUTY:** Colour Play
- **FASHION:** Hair Trends + Jewellery Trends
- **LIFESTYLE:** IWD: Woman Crush
- **WELLNESS:** Fitness Trends

**APRIL: GREEN ISSUE**

- **FASHION:** Fashion Trends Report
- **BEAUTY:** Beauty Trend Report



# WHAT WE OFFER

We'll help tailor your campaign to one (or all) of our robust media channels, whether it's a print magazine ad delivered to the home of a devoted *HELLO!* subscriber, or digital custom content amplified across [fashionmagazine.com](http://fashionmagazine.com) and our social channels.

## ADVERTISING



## BRANDED CONTENT

## EVENTS

# PRINT

ISSUE	SPACE CLOSE	MATERIAL CLOSE	INSERT DUE DATE	SUBS INSERT DATE	ON SALE DATE (ON)
Jan 19/26	Dec 16/25	Dec 18/25	Dec 09/25	Jan 07/26	Jan 08/26
Feb 2/26	Jan 12/26	Jan 14/26	Jan 05/26	Jan 21/26	Jan 22/26
Feb 16/26	Jan 26/26	Jan 28/26	Jan 19/26	Feb 04/26	Feb 05/26
Mar 2/26	Feb 06/26	Feb 10/26	Jan 30/26	Feb 18/26	Feb 19/26
Mar 16/26	Feb 23/26	Feb 25/26	Feb 12/26	Mar 04/26	Mar 05/26
Mar 30/26	Mar 09/26	Mar 11/26	Mar 02/26	Mar 18/26	Mar 19/26
Apr 13/26	Mar 23/26	Mar 25/26	Mar 16/26	Apr 01/26	Apr 02/26
Apr 27/26	Apr 02/26	Apr 08/26	Mar 26/26	Apr 15/26	Apr 16/26
May 11/26	Apr 20/26	Apr 22/26	Apr 13/26	Apr 29/26	Apr 30/26
May 25/26	May 04/26	May 06/26	Apr 27/26	May 13/26	May 14/26
Jun 8/26	May 14/26	May 20/26	May 07/26	May 27/26	May 28/26
Jun 22/26	Jun 01/26	Jun 03/26	May 25/26	Jun 10/26	Jun 11/26
Jun 29/26	Jun 08/26	Jun 10/26	Jun 01/26	Jun 17/26	Jun 18/26
Jul 13/26	Jun 19/26	Jun 23/26	Jun 12/26	Jul 02/26	Jul 03/26



**CANADA'S  
NEWSSTAND TITLE**

# PRINT

ISSUE	SPACE CLOSE	MATERIAL CLOSE	INSERT DUE DATE	SUBS INSERT DATE	ON SALE DATE (ON)
Jul 27/26	Jul 06/26	Jul 08/26	Jun 26/26	Jul 15/26	Jul 16/26
Aug 10/26	Jul 20/26	Jul 22/26	Jul 13/26	Jul 29/26	Jul 30/26
Aug 24/26	Jul 30/26	Aug 05/26	Jul 23/26	Aug 12/26	Aug 13/26
Sep 7/26	Aug 17/26	Aug 19/26	Aug 10/26	Aug 26/26	Aug 27/26
Sep 21/26	Aug 28/26	Sep 01/26	Aug 21/26	Sep 09/26	Sep 10/26
Oct 5/26	Sep 14/26	Sep 16/26	Sep 03/26	Sep 23/26	Sep 24/26
Oct 19/26	Sep 28/26	Sep 30/26	Sep 21/26	Oct 07/26	Oct 08/26
Nov 2/26	Oct 09/26	Oct 14/26	Oct 02/26	Oct 21/26	Oct 22/26
Nov 16/26	Oct 26/26	Oct 28/26	Oct 19/26	Nov 04/26	Nov 05/26
Nov 30/26	Nov 09/26	Nov 11/26	Nov 02/26	Nov 18/26	Nov 19/26
Dec 14/26	Nov 23/26	Nov 25/26	Nov 16/26	Dec 02/26	Dec 03/26
Dec 28/26	Dec 07/26	Dec 09/26	Nov 30/26	Dec 16/26	Dec 17/26



**RATES (NET)**

		FULL PAGE	DPS	OBC	IBC	IFC SPREAD
1 - 4X	-	\$8,500	\$14,875	\$10,625	\$9,350	\$18,594
5 - 12X	25%	\$6,375	\$11,156	-	-	-
13 - 24X	35%	\$5,525	\$9,669	-	-	-
25 - 32X	45%	\$4,675	\$8,181	-	-	-
33+X	50%	-	-	-	-	-

# DIGITAL

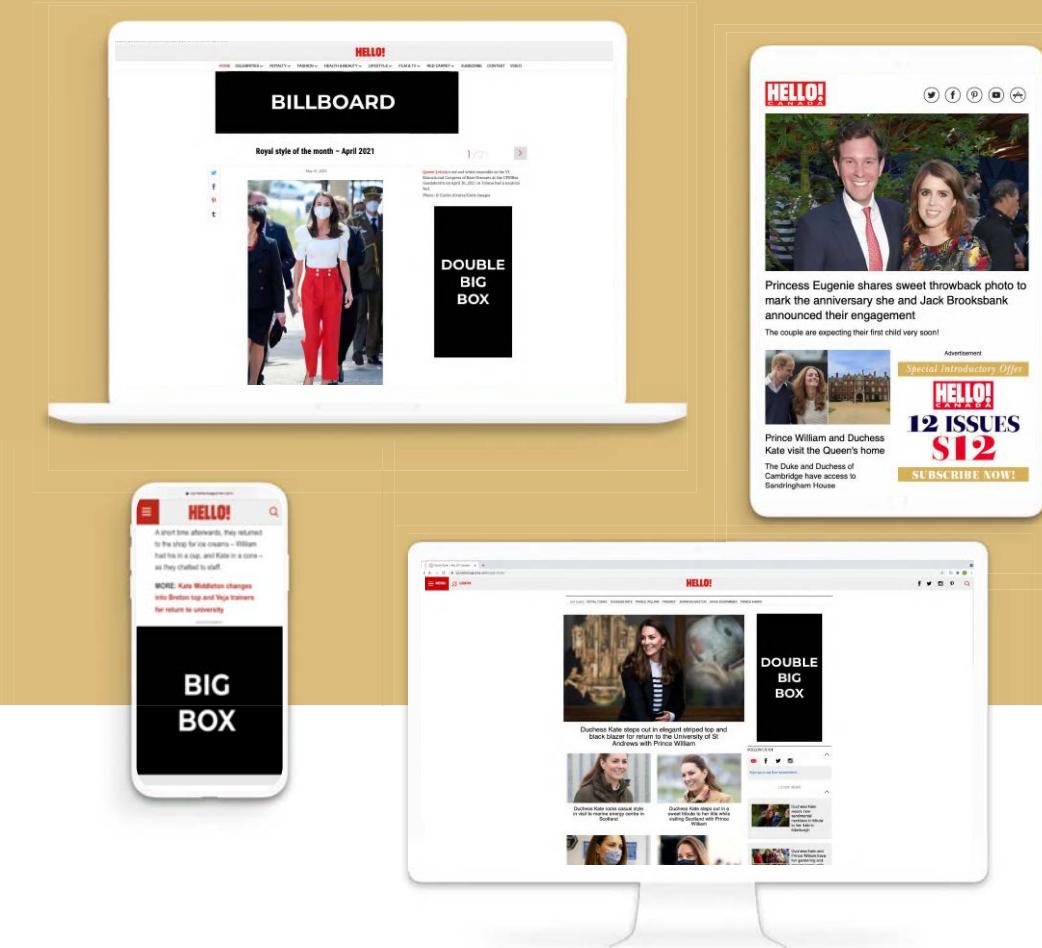
## DISPLAY ADS

Standard Display: \$25/CPM (NET) Video: \$40/CPM (NET)

We offer a variety of premium advertising placements across [ca.hellocanada.com](http://ca.hellocanada.com). Our ad units are strategically positioned to maximize visibility and engagement for advertisers.

## Homepage TAKEOVER + POE

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 14.9K daily impressions on the homepage and most other points-of-entry (POE).



# EMAIL

**Subscribers: 10,300+**

## E-BLASTS

Starting at: \$3,600 (NET)

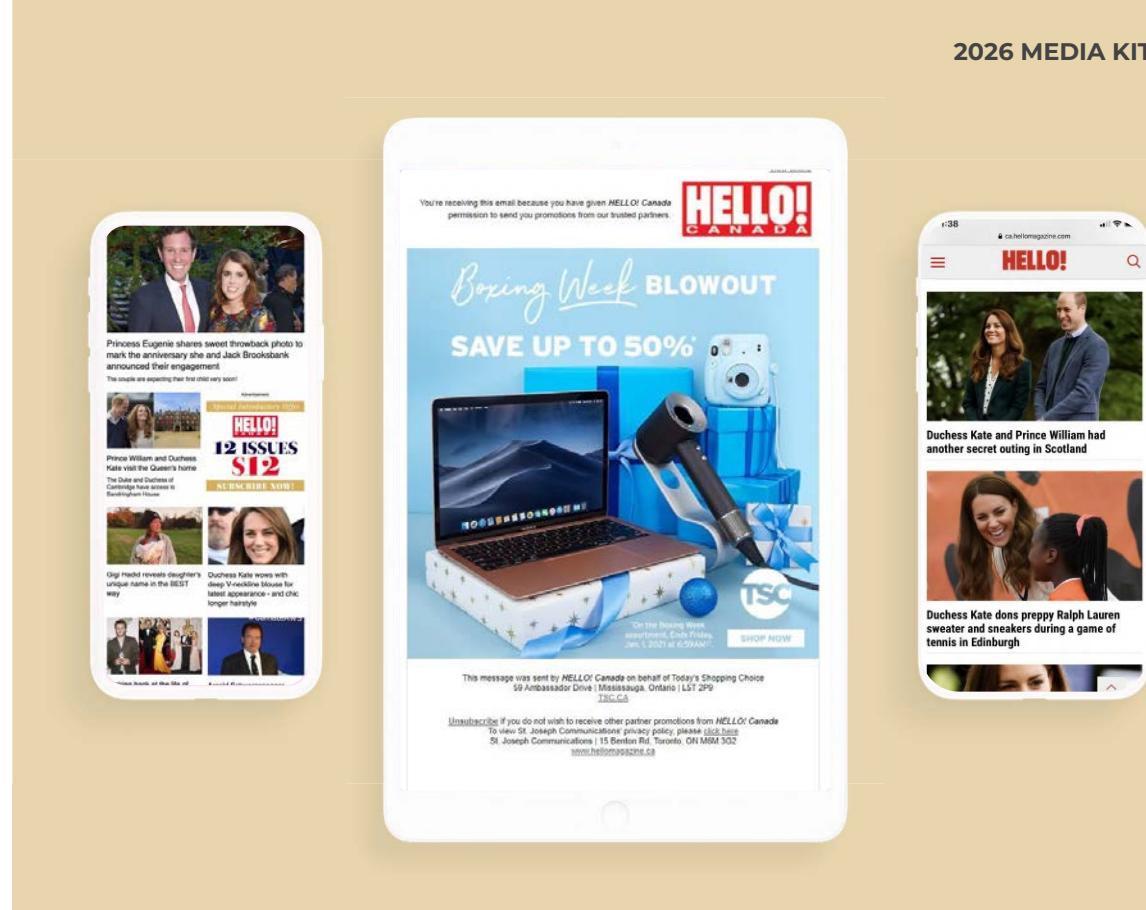
Our e-blast list is comprised of subscribers who have opted to receive communications from *HELLO!* partners. Engage this audience with an e-blast designed specifically for your event, promotion or product sampling offer.

**SUBSCRIBERS: 22,900+**

## NEWSLETTER

Starting at: \$5,800 (NET) Ad units: Big Box

*HELLO!* subscribers love seeing us in their inbox, evident by our tremendous open rates that far exceed industry benchmarks. Our *HELLO!* newsletter is distributed daily to an opt-in list of subscribers.



# SOCIAL

Starting at: \$2 000/Post

With a combined following of 1.2M+, *HELLO! Canada* is no stranger to social media. We know how to engage our followers on every platform that matters. Our TikTok account has garnered over 14.3M likes! In 2025, the *HELLO! Canada* Facebook content garnered more than 718M views, and generated over 6.5M+ engagements (including reactions, comments, shares and clicks).

Looking to reach women through social? Over 80% of our Instagram followers are female.

# 14.3M

LIKES ON TIKTOK



# BRANDED CONTENT

Storytelling is what we do, and we'd love to help tell your brand's story. Our iconic media brands craft stories that resonate with Canadians, and our branded content studio, Patron Studio, will lend that same editorial expertise to creating content that elevates your brand.

## INTEGRATED EDITORIAL

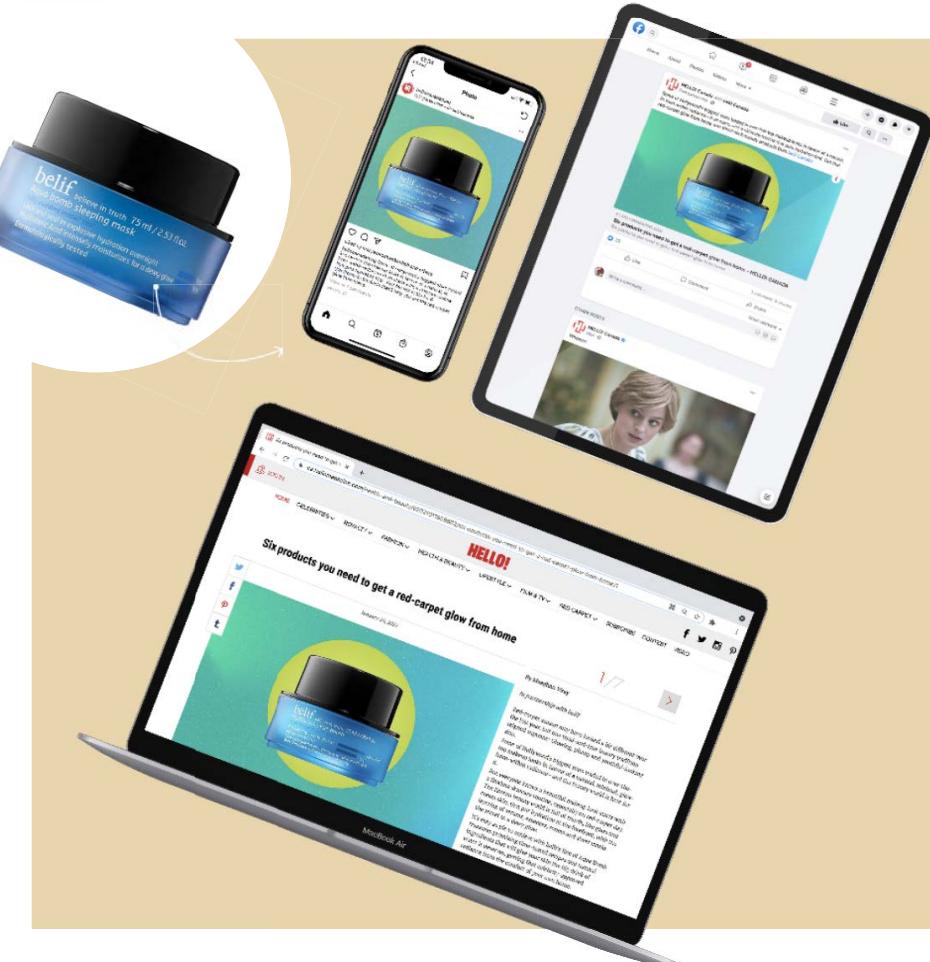
Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content.

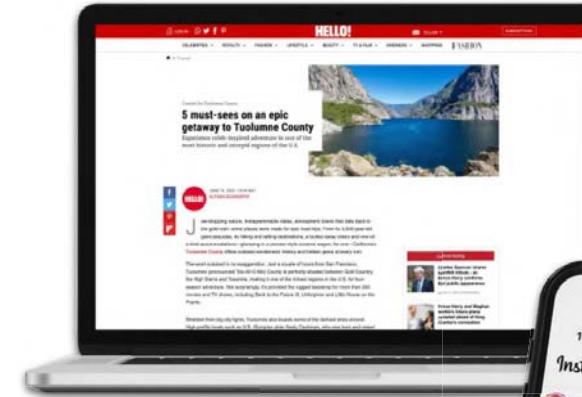
Voice, look and feel of the content will match the brand's style.

## SPONSOR CUSTOM CONTENT

Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations.

Voice, look and feel of the content itself will differ from the brand's style.





# BRANDED CONTENT CASE STUDY

1:35  
AVG TIME  
SPENT

3x  
BENCHMARK  
BANNER CTR

330%  
OVER EST SOCIAL  
IMPRESSIONS

To drive awareness for stunning Tuolumne County's unique 3-in-1 vacation proposition (the area covers Yosemite, the High Sierras and Gold Country), *Hello! Canada* created a print and digital campaign that tied the destination's cinematic bona fides to must-see attractions for outdoorsy, four-season fun. The campaign performed strongly, with particularly impressive results and interactions on social.



# SIGNATURE & CUSTOM EVENTS

Whether it's sponsoring one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding/signage, photography, entertainment and more.

## MARKETING AWARENESS & REACH

We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets; as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and/or social channels.

## CONTENT & POST-EVENT COVERAGE

Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content.

Opportunity for print, digital and/or social post-event coverage.



TORONTO LIFE X **HELLO!**  
CANADA

# HOLLYWOOD NORTH

**SEPTEMBER 2026**

In September, Toronto Life and HELLO! Canada are set to kick off the Toronto International Film Festival with a celebration at the University Club of Toronto. The event will bring together Canada's top filmmakers, music executives, celebrity chefs, and Olympians to celebrate the start of the world's leading film festival.

Join over 200 of Canada's most influential and stylish leaders from fashion, business, arts, and entertainment for a unique sponsorship opportunity at this immersive event.

**Starting at: \$25,500 (NET)**  
**Sponsorship Close:** August 5, 2026

**2026 MEDIA KIT**

TORONTO LIFE

HELLO! CANADA

**HOLLYWOOD  
NORTH**



# MEET SJC MEDIA

*HELLO! Canada* is published by SJC Media, the largest magazine publisher in Canada. Our trusted brands serve communities of loyal fans, which can be leveraged by our advertising partners. We produce best-in-class content through our premium print, digital and social pillars.

Our reach extends coast to coast, touching more than 23 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada's most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling.

As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.

We are beyond content.  
We are SJC Media.

CanadianBusiness **MACLEAN'S** FASHION  
**HELLO!** CHATELAINE Today's Parent **TORONTO**  
LIFE

Beyond media.

**SJC**

# CONTACT US

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