



HELLO!
CANADA



MEDIA KIT 2026

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+

PRINT

51 %

49 %

\$81,713+

39

79 %

212.2K+

306k+

DIGITAL

51 %

49 %

\$82,935+

38

77 %

58K+

558K+



AN AUDIENCE THAT LOVES TO SHOP!

58% MORE LIKELY TO AGREE
"I REALLY ENJOY SHOPPING
FOR CLOTHES"

SJC

COMPARED TO THE
AVERAGE CANADIAN,
HELLO! READER ARE:

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+)



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.

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 and our social channels.

ADVERTISING



BRANDED
CONTENT

EVENTS

DIGITAL

DISPLAY ADS

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

We offer a variety of premium advertising placements across ca.hellomagazine.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).



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 CASE STUDY

1:35
AVG TIME
SPENT

3x
BENCHMARK
BANNER CTR

330%
OVER EST SOCIAL
IMPRESSIONS

HELLO!
CANADA

X

Visit
TUOLUMNE
county

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.

HELLO!
CANADA



2026 MEDIA KIT

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.

SJC

**We are beyond content.
We are SJC Media.**

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

Beyond media.

SJC

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