

A man and a woman are shown from the chest up, laughing heartily. The woman, on the left, has long blonde hair and is wearing an orange long-sleeved top with a red floral brooch. The man, on the right, has short grey hair and is wearing a grey button-down shirt with a red floral brooch. He is clapping his hands. They are in a studio setting with a window in the background and a shelf with candles and vases to the right.

# Bella

**MEDIA PACK**



# What defines Bella

Bella is the youngest, most vibrant, upbeat, fun and entertaining title in our market! It bridges the gap between the older titles and the celebrity weeklies – it's full of emotional, funny and sad features alongside juicy celebrity gossip. The magazine has one aim in mind: to entertain the readers and give them a brief escape from their busy lives.

Bella is talking about what you're talking about – who's gone out on The X Factor, whether kids should go on diets, the mum in the news who left her kids home alone, the must-have new anti-ageing product or the latest on Prince Harry and Meghan's wedding plans. We're here to make our readers smile – to brighten their day.







# *The Bella reader*

**The Bella reader loves gossiping with friends over coffee or a glass of wine, having fun, watching her favourite shows – like *This Morning* or *Loose Women* – and looking after her family.** She's a busy mum, working full- or part-time, who also makes sure she has some time for herself in the midst of the mayhem!

She's happiest watching Saturday night telly with her family while texting her friends on her phone! Like most people, she's interested in looking good, so Bella's beauty tips and fashion pages are a big hit with her. She also loves reading health and diet features as, like most of us, she is keen to lose a few pounds. She doesn't mind treating herself to clothes and beauty buys, but wants to know how to do it on the high street.



# Editorial

Bella is unashamedly all about entertaining our readers – with exciting and nosy celebrity gossip, glamorous star fashion, emotional real-life stories, health and diet advice, the hottest high-street trends and best beauty buys.

Bella is bright and fun; it's like having a glass of wine with your funniest and most gossipy friend.



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## CELEBRITY GOSSIP AND NEWS

The Bella reader loves hearing about what her favourite TV stars are doing off-screen – from Holly Willoughby and Phillip Schofield's tequila-fuelled nights out to the love/hate relationship between Piers Morgan and Susanna Reid to the weight struggles of the Loose Women ladies. Bella gives an insight into her favourite celebs' private world while keeping her in the loop about new shows, soap gossip and all the latest showbiz scandals. Who's had a secret gastric band? Who's split up? What's happening in soapland this week?

## REAL LIFE

Bella's real-life pages are filled with heart-warming, emotional, shocking and inspirational stories about subjects close to our readers' hearts. There are incredible weight-loss stories from real women who have completely transformed their bodies and lives, shocking crime reports, touching tales of love and reunions and sad stories of heartbreak. Through these pages, Bella connects to things going on in the reader's world.

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# FASHION AND BEAUTY

Affordable, up-to-date, relevant and accessible – Bella knows what its readers want from its fashion pages, which are filled with ‘how-to-wears’, celebrity styles to copy and the latest trends. The Bella reader also likes to treat and look after herself, so our beauty pages are full of the latest news and must-have products – plus what the stars are using to look good. We make sure we test the products, too, so our readers are getting the true story.



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Dress, £65, 8-16, Closet.  
Earrings, £15, Laura Ashley.  
Bracelet, £39.96, QVC.  
Bag, £39, Monsoon.  
Shoes, £150, LK Bennett



Exact dress



# DIET AND WELLBEING

Like most of us, the Bella woman is always keen to lose a few pounds so we work with big-brand diet names to create menu plans and membership offers. We give readers celebrity tips and secrets to looking good and show them all the new diet trends and tools. Our health features cover all the subjects important to our readers – whether it be how to survive colds and flu, what supplements and vitamins you need or simple energy-boosting ideas.

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## COOKERY

We feature all the latest and most exciting cookery books by celeb chefs and trusted cooks to give readers delicious, easy-to-make recipes alongside fantastic tips and tricks.

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## LIFESTYLE – TRAVEL AND HOME

Our inspirational travel pages are a visual feast of gorgeous destinations so readers can daydream, while our homes pages are filled with stunning products and trends to keep rooms looking fresh and modern.





# Ad rates

## DISPLAY

Full page: £18,150  
IBC: £19,250  
OBC: £20,900  
DPS: £36,300

## ADVERTORIALS

Full page: £22,687  
DPS: £45,375

## PRODUCTION

For production rates,  
please contact your Creative  
Solutions Sales person.

## INSERTS

Bound-in: On Application  
Tip-on: On Application  
Loose insert: £32 CPT

# Contacts

## ADVERTISING

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