

A group of people are gathered around a table at a party. The scene is overlaid with a solid red color. In the center, the word "Heat" is written in a large, white, serif font. The people are dressed in formal or semi-formal attire. Some are holding balloons, one is holding a large donut-shaped cake, and others are holding gifts or food. The background is decorated with many white balloons. The overall mood is festive and celebratory.

# Heat

**MEDIA PACK**



# *The* MISSION

## *Heat* is the brand that sets the agenda of popular culture

Now a huge multi-platform brand – unrivalled in the entertainment market – the ***heat*** universe comprises the magazine as the mothership with a radio station, huge online and social media platforms.

### Digital

Across our digital platforms – we deliver breaking news, funny, engaging and exclusive content – whether that’s live streaming Love Island’s Under the Duvet, instagramming interviews of stars on the red carpet at the NTAs, or setting the news agenda with celebrity exclusives and access.

### Print

In print – we bring readers a truly unique, quality experience. From clever A-list access shoots no other magazine could pull off to celeb news – ***heat*** has the celeb contacts to give readers the exclusive every time.

Our Unmissables entertainment edit is led by our hugely credible team of experts – including BAFTA judge Boyd Hilton – helping readers navigate the tricky world of TV and streaming. Our style section – Wear It’s At – combines an aspirational yet affordable weekly fashion edit with the real, trusted voice of the ***heat*** brand.

Our all-inclusive approach promises style for everybody, no matter what shape or size, and our team test fashion and beauty products to make sure readers spend their hard-earned pennies wisely. And Life Hacks gives readers down-time inspo by curating the buzziest experiences in travel, food, fitness, wellbeing and homes.

### Radio

On air – ***heat*** radio brings the voice of the brand to life with the music soundtrack to your workday. With the sparkle and fizz of a cheeky prosecco, it is bursting with energy, celebrity interviews and presenters who live, breathe, sleep the ***heat*** brand. From Mr Hollywood Ryan Seacrest weekdays and weekends, to drive time with Jordan Lee, we have your entertainment week covered, whatever day of the week.





# The MAGAZINE CELEBRITY

Celebrity news: *heat* is the beating heart of the showbiz world. We ensure *heat* readers are always in the know and give them conversation-starters they can show off about to their mates down the pub. Our journalists have the answers to the questions before they've even been asked. We help celebrities to talk about their biggest secrets and we find the funny, wherever it's hiding.

This week  
WE'RE  
OBSESSED  
WITH...



#10

The couple seemed to be having fun



The truth behind  
Meghan & Harry's  
farewell show

Is he already regretting his decision?



Holding hands. Cute



Meghan braves the English drizzle one last time

TT#

This week  
WE'RE  
OBSESSED  
WITH



#14

On the set of The Greatest Dancer

We're RSVP'ing



Cheryl: 'I'd marry him in a heartbeat'

Soz, Kimberley, the singer has got a new BFF

After months of full-on changes and perfect plishes, *The Greatest Dancer* came to an end last week. And while you might think Cheryl is feeling a little bit down, she's actually feeling a little bit down. Not to mention the show's plummeting ratings, she's got another reason for smiling. We hear that the singer has no regrets about her involvement in the BBC series, which is rumoured to be facing the axe, and there's one big reason for that - her friendship with co-dance captain Todrick Hall. "Life has definitely gotten a little more fun for Cheryl since Todrick joined the show," says an insider close to the 36-year-old, who got happily emotional last week as she watched her dance at Lily and Joseph perform for the final time. "Todrick brings out the best in her. They have a great laugh together, and he's one of the few people who she feels isn't constantly focused on her past. She's been able to have really honest conversations with him, and he's probably the only person she can really talk to about her career. She doesn't let her guard down to many people, but she trusts him completely. She's been telling everyone that she's her soulmate and that she'd marry him in a heartbeat!"

Cheryl was delighted when US singer and dancer Todrick joined *The Greatest Dancer* for its second series. They hit it off during filming for the autumn last summer, and she joined him on stage at Manchester Pride in August for an epic performance of his anthem *Naila Hair Flip*. For the pair, who have been inseparable during this year's live shows, and Todrick, 34, has spoken of their close friendship, revealing, "Cheryl and I are going to get married - we're just trying to figure out which one of us is going to wear the dress. How awesome!" Meanwhile, it's not just work that has kept these besties busy. According to our source, they're both supporting each other in their quest to find the perfect man. "Todrick's the only one who Cheryl can really talk to about non-dancing," we're told. "He's also single, so they've been having fun together, going on dating sites. He's trying to encourage her to get back on the dating scene." Hear that, would-be suitors? Todrick and Cheryl don't play, they say. ■ [@GREATESTDANCE](#)

21-27 March 2020 [www.heatworld.com](#)

This week  
WE'RE  
OBSESSED  
WITH



#14

The family that shops together...



Posh tells Brooklyn: 'Don't make me Granny Spice'

She's not ready for a twinsel and pearls just yet

Although Victoria Beckham is still the most famous of the Beckhams, Brooklyn has finally found true love and a woman he wants to spend the rest of his life with. There's one thing she is terrified of: becoming a young grandma. Brooklyn celebrated his 21st birthday last week, and while Posh, 45, is happy for them to get engaged and married, she doesn't think they're ready to have a baby. "Victoria is the girl that Brooklyn seems to have found genuine happiness and love with. She's not just a twinsel, she's a real person. And she's far too young for that." Although Victoria had Brooklyn when she was 24 and David was 25, she felt they were each other, and love the idea of getting married and starting a family really fast. They see it as the ultimate commitment to each other, and both come from big families, so they want at least four children. It seems to be a trend for young celebs to have children early, and Victoria is worried that Brooklyn and Nicola will follow suit. And she's not ready to be known as Granny Spice! She thinks she's far too young for that. "Victoria is the girl that Brooklyn seems to have found genuine happiness and love with. She's not just a twinsel, she's a real person. And she's far too young for that." Although Victoria had Brooklyn when she was 24 and David was 25, she felt they were each other, and love the idea of getting married and starting a family really fast. They see it as the ultimate commitment to each other, and both come from big families, so they want at least four children. It seems to be a trend for young celebs to have children early, and Victoria is worried that Brooklyn and Nicola will follow suit. And she's not ready to be known as Granny Spice! She thinks she's far too young for that.

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Brooklyn, celebrating his birthday with his friends

Luckily, all those candles didn't set off the fire alarm!

Birthday boy

He thinks it would be cool to be a young dad!

Happy in Miami

eight-year-old Harper are definitely united on whether their son should have a baby just yet. "They want happiness and stability for Brooklyn, but they know how much hard work is involved in raising kids, and how strong the relationship has to be," a source close to the couple tells us. "They worry Brooklyn is so swept away in the romance of it all, and the reality would hit him like a tonne of bricks. They just want him to slow down. They are all for him getting engaged, and even married in the next year or two - but children require a maturity that he doesn't have. But he's young and he's really into it." Victoria is getting really close to Nicola, and hopes she can convince her that they should concentrate on their careers for longer and spend more time as a couple, as they've only been together six months. The insider adds, "Victoria's route of talking to Nicola about her career options and how to be a better parent is the way to go. She's not ready to be a young dad!"

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# The MAGAZINE

## FASHION & LIFESTYLE

**Wear It's At:** *heat* readers are obsessed with their wardrobes and they rely on *heat* to provide them with the best, most beautiful and affordable edit of the high street and online's hottest must-buys. They know *heat* will tell them how to get THAT look – whether inspired by celebrities or street style. Our weekly All Inclusive feature shows readers how to work any trend and where to shop for fashion to make the most of every body shape. We provide tips and tricks from working one dress across a whole week to hairstyles to keep you going for seven days without going near the shampoo. Our beauty expertise means we offer trusted, honest advice on which products are the most effective and what needs to be on your wish list. Like your style-savvy better-dressed friend, *heat* is there with what to wear - whether it's for a Tinder date or to a hen do.

**Life Hacks:** Our lifestyle guide covers food, fitness, wellbeing, travel and homes, all with a unique *heat* twist. From travel features such as wellness holidays to make you human again to Insta-worthy recipes and the latest A-list work-outs...

## Life hacks





# The MAGAZINE

## ENTERTAINMENT

The Unmissables: *heat's* extensive and highly credible entertainment coverage sets us apart from our rivals. Our team of experts curate hundreds of hours of entertainment to let readers know the hottest things to watch on TV, the most exciting upcoming movies (and the stories behind the scenes), the big new books that everyone is going to be reading. Our edit of the week's unmissable cultural moments keeps our readers' week action-packed from start to finish.



# The UNMISSABLES

## HEAT'S AUDIENCE PROFILE

**FEMALE/MALE:** 90% / 10%

**AVG AGE:** 37

**AGE PROFILE:** 52% AGED 15/34  
(14% 15-24, 37% 25-34)

**SEGMENT:** 50% ABC1

**MARITAL STATUS:** 57% MARRIED  
or living with partner / 43% single

(Source: PAMCo 4 2019)

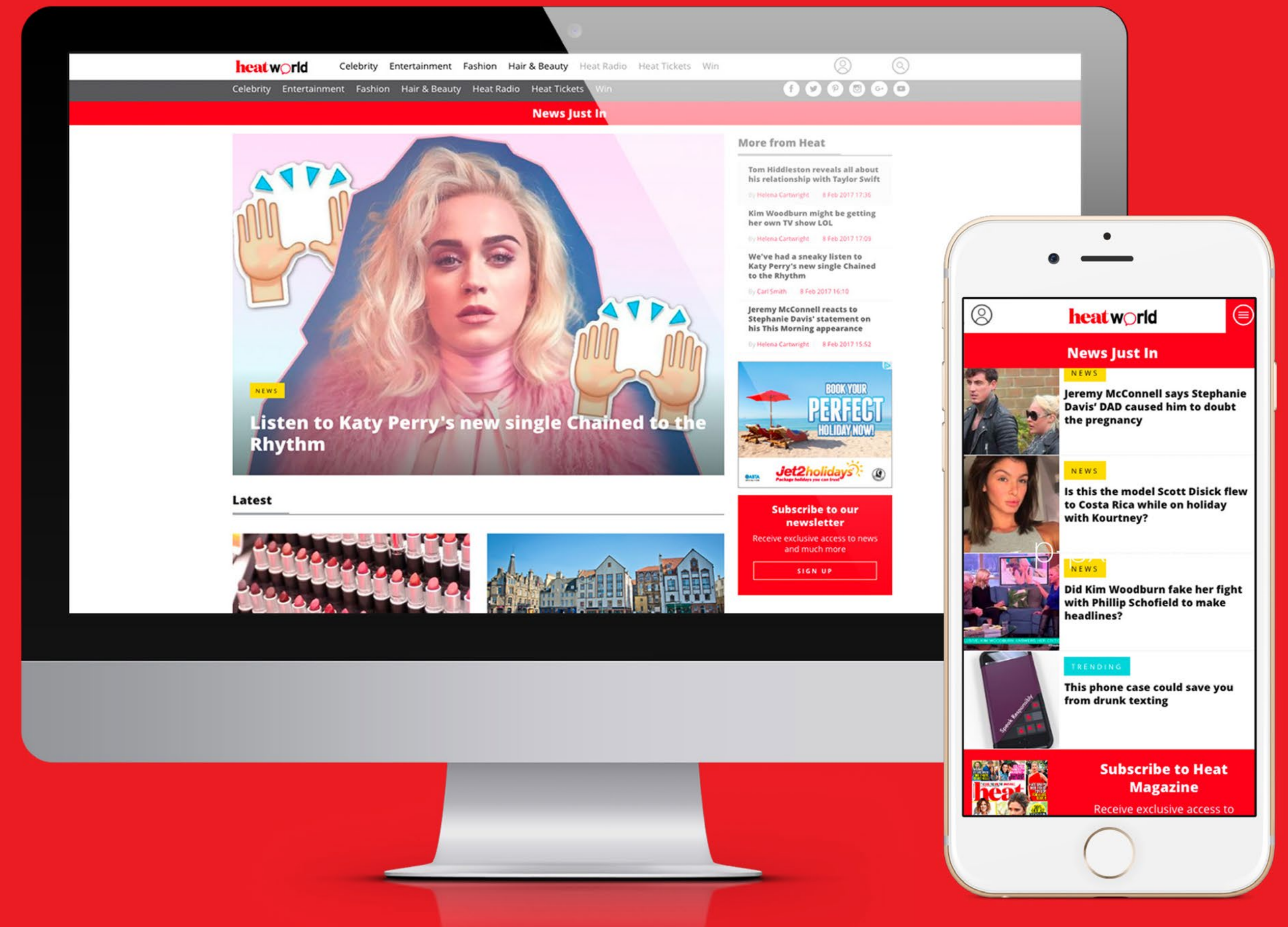
# 4



# HEATWORLD

Heatworld.com is the first port of call for celebrity stories and entertainment news. We're a bunch of telly addicts, movie buffs and oh-so-high-brow celeb experts who'll always find the funny wherever it's hiding. Shareable, snackable and highly addictive; heatworld's news and reviews mean users never get FOMO. From the annual Secret Crush and the star-studded Unmissables Awards poll to Facebook Live takeovers, readers are engaging with us more than ever.

We even own the hottest shows of the moment through weekly online videos with special celebrity guests, like Love Island's Under the Duvet, plus daily articles and social posts – we managed to rack up an astonishing 7 million page views across our Love Island campaign, honing in on our highly engaged audience every day!



**4 MILLION UK PAGE  
VIEWS A MONTH**



**JUST SHY OF 365K  
TWITTER FOLLOWERS  
(@HEATWORLD)**



**664K FACEBOOK  
FOLLOWERS  
(HEATWORLD)**



**124K INSTAGRAM  
FOLLOWERS  
(HEATWORLD)**



**SNAPCHAT  
(HEATWORLD)**

**5**



# HEAT RADIO

*H*eat radio lives, eats and breathes the essence of the *heat* brand – with a warm, fun and relatable mix of music (imagine the best wedding party ever!), film, fashion, and television. Broadcasting live every day from central London, *heat* radio reflects everything going on in the world of showbiz. Daytime is a mega-mix of non-stop *heat* bangers, then Jordan Lee drives you home in style giving you the 411 on all things pop culture, plus the chance to win some superstar prizes. The award-winning Ryan Seacrest calls *heat* radio home from 7pm as he chats to the biggest guests and brings you the gossip direct from Hollywood.

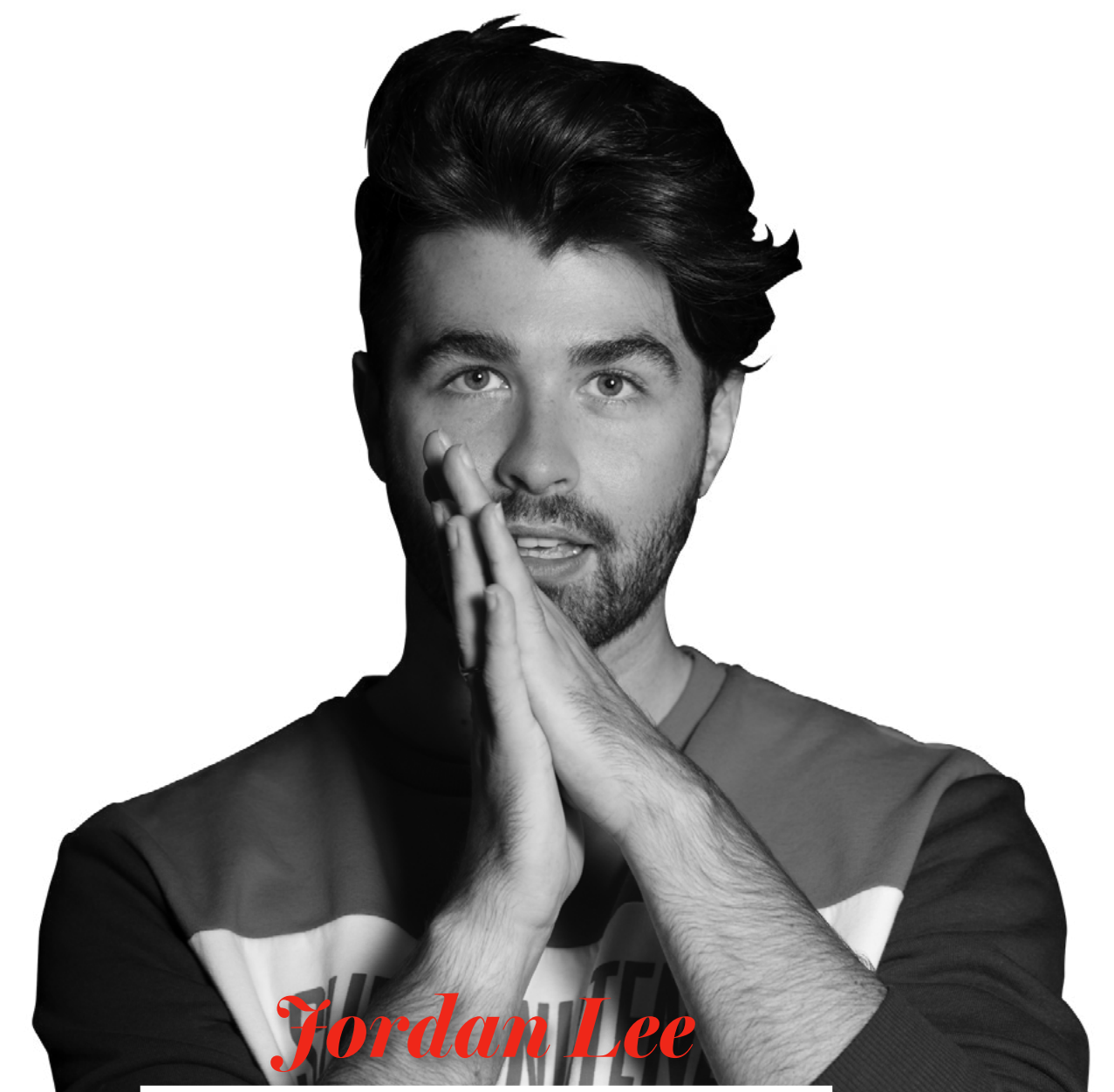
## *Heat radio presenter profiles:*



*Ryan Seacrest*

The best connected man in LA comes direct from Hollywood every weekday with the biggest showbiz stories. With big name guests including Christina Aguilera, Oprah and JT – there's no one Ryan can't get!

Weekdays, 7pm-9pm  
Saturdays 10am-12noon



*Jordan Lee*

He's auditioned for Britain's Got Talent, run gym classes for Angie and Callum Best and been a ballet dancer! However, the best thing on Jordan's CV is playing *heat* bangers to get you home!

Weekdays, 4pm-7pm

*Heatradio*

LISTEN ON FREEVIEW 716, HEATRADIO.COM, THE FREE HEATRADIO APP OR SMARTSPEAKERS



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| DPS ROP       | £9,500  |

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