

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



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certainty in a virtual world

Network Name:
hellomagazine.com

Network Domains/URLs:
[List on page 2](#)

Period Covered by Certificate:
1 January- 31 January 2008

Network Content: (Media Owner's Statement)

A trusted and popular venue for an international readership fascinated by the world of celebrity lifestyle, www.hellomagazine.com is the online extension of the weekly magazine HELLO!. Colourful and glamorous, it offers celebrity and royal news updates throughout the day, as well as a wealth of special reports, profiles, votes, games, photo galleries and quizzes, all supplementary to the magazine's content.

Attracting worldwide visitors every day, and providing them with 24/7 access to HELLO!, the website features content which is well positioned between a requirement for up-to-the-minute news and the in-depth reports expected by HELLO! readers. It is distinguished by a remarkable use of photos and its user-friendly layout.

Media Owner:

HELLO! Ltd.
Wellington House,
69-71 Upper Ground,
London
SE1 9PQ

Contact:

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Research & Marketing Controller
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HELLO!

hellomagazine.com

1. Total qualifying traffic for the certification period 1 January- 31 January 2008

	<u>Daily Averages</u>	<u>Total</u>
Unique User/Browsers	81,551	1,528,577
Visits	106,214	3,292,649
Page Impressions	633,736	19,645,822

2. Network Domains/URLs

www.hellomagazine.com

<http://services.hellomagazine.com>

<http://games.hellomagazine.com>

<http://contact.hellomagazine.com>

<http://card.hellomagazine.com>

<http://issue.hellomagazine.com>

<http://apps.hellomagazine.com>

www.hellomagazine.ca

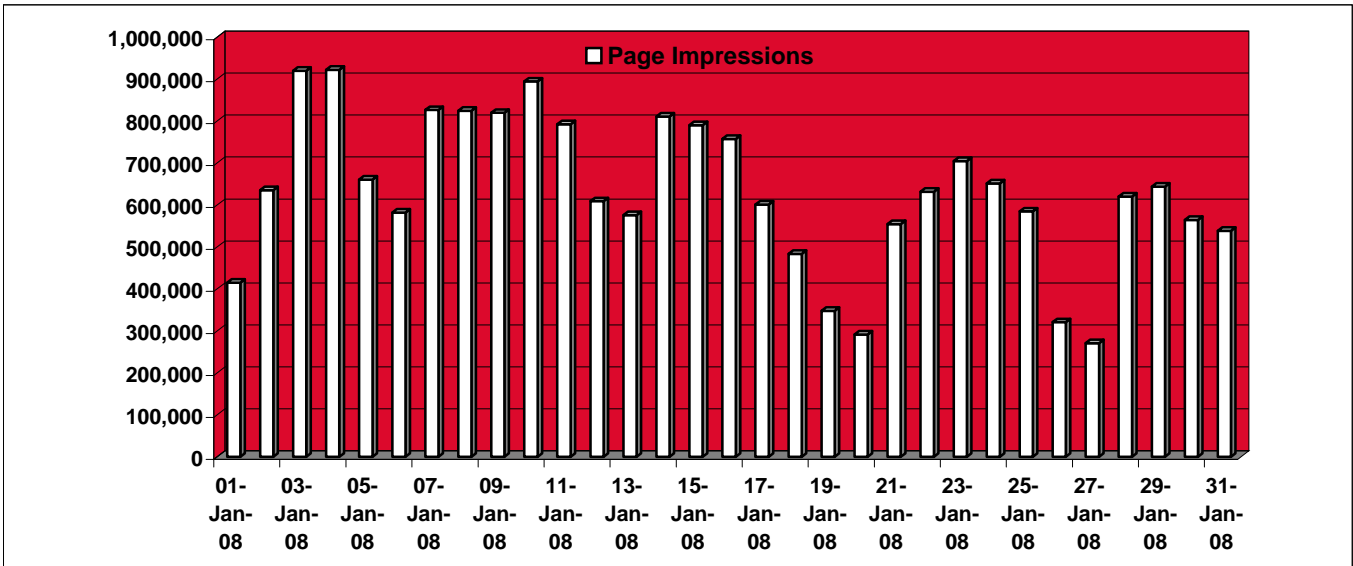
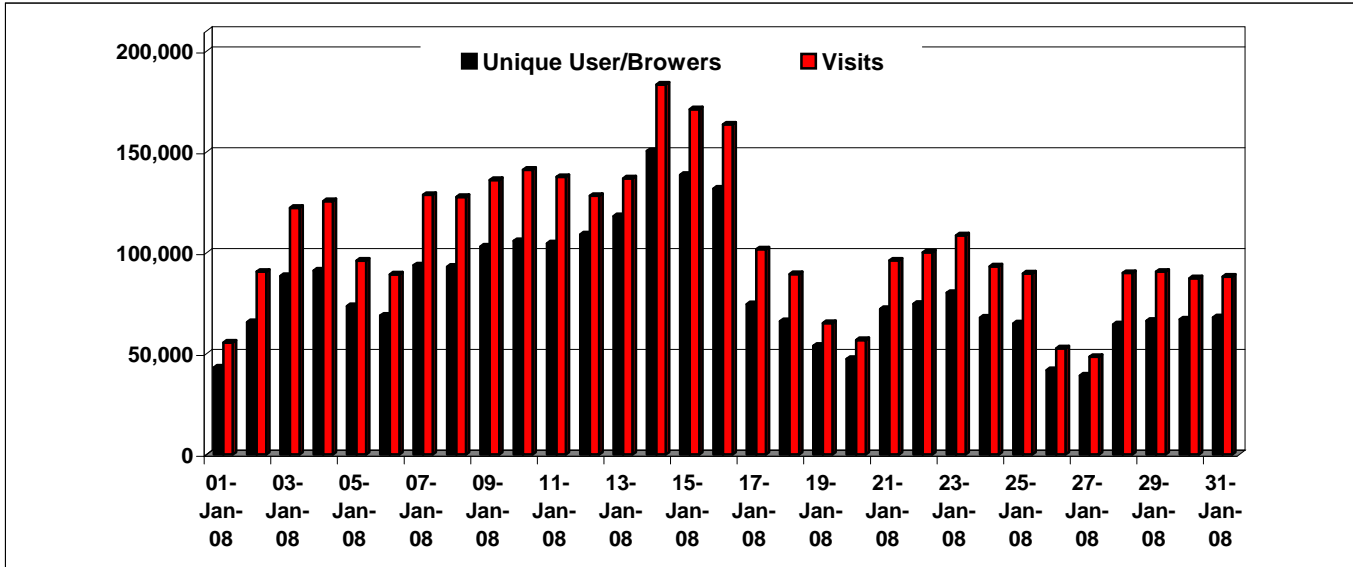
The logo for HELLO! features the word "HELLO!" in a bold, white, sans-serif font. The letters are contained within a thick red rectangular border. The exclamation point is also white and positioned at the end of the word.

hellomagazine.com

3. Daily Activity: Unique User/Browsers, Visits and Page Impressions



DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS	VISITS	DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS	VISITS
01-Jan-08	43,060	414,833	55,473	17-Jan-08	74,573	601,272	101,723
02-Jan-08	65,665	635,255	90,626	18-Jan-08	66,064	483,580	89,496
03-Jan-08	88,438	919,943	122,273	19-Jan-08	53,897	347,736	65,106
04-Jan-08	91,176	922,227	125,586	20-Jan-08	47,412	291,526	56,724
05-Jan-08	73,569	660,647	96,114	21-Jan-08	72,173	554,481	96,176
06-Jan-08	68,881	581,897	89,318	22-Jan-08	74,721	631,767	100,239
07-Jan-08	93,806	826,374	128,751	23-Jan-08	80,147	704,904	108,624
08-Jan-08	93,044	824,692	127,724	24-Jan-08	67,827	651,607	93,240
09-Jan-08	103,056	819,429	136,082	25-Jan-08	64,977	584,773	89,780
10-Jan-08	105,854	894,373	141,203	26-Jan-08	41,848	320,760	52,604
11-Jan-08	104,715	792,596	137,634	27-Jan-08	39,118	270,947	48,425
12-Jan-08	109,122	609,067	128,238	28-Jan-08	64,565	620,191	90,010
13-Jan-08	118,197	575,809	136,947	29-Jan-08	66,267	643,874	90,627
14-Jan-08	150,486	810,727	183,484	30-Jan-08	66,992	564,469	87,408
15-Jan-08	138,610	790,187	171,179	31-Jan-08	68,043	538,477	88,161
16-Jan-08	131,782	757,402	163,674				



4. Additional Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

5. Definitions used in this document

UNIQUE USER/BROWSER is defined as "A unique and valid identifier. Sites may use (i) IP+User-Agent or (ii) Cookie." This metric does NOT measure a person. Instead, it is a measure of a device through which a person interacts with a website or network, in common with all measurement software. Where a UNIQUE USER/BROWSER ("User") is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual Users concerned due to dynamic IP address allocation (for example by a dial-up Internet Service Provider) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

VISIT: Is defined as "A series of PAGE IMPRESSIONS to one USER which ends when there is a gap of at least 30 minutes between two PAGE IMPRESSIONS for that USER".

PAGE IMPRESSION: Is defined as "A file or a combination of files sent to a USER as a result of that USER'S request being received by the server". Note: The USER must be a valid USER. Non-requested files (e.g. some images, surplus html files served to build frame-sets, pushed pages, etc) are excluded. One request by a valid USER should result in one PAGE IMPRESSION being served. Where service providers, search engines or other organizations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

SYNDICATED CONTENT: Is defined as "Content served by a third party into the certified site's PAGE IMPRESSIONS, or content served by the certified site into a third party's PAGE IMPRESSIONS". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

INVALID TRAFFIC: Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABCe on a list of user agents see (www.abce.org.uk)".

For more detailed information go to: www.abce.org.uk

6. Counting System

This site used software developed in house to count the data supporting this certificate.

7. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW Site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

While ABCe has conducted successful checks to gain confidence in the authenticity and validity of the original traffic, we have not expressly audited for fraud or negligence.



Electronic Media Audits Limited (ABCe)
March 2008

