



5 October, 2007

**PRESS RELEASE**

**Hellomagazine.com appoints Incentivated to provide content to readers**

London, UK – 9<sup>th</sup> October 2007 - Following a competitive pitch, Hellomagazine.com has appointed mobile marketing agency Incentivated to provide content to readers via their mobile phones.

Hellomagazine.com readers will be invited to sign-up for content such as celebrity news and photos on a subscription or pay-as-you-go basis via the website. Content is supplied via Premium Rate SMS and MMS. In the second phase of the campaign, Hellomagazine.com plans to build a mobile internet site from where consumers will be able to download content.

It is intended that the service will also be advertised on mobile operators' portals, where hellomagazine.com exclusive mobile content will differentiate it from the competition.

Since its launch in 2001, hellomagazine.com has been the UK's leading celebrity news site, with over one million unique users per month. ABCe figures, released in July, reveal 3 million plus visits and over 18.5 million page impressions each month. Its readers spend an average of £37 per month on mobile bills, 118% more than the national average of £17 (Source: Ofcom). 76% of them are under 40 (source: TGI/Continental Research/ABCe).

Hellomagazine.com editor Verity J Smart says: "The Hellomagazine.com mobile offer represents yet another opportunity to keep our readers up to date on celebrity news and is a natural extension to the website presence. The juicy little snippets of information the mobile service is set to deliver guarantee readers will always be up on the latest happenings in the lives of the rich and famous - wherever they are and whenever it suits them. And this is exactly the sort of comprehensive celebrity news service we are dedicated to providing."

Jonathan Bass, Managing Director at Incentivated, adds: "Hellomagazine.com boasts a loyal, upmarket and mobile savvy audience – in the advertiser's sweet spot. We're excited to be serving up a rich diet of content which will be fed by a broad range mobile prompts to maximize usage levels".

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*managing mobile interactivity*

**Incentivated Limited**

1 Love Lane, London EC2V 7JN (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985  
email: [info@incentivated.com](mailto:info@incentivated.com) [www.incentivated.com](http://www.incentivated.com)

Registered number: 4330957. England and Wales

**Notes to editors:****About Incentivated:**

Incentivated works with global brands to help them communicate with customers instantly and easily via their mobile phones. We develop and manage mobile marketing campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging and the mobile internet. We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome. Founded in 2001, Incentivated's fast growing client base includes British Airways, Hilton Group, OneTel, Scottish Power and Macmillan Cancer Support.

**For further information please contact:**

Becca Daniel, Elena Dunn and Sarah Baldry

Skywrite Communications

Email: [incentivated@skywritecomms.com](mailto:incentivated@skywritecomms.com)

Tel: +44 (0) 20 7608 4646

Incentivated – 0845 130 3985