

Case Study

Hello! Magazine

*How credit checking is used in
the publishing sector*



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The familiar celebrity magazine 'HELLO!' is certainly the right place to be seen if you are an up and coming star. The magazine's pages are full of royalty, society, celebrity, film stars, society weddings, recipes and lots of glorious gossip and friendly facts about fantastic favourites.

In the 22 years since its launch, HELLO! has established itself as an unrivalled publishing phenomenon. The current circulation of the magazine alone stands at 409,043 per week, which is an average of 1.6 million copies each month. The 1.6 million weekly readership is 84% women, many of whom are in the A, B and C1 socio-economic group.

As you can imagine, such a massive profile leads to a huge demand by advertisers and many companies competing for the supply of goods and services.

Matt Stamper runs the Accounts Department at HELLO! He is responsible for vetting new customers and suppliers and relies solely on Riskdisk Credit Reference reports before embarking on any business relationship. Matt said, "We have used Riskdisk since 2001 and the system is particularly easy to use; the online screen is laid out well and simple to interpret. If we get a green light from a Riskdisk credit report then we are safe to proceed. If, on the other hand, a company gets a red light then we would definitely think twice about starting a business relationship. Riskdisk provides us with all the information we need to make instant and accurate credit assessments. As a result, we have little or nothing in the way of bad debt and can concentrate on the task of keeping our readers happy."

Contact

If you want to indulge and keep up with the world of royalty, society, celebrity and the latest social goings on, then HELLO! is just perfect for you. Experience the magazine online at www.hellomagazine.com. To keep up to date with the credit worthiness of your existing and potential customers, suppliers and competitors, go to www.riskdisk.com to find out more.

