



Platinum: £2500 for 6 months

SPECIFICATIONS:

Skyscraper with url link on the listings page and entry page

Leaderboard with url link on the listings page and entry page

1st in the listings

50 word description on the company page and on the company entry

3 images once in the company entry

First refusal once the 6 months is up

Gold: £2000 for 6 months

SPECIFICATIONS:

Skyscraper with url link on the entry page

Leaderboard with url link on the entry page

1st in the listings unless there is a platinum sponsor, in which case you will become second

50 word description on the company page and company entry

3 images once in the company entry

Silver: £1000 for 6 months

SPECIFICATIONS:

2nd in the listing if there is only a gold sponsor; if there is a platinum sponsor you will be placed 3rd

Company logo

1 image once in the company entry

For more information please contact:

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Hannah Garber on 020 8652 8660 or email Hannah.garber@rbi.co.uk

Ruari Kidd on 020 8652 8269 or email Ruari.kidd@rbi.co.uk

HJ Product Update

Product update content

HJi Product Updates are free, targeted email alerts showcasing the latest products, services and events from key partners and suppliers to the Hair and Beauty sector.

Frequency: Monthly

Circulation: 15,500 (publishers statement)

Target audience: Partners, Salon Owners, Managers, Creative Directors and Senior stylists.

Advertising delivery requirements

Standard product update slots

Clients should provide

- 100 words of text, plus a headline approx 50 characters, link(s) to relevant landing page, one image in GIF or JPEG format, approx 150 x 150 pixels and / or one banner image in a GIF or JPEG format at 468 x 60 pixels.
- A skyscraper slot (120 x 600 pixel) is also available

Bespoke product update

Clients providing HTML

- Max width 600 pixels. The height of the copy should not exceed 1000 pixels.
- HTML Code in a <table> tag structure. Please avoid <div> tags
- Copy should consist of both images and text. We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters.

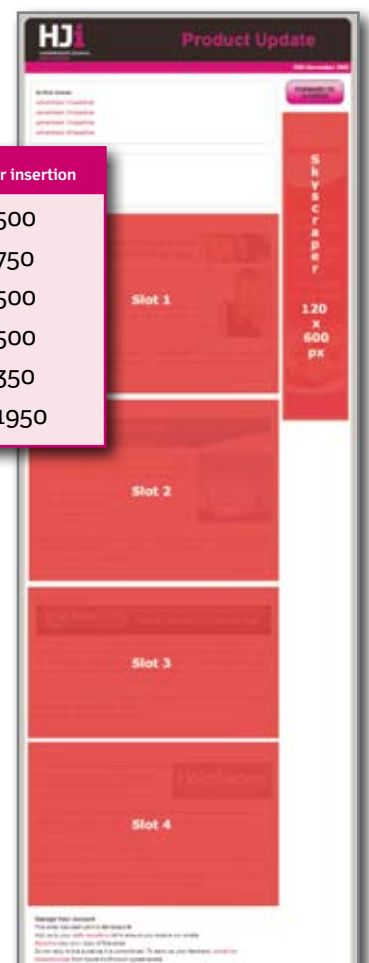
Clients unable to provide a HTML file

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide
- 1 additional body image, max 200 pixels wide
- If needed, Footer image / banner, max 600 pixels wide

Please note: Flash and Rich Media files will not display on emails

Advertising opportunities

Ad unit	Size (px) £	cost per insertion
Skyscraper	120 x 600	500
Slot 1	See left	750
Slot 2	See left	500
Slot 3	See left	500
Slot 4	See left	350
Bespoke	See left	1950



Data Capture

To ensure you get the most from advertising in our e-newsletters we also offer a data capture service. As a recipient clicks on your advert/call to action a form appears which is pre-populated with their profile details, when the recipient clicks submit the details are collected as a lead and passed on to you.

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