



WEBSITE

HAIRDRESSERS JOURNAL interactive

HJi.co.uk is the online community for professional hairdressers. Backed by the publishing legacy and reputation of Hairdressers Journal International, the website has and continues to build a large community of users – with an average of over 148,000* unique users month on month for 2009.

HJi's online Image Gallery showcases over 60 years of great hair that hairdressers can use as a source of creative inspiration for future collections, or when working with a specific client.

HJi users are also keen to interact with us, sharing their opinion on the hottest hair and fashion issues of the moment via our online blogs and forums. Advertising on HJi allows you to quickly and easily take advantage of the relationships we have already built, saving you the time and money.

Whether you're looking to increase brand awareness, drive traffic to your site, collect data or even create a new site from scratch, we can provide an online creative solution tailored to your needs to ensure your campaign really works. By identifying your objectives, customising the creative solution and providing feedback reports, the HJi.co.uk team will ensure your campaign receives maximum exposure and works hard for you.

*Source: Hitbox Jan – Dec 09



For more information please contact:

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Leaderboard: £45 cpm

SPECIFICATIONS:

- 728 x 90 pixels
- Gif or rich media
- Max 30k file size

Features – Appears at the top of the page within site frame set

Why use this service? –

Communicate brand values, drive traffic and link to website



MPU: £60 cpm

SPECIFICATIONS:

- 336 x 280 pixels
- Gif or rich media
- Max 30k file size

Features – Embedded in web pages to allow interactive content

Why use this service? – Appears

within high traffic articles and allows flexibility within the content



Banner: £30 cpm

SPECIFICATIONS:

- 468 x 60 pixels
- Gif or rich media
- Max 20k file size

Features – Appears at the top of the page within site frame set

Why use this service? –

Communicate brand values, drive traffic and link to website



Skyscraper: £45 cpm

SPECIFICATIONS:

- 120 x 600 pixels or 160 x 600 pixels
- Gif or rich media
- Max 25k file size

Features – Larger advertising slot, runs down the right-hand side of the page

Why use this service? – Highest profile position on the page, promote brand values and increase traffic driving



Button: £15 cpm

SPECIFICATIONS:

- 120 x 60 pixels or 159 x 60 pixels
- Gif or rich media
- Max 10k file size

Features – Key focused boxes within the web page

Why use this service? – Image led traffic driving facility



*CPM = cost per thousand page impressions

BESPOKE MICROSITES

Utilise the wealth of experience within the HJ and HJi.co.uk teams to create the perfect website for your target audience and campaign needs. From small lead generation sites to large interactive sites, we can help you create the presence you need to meet your campaign objectives.

