



# WEBSITE

## HAIRDRESSERS JOURNAL interactive

HJi.co.uk is the online community for UK 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 – over 162,000\* unique users in October 2008 alone.

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 of the burning 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 October 2008



Turn over for full details of the opportunities available, rates and specs or call Ruari Kidd on 020 8652 8269 or email Ruari.kidd@rbi.co.uk

## HAIRDRESSERS JOURNAL interactive

### Leaderboard: £45 cpm

#### SPECIFICATIONS:

728 x 90 pixels

Gif or rich media

Max 30k file size



### Side button: £15 cpm

#### SPECIFICATIONS:

120 x 60 or 159 x 60 pixels

Gif or rich media

Max 10k file size



### Banner: £30 cpm

#### SPECIFICATIONS:

468 x 60 pixels

Gif or rich media

Max 20k file size



### MPU: £60 cpm

#### SPECIFICATIONS:

336 x 280 pixels

Gif or rich media

Max 30k file size



### Skyscraper: £45 cpm

#### SPECIFICATIONS:

120 x 600 pixels

Gif or rich media

Max 25k file size



### Button: £15 cpm

#### SPECIFICATIONS:

120 x 60 pixels

Gif or rich media

Max 10k file size



\*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. **For full details contact Ruari Kidd on 020 8652 8269 or email [Ruari.kidd@rbi.co.uk](mailto:Ruari.kidd@rbi.co.uk)**

