

HJ DISPLAY ADVERTISING 2009



Advertising Rates 2009

NUMBER OF INSERTIONS

ADVERTISEMENT SIZE	1x	6x	12x	25x	38x	50+
Page	£2,212	£2,146	£2,102	£1,992	£1,880	£1,770
Half Page	£1,327	£1,288	£1,260	£1,194	£1,095	£1,062
Quarter Page	£775	£751	£736	£697	£657	£619
Quarter Page - Products Special	£907	£880	£861	£816	£772	£706
Double Page Spread	£4,314	£4,184	£4,098	£3,882	£3,667	£3,451
Outside back cover / Inside front cover	£2,764	£2,682	£2,627	£2,489	£2,350	£2,212
Inside back cover / 1st right-hand page / Guaranteed position	£2,654	£2,575	£2,522	£2,389	£2,256	£2,123
First double page spread	£5,176	£5,021	£4,917	£4,658	£4,399	£4,141

For Advertorials, please add a 30% Premium charge

Ad Sizes

	TYPE (wxh)	TRIM (wxh)	BLEED (wxh)
Full Page	195mm x 248mm	215mm x 290mm	4mm 3 way bleed
Half Page Vertical	95mm x 248mm	105mm x 290mm	4mm 3 way bleed
Half Page Horizontal	195mm x 130mm	215mm x 149mm	4mm 3 way bleed
Quarter Page	95mm x 122mm	-	-
Quarter Page Strip	195mm x 62mm	215mm x 80mm	4mm 3 way bleed
Double Page Spread	420mm x 248mm	430mm x 290mm	4mm 4 way bleed

Creative Solutions

HJ offers a wide range of Creative Solutions, to give your campaign additional impact.

For information and prices of Creative Solutions (including tip-ons, cover mounts, gatefolds, plastic covers and lots more) please contact Jackie Mayes.

Inserts

PRICE

Full Run	£150 per 1,000 plus postage cost
Targeted - subscriber copies/controlled circulation copies	£160 per 1,000 plus postage cost
Targeted - geographical (min 5000)	£170 per 1,000 plus postage cost

For more information please contact:-
Jackie Mayes on 020 8652 8273
 or email Jackie.h.mayes@rbi.co.uk

Hair: Berni Attjes
 Photograph: Hans de Vries

HJ ADVERTISING OPPORTUNITIES

Hairdressers Journal International also offers a variety of more unique advertising opportunities including cover wraps, gatefolds, tip-ons, bespoke creative to name but a few. To give you an idea of how you can use these options to help your campaign succeed we have picked out some of the ways they have been used by other clients below.

Cover Wrap



Tip-ons



Gatefold



Bespoke Creative/ Custom Publishing



All of these opportunities are fully flexible. For full details contact Jackie Mayes on 020 8652 8273 or email Jackie.h.mayes@rbi.co.uk