



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

## HJ Product Update

Each update focuses on a specific topic or product category and consists of a comprehensive introduction to the subject from a HJ journalist after which advertisers are able to showcase their own specific products within this unique editorial environment.

**Frequency:** Monthly

**Circulation:** 15,500 (publishers statement)

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

Ad unit	Size (px)	Cost per insertion
Per Ad unit	See below	£500
Solus	See below	£1,800

### Advertising delivery requirement per ad unit.

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.

PLEASE NOTE: Flash and Rich Media files will not display on emails, all images need to be in a GIF or JPEG format, (max file size 40kb)



## HJi Educational

HJi Educational is a free monthly e-update containing regular inspiration, hints-and-tips and step-by-steps, to help stylists achieve great new styles and improve their skills.

**Circulation:** 15,500 (Publishers Statement)

**Frequency:** Monthly

**Target audience:** Partners, Salon Owners, Managers, Creative Directors, Senior Stylists

### ADVERTISING OPPORTUNITIES

Ad unit	Size (px)	Cost per insertion
Banner	468 x 60	£500
Skyscraper	120 x 600	£600
Per step-by-step	contact us	£500
Advertorial box	contact us	£500
Solus	contact us	£1,000



## Data Capture

To ensure you get the most from advertising in our 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. **For full details contact Ruari Kidd using the details below.**

**Sales contact information:**

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