



Product update content

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

Market reach and frequency

Circulation: 15,500 (Publishers Statement)

Frequency: Fortnightly (Wednesday)

Target audience

- Partners • Salon Owners • Managers
- Creative Directors • Senior Stylists

Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top left	See below	500
Top right	See below	500
Middle left	See below	500
Middle right	See below	500
Bottom left	See below	500
Bottom right	See below	500

Advertising delivery requirements

Standard product updates

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)

Sales contact information

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Online ad production

Advertisements and/or copy must be submitted to at least (5) five business days before scheduled sponsorship.

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enewsletters.copy@rbi.co.uk

All advertisements are accepted subject to RBI's standard terms and conditions which can be found at

<http://www.reedbusiness.co.uk/adtermsandconditions>