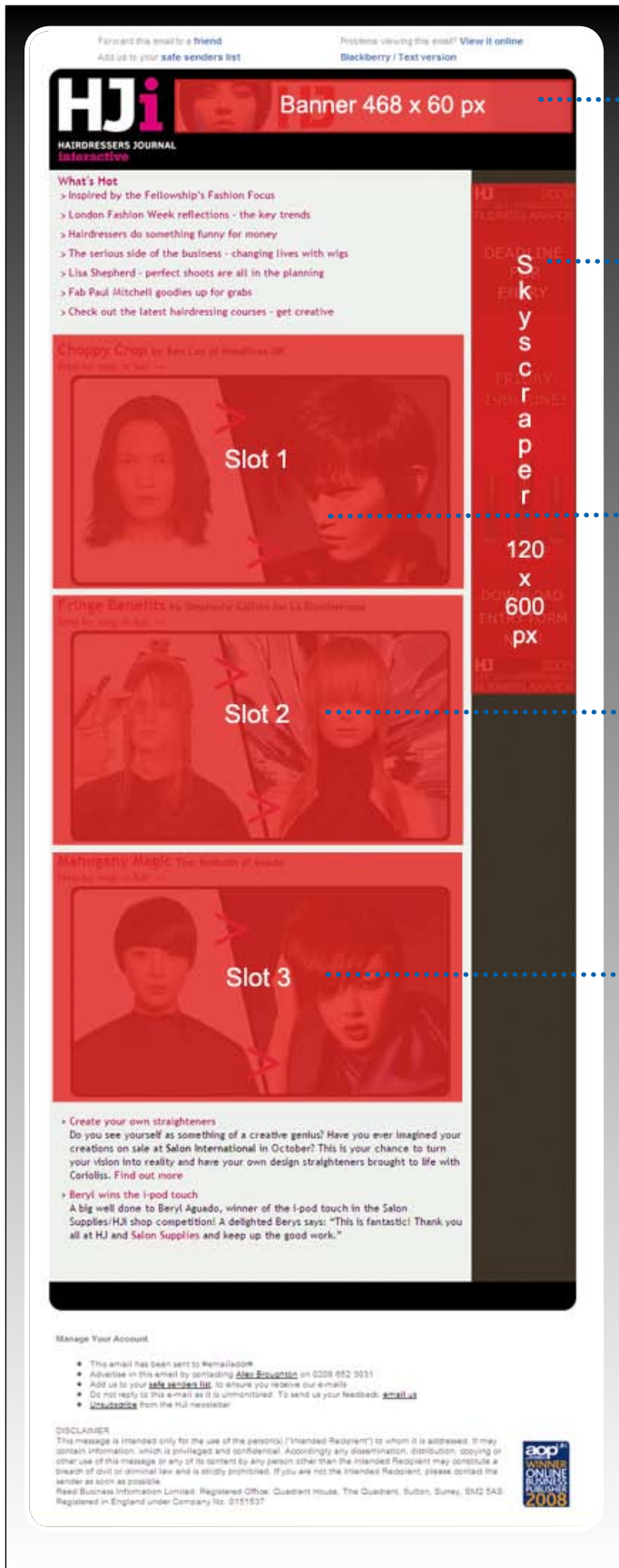


HJ*i* Educational



E-newsletter content

HJi educational provides regular inspiration, hints and tips and step-by-steps, via e-mail, to help you achieve great new styles and improve your skills.

Market reach and frequency

Circulation: 15,000

Frequency: Monthly (Last Friday)

Target audience

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

Advertising opportunities

Ad unit	cost per insertion £
Advertorial	500
Banner	500
Skyscraper	500
Slot 1	500
Slot 2	500
Slot 3	500
Solus	1,000

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 and / or one banner image in a GIF or JPEG format at 468 x 60 pixels
- A skyscraper slot (120 x 600 pixel) is also available

Solus product updates

Clients providing HTML

- Max width 600 pixels. The height of the copy should not exceed 1000 pixels.
- HTML code in a <table> tag structure. Please avoid <div> tags
- Copy should consist of both images and text. We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters

Clients unable to provide a HTML file

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide
- 1 additional body image, max 200 pixels wide
- If needed, Footer image / banner, max 600 pixels wide

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)

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

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