

HABIANEWS

MEDIA PACK

Habia News is the leading source of information relating to education for the **hair, beauty, nails and spa** industries. Bringing the reader the most up to date information available SVQs/NVQs, Government training initiatives, Modern Apprenticeships, Diplomas and Foundation Degrees, Habia news shows how education directly impacts on business success.

Target Audience

Everyone involved or interested in education within the hair, beauty, nails and spa industries - from learners through to salon owners.

We distribute no less than **12,000 copies** each issue and we have broken down the distribution of the magazine below. This includes a mix of salons, learners, trainers and professionals within the hair, beauty, nails and spa industries.

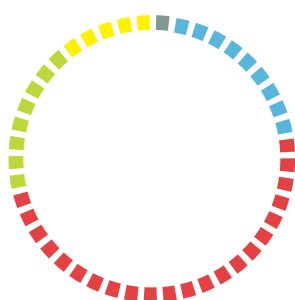
Habia also exhibits at major International trade shows such as Salon International - London, Cosmoprof - Italy where we distribute extra copies of the magazine.

Why advertise in Habia News?

If you are currently involved within the educational sector or looking to break into that sector, Habia News is a must have on your media schedule. Trainers, students, salon owners and industry professionals read Habia News to keep abreast of all of the latest education and training developments in their industry.

Circulation breakdown of Habia news

12,000 copies to the hair, beauty, nail and spa industries



■ Salons	5209 copies
■ Training centres and college	3195 copies
■ Habia Partners & Government	2336 copies
■ Habia events and exhibitions	1128 copies
■ Associations / Press	132 copies
■ Total	12000 copies

Habia News deadlines for advertising copy

Edition	Copy deadline	Published	Special Edition
November/December 2008	31 October 2008	18 November 2008	
January/February 2009	18 December 2008	19 January 2009	Professional Beauty London Show issue
March/April 2009	4 March 2009	23 March 2009	Cosmoprof – Italy Show issue
May / June 2009	28 April 2009	18 May 2009	
July / August 2009	23 June 2009	13 July 2009	Olympia Beauty Show preview
September / October 2009	25 August 2009	17 September 2009	Salon International edition

Display advertising rates

Normal position	
<input type="checkbox"/> Double page advertisement	£2000
<input type="checkbox"/> Full page advertisement	£1200
<input type="checkbox"/> Half page advertisement	£750
<input type="checkbox"/> Quarter page advertisement	£400
Special position	
<input type="checkbox"/> Outside back cover	£2200
<input type="checkbox"/> Inside front cover	£1800

All adverts will be plus VAT at the prevailing rate. Habia Members will receive 10% discount off these quoted prices. Series discounts are available.

Classified advertising

Habia News now offers an extensive classified section giving our readers an easy to use guide to all services and products needed within this ever-changing market.

- Price is £25 per single column centimetre, plus VAT

Please note that space is limited and will be allocated on a first come first served basis. All prices are plus VAT.

“NEW” Inserts – These will be accepted once approved by Habia, based on weight and size, Sample requested before quoting.

Advert dimensions

Adverts	
DPS Trim	297mm x 420mm
DPS Type Area	277mm x 186mm
DPS Bleed	303mm x 426mm
Full Page Trim	210mm x 297mm
Full Page Type Area	277mm x 186mm
Full Page Bleed	303mm x 216mm
Half Page Horizontal	137mm x 186mm
Half Page Vertical	137mm x 91mm
Quarter Page Vertical	137mm x 91mm
Specifications	
Presentation	CD-ROM (supplied as PDF file) Zip Disks (100mb or 250mb - supplied as PDF)

Technical information

All artwork must be supplied in an electronic format. Acceptable formats are JPEG, GIF, Animated GIF, PNG, and Flash/Shockwave.

Contact information for Habia News

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