8. What is the limit of characters that can be used per message?

You can send messages up to 700 characters with SMS-Magic. If you are sending long messages, corresponding credits will be deducted from your account. For example, if you are sending a message of 350 characters, three credits will be deducted. Long messages are broken into multiple parts and are concatenated after they are delivered at the recipient’s mobile phone. The maximum number of characters for one SMS depends on the selected language. For instance: 160 characters for only English messages = 1 SMS credit. 70 characters for Unicode messages = 1 SMS credit.