

# HARRODS

## MAGAZINE

### ADVERT CHECKLIST

- Supply as a version 1.3pdf, with CMYK images
- DPS files must be supplied as two single pages, not as a spread
- Ink density should not be over 300%
- Trim marks must be included
- 3mm bleed must be added
- No web address to be included
- Colour proof must be submitted for all adverts
- Advert to be supplied via email, FTP or on CD
- Copy heavy display advertising is not accepted

### AD COPY DEADLINES

Harrods Magazine Arabia Issue 2  
Harrods Magazine Arabia Issue 3  
Harrods Magazine Arabia Issue 4

Thursday 2nd February 2017  
Thursday 6th July 2017  
Thursday 21st September 2017

### AD SIZES

Single Page		DPS*	
Trim	297mm high x 230mm wide	Trim	297mm high x 460mm wide
Bleed	303mm high x 236mm wide	Bleed	303mm high x 466mm wide
Type	277mm high x 210mm wide	Type	277mm high x 440mm wide

\*DPS ads must be supplied as 2 separate PDFs. Please note that the gutter allowance for a DPS is 6mm, 3mm per page.

\*INSIDE FRONT COVER DPS ads must be supplied as 2 separate PDFs. Please note that the gutter allowance for a IFC DPS is 12mm, 6mm per page.

### PDF SETTINGS

[Colour profile: Fogra39\\_new](#)

All ads must be sent as **High Res Pass4Press PDFs (Acrobat 1.3)**. Colour required is CMYK. Ink Density must not exceed 300%. Ads supplied in a different format will be subject to a £50 processing fee.

#### Proof

A digital proof is required for an accurate colour match on press, which must be sent to Harrods Magazine prior to final deadline. If a suitable proof is not provided, Harrods Magazine cannot be held responsible for the colour reproduction of your advertisement on press.