

HARRODS TIMES

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
- It is saddle-stitched so no gutter allowance needed for DPS advertising

AD COPY DEADLINE

Harrods Times - Thurs 28th April

AD SIZES

Single Page		DPS	
Trim	420mm high x 297mm wide	Trim	420mm high x 594mm wide
Bleed	426mm high x 303mm wide	Bleed	426mm high x 606mm wide
Type	400mm high x 277mm wide	Type	400mm high x 554mm wide

*DPS ads must be supplied as 2 separate PDFs. This is a saddle-stitched publication so no gutter allowance is needed for DPS adverts.

PDF SETTINGS

Colour profile: [Cover - ISO Coated v2 300% 39L](#) Text - [ISO webcoated 41L](#)

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.

IMPORTANT REQUIREMENTS FOR AD CONTENT

If your advert mentions the floor within Harrods where your products are sold, the wording will need to be as per these examples - 'Second Floor' (capital initials) or 'SECOND FLOOR' (all capitals) - not 'second floor' (all lower case).

Please also ensure that any departments mentioned are named exactly as per the Store Guide, for example, 'Luxury Dining'. A correct example for the location and floor would be 'The Fine Watch Room, Ground Floor'. A comma should be used to separate the location and floor:

If a product is exclusive to Harrods, this should be highlighted. The wording needs to be as per the following examples: 'Exclusively at Harrods, The Fine Watch Room, Ground Floor' or 'Exclusively at Harrods from xxx to xxx, The Fine Watch Room, Ground Floor'.

If you are unclear as to the department name, please contact your relevant Media Manager, who will be able to clarify.

Only Harrods telephone numbers can be included on your advert and should be written in the following format '020 7225 5908' or '020 7225 5908 ext. 5908' and without any wording such as 'telephone' or 'please call' included. This should appear on the next line down to the department name. Please see the below example.

The Fine Watch Room, Ground Floor
020 7225 5908

BACK COVER ADVERTS SHOULD NOT CONTAIN ANY LOCATION OR CONTACT DETAILS.

UPLOAD MEDIA

1. Go to <http://www.harrods-media.com/client>
2. Select 'Publishing' in the Media Type drop down menu.
3. Enter in your details and then click 'Add File'

PRODUCTION CONTACT DETAILS

Lee Kitson - Production Executive
Telephone 0203 626 7709
Email lee.kitson@harrods.com

Kieran Horgan - Production Executive
Telephone 0203 626 7993
Email kieran.horgan@harrods.com

Hayley Young - Production Operations Manager
Telephone 0203 626 7723
Email hayley.young@harrods.com

Please send colour proofs to:

FAO - Lee Kitson
5th Floor, Harrods Publishing & Creative
68 Hammersmith Road
W14 8YW
London

The Harrods logo, featuring the word 'Harrods' in a stylized, black, serif font.