

# HARRODS STORE GUIDE

## ADVERTISING SPECIFICATIONS

### ADVERT CHECKLIST

- Check size is correct
- 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 SIZES

#### SINGLE PAGE:

Trim 148mm high x 105mm wide  
Bleed 154mm high x 111mm wide  
Type 132mm high x 89mm wide

#### DPS:

Trim 148mm high x 210mm wide  
Bleed 154mm high x 222mm wide  
Type 132mm high x 178mm wide

### PDF SETTINGS

#### Colour profile: PSO Coated v3

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.

### AD COPY DEADLINES

January Issue	Thursday 24th November	July Issue	Thursday 25th May
February Issue	Wednesday 21st December	August Issue	Friday 23rd June
March Issue	Thursday 26th January	September Issue	Wednesday 26th July
April Issue	Wednesday 22nd February	October Issue	Thursday 24th August
May Issue	Friday 24th March	November Issue	Friday 22nd September
June Issue	Tuesday 25th April	December Issue	Wednesday 25th October

### 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

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