

# HARRODS

## CHRISTMAS GIFT GUIDE 2017

### 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

Christmas Gift Guide 2017

Thursday 14th September 2017

### AD SIZES

| Single Page |                         | DPS*  |                         |
|-------------|-------------------------|-------|-------------------------|
| Trim        | 225mm high x 170mm wide | Trim  | 225mm high x 340mm wide |
| Bleed       | 231mm high x 176mm wide | Bleed | 231mm high x 346mm wide |
| Type        | 215mm high x 160mm wide | Type  | 215mm high x 330mm wide |

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

### 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.

## 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 'Luxury Dining, Second 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, Luxury Dining, Second Floor' or 'Exclusively at Harrods from xxx to xxx, Luxury Dining, Second 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 7730 1234' or '020 7730 1234 ext. 1234' 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.

Luxury Dining, Second Floor  
020 7730 1234

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

Dee Antoniou - Production Executive  
Telephone 0203 626 7709  
Email [dee.antoniou@harrods.com](mailto:dee.antoniou@harrods.com)

Kieran Horgan - Production Executive  
Telephone 0203 626 7993  
Email [kieran.horgan@harrods.com](mailto:kieran.horgan@harrods.com)

Hayley Young - Production Operations Manager  
Telephone 0203 626 7723  
Email [hayley.young@harrods.com](mailto:hayley.young@harrods.com)

Please send colour proofs to:

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

The Harrods logo is written in a stylized, black, cursive font.