

PUBLISHING: HARRODS MAGAZINE

Harrods Magazine is the award-winning title celebrating luxury fashion, fine jewellery and watches, beauty, food and interiors; it is an authority on the world of luxury, influencing the buying behaviour of its readers. Sent to top-spending Harrods customers in both large and handbag-size formats, the magazine is also available in-store and at luxury hotels, venues and events, in addition to corporate partners airport lounges, spas and clubs.

The pagination of the main magazine will increase in 2018, as will depth of coverage in particular categories, increasing desirability for this already premium magazine.

With its growth as one of Harrods' most valuable international markets, the United States will for the first time receive 10,000 copies of each issue of the magazine. This will increase the customers' and potential customers' access to shopping inspiration, strengthening their commitment to visiting the store when in the UK, and purchasing online.

CIRCULATION: 128,092
(ABC 1ST JANUARY – 31ST DECEMBER 2017)*

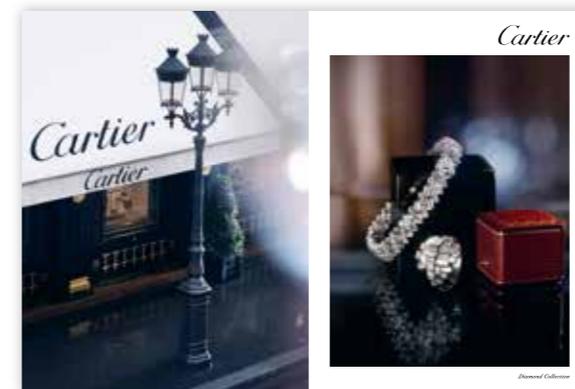
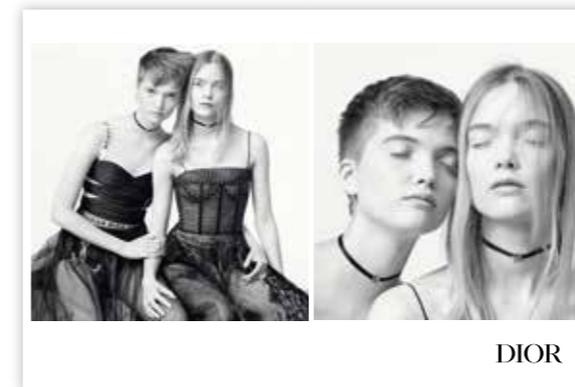
READERSHIP: 372,654 PER ISSUE**

TEN ISSUES A YEAR
(COMBINED MAY/JUNE & DECEMBER/JANUARY)

- Mailed to the highest-spending Harrods Rewards customers
- Available in-store
- Distributed to premium locations and events, including first- and business-class airline lounges, five-star hotels and private members' clubs
- Additional 10,000 copies of every issue distributed in the US
- 80% of readers are female
- 94% of Harrods Magazine readers read their copy within a week
- 71% of readers have purchased an item that was advertised in the magazine
- 90% have visited the store having read about a product or event

**Harrods Reader Survey 2017

*Audit Bureau of Circulation



	POSITION	PER ISSUE
Gatefold	–	£52,800
Cover	Inside front cover and app	£28,560
Cover	Inside back cover and app	£18,600
Cover	Back cover and app	£23,760
Scent Seal	–	POA
Double-Page Spread	DPS 1st	£25,800
Double-Page Spread	DPS 2nd	£24,480
Double-Page Spread	DPS Premium	£20,400
Double-Page Spread	Standard	£18,960
Right-Hand Page	RHP 1st / 2nd	£18,720
Right-Hand Page	RHP Premium	£15,240
Right-Hand Page	Standard	£13,680
Left-Hand Page	LHP 1st / 2nd	£15,000
Left-Hand Page	LHP Premium	£13,080
Left-Hand Page	Standard	£11,520
Advertorial	DPS	£26,400
Advertorial	Single Page	£20,400
Half Page	Next to Masthead	£9,480