

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 167mm high x 105mm wide
Bleed 173mm high x 111mm wide
Type 151mm high x 89mm wide

DPS:

Trim 167mm high x 210mm wide
Bleed 173mm high x 222mm wide
Type 151mm 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 | Wednesday 22nd November | July Issue | Wednesday 23rd May |
| February Issue | Wednesday 20th December | August Issue | Friday 22nd June |
| March Issue | Tuesday 23rd January | September Issue | Monday 23rd July |
| April Issue | Wednesday 28th February | October Issue | Thursday 23rd August |
| May Issue | Thursday 22nd March | November Issue | Monday 24th September |
| June Issue | Monday 23rd April | December Issue | Tuesday 23rd October |

UPLOAD MEDIA

1. Go to <http://harrods-media.com/client-area>
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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