

PUBLISHING: HARRODS MAGAZINE

Harrods Magazine celebrates and showcases an elevated world of fashion, fine jewellery, watches, beauty, food and interiors. It is an authority on the world of luxury, reflecting the lifestyle of its readers and influencing their buying behaviour. 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.

CIRCULATION: **120,211**
(ABC 1ST JANUARY-31ST DECEMBER 2018)*

READERSHIP: 269,273 PER ISSUE**

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

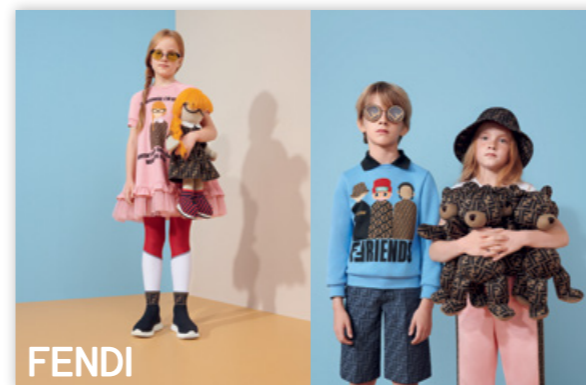
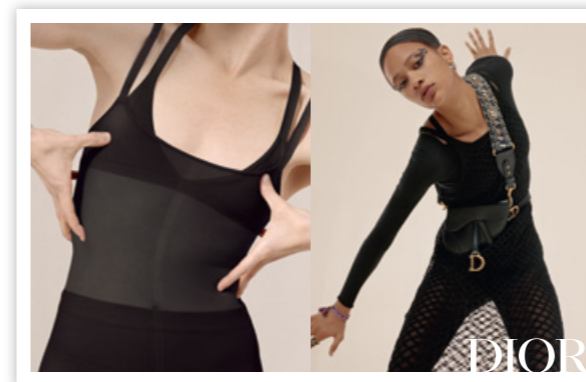
- Mailed to the highest-spending Harrods Rewards customers in the UK and the USA
- Available in-store
- Distributed to premium locations and events, including first- and business-class airline lounges, five-star hotels and private members' clubs

*Audit Bureau of Circulation
**Harrods Reader Survey 2019



HARRODS READERSHIP SURVEY

- **76%** of readers are female
- **94%** of *Harrods Magazine* readers read their copy within a week
- **78%** say two or more people read their copy
- **90%** have visited the store having read about a product
- **77%** of readers have purchased an item that was advertised in the magazine
- **58%** have visited harrods.com as a result of reading the magazine, **19%** made an online purchase
- **67%** have purchased something that was featured editorially
- **95%** of readers rated the magazine as very good to excellent



	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 + App	£25,800
Double-Page Spread	DPS 2nd + App	£24,480
Double-Page Spread	DPS Premium	£20,400
Double-Page Spread	Standard	£18,960
Right-Hand Page	RHP 1st / 2nd + App	£18,720
Right-Hand Page	RHP Premium	£15,240
Right-Hand Page	Standard	£13,680
Left-Hand Page	LHP 1st / 2nd + App	£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