

# HARRODS MAGAZINE

The award-winning and ABC-accredited *Harrods Magazine* is the ultimate luxury fashion and lifestyle bible, supporting our customers in their pursuit of *la dolce vita*

With the ability to tap into Harrods Rewards card data, our publications are highly targeted and sent directly to the homes of our highest-spending customers.

Readers are highly engaged, and the magazine has a powerful influence on their buying behaviour. Brand partnerships are an essential element of Harrods' print publishing, with premium advertising and standard positioning throughout in addition to creative advertorial, editorial and bespoke opportunities.

## DISTRIBUTION

- Mailed to the highest-spending Harrods Rewards customers in the UK and internationally including United States, China, Qatar and UAE.
- Available to browse in-store
- Distributed to premium locations and events including:
  - Private members' clubs
  - First- and business-class airline lounges including British Airways, Qatar Airways, Malaysia Airlines and Virgin Atlantic.
  - In-flight distribution with British Airways on trans-Atlantic first- and business-class flights.
  - Five-star UK hotels such as The Savoy, Shangri-La at The Shard, Belmond Le Manoir aux Quat'Saisons, plus in-room distribution at the Mandarin Oriental, Hyde Park.

## READERSHIP AND IMPACT

- **76%** of *Harrods Magazine* readers are female
- **94%** of 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, while **19%** made an online purchase
- **67%** have purchased something that was featured editorially
- **95%** of readers rated the magazine as very good to excellent

- › **Circulation: 109,923**  
(ABC 1st January–31st December 2019)\*
- › **Readership: 269,273 per issue\*\***
- › **10 issues a year (including two special issues)**



\*Audit Bureau of Circulation \*\*Harrods Reader Survey 2019

	POSITION	PER ISSUE
Gatefold	N/A	£52,800
Cover	Inside front cover + App	£28,560
	Inside back cover + App	£18,600
	Back cover + App	£23,760
Scent seal	-	Price on request
Double-page spread	1st DPS + App	£25,800
	2nd DPS + App	£24,480
	DPS Premium	£20,400
	Standard	£18,960
Right-hand page	1st/2nd RHP + App	£18,720
	RHP Premium	£15,240
	Standard	£13,680
Left-hand page	1st/2nd LHP	£15,000
	LHP Premium	£13,080
	Standard	£11,520
Advertorial	DPS	£26,400
	Single page	£20,400
Half page	Next to masthead	£9,480

