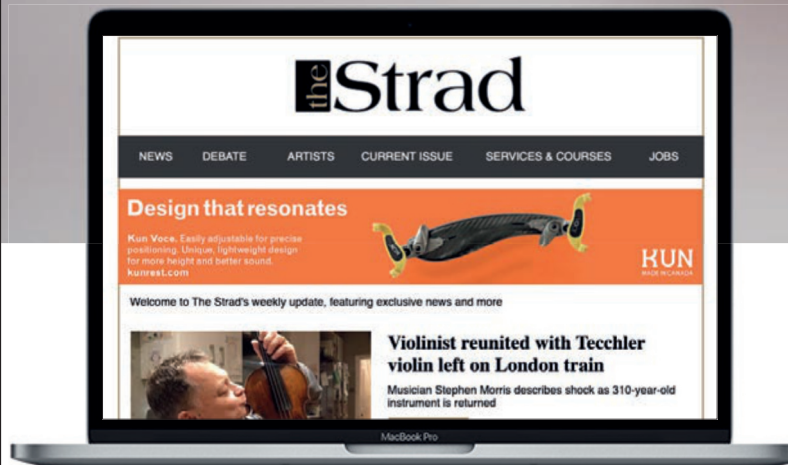
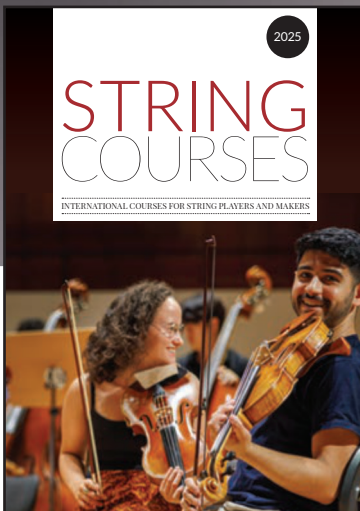
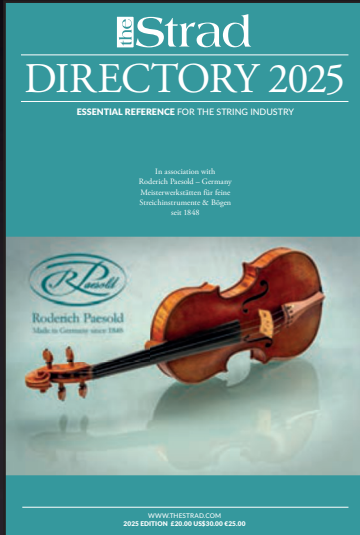


# the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

## MEDIA INFORMATION 2025



READERSHIP

PUBLISHING SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

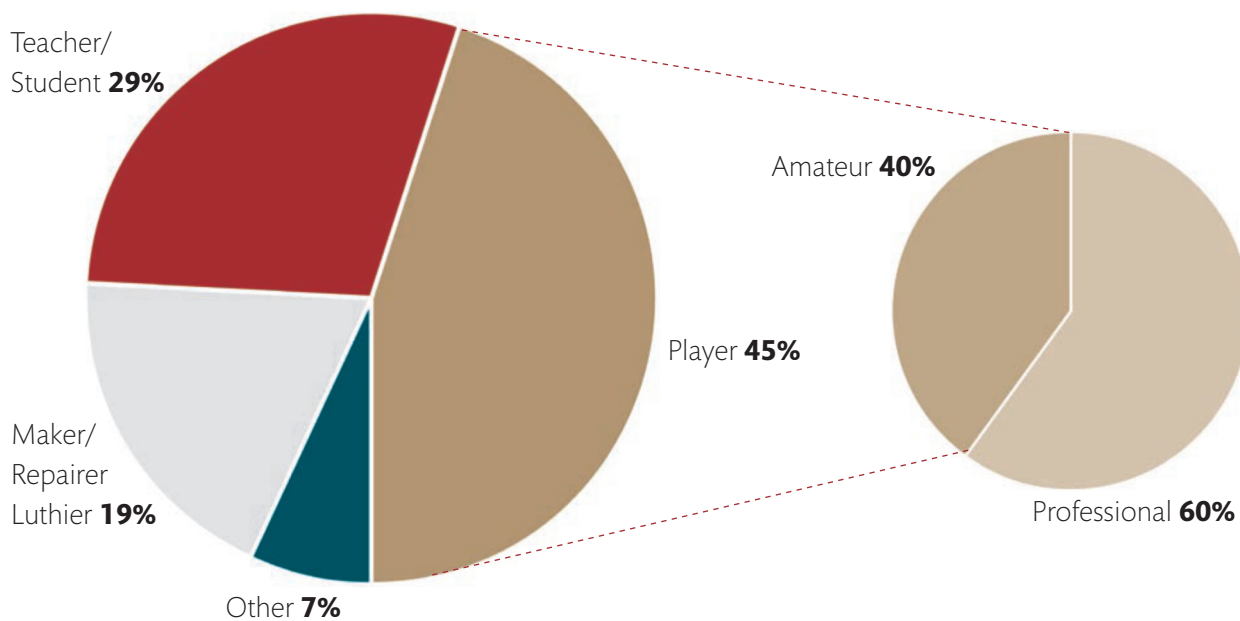
RECRUITMENT



## WHO READS THE STRAD?

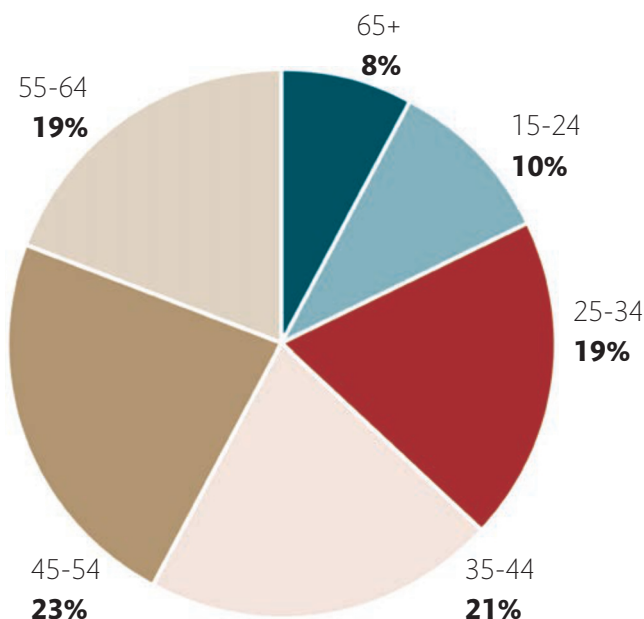
*The Strad* has been a central part of the diverse and international music community for over 135 years. We reach an audience of **170,800** top-level players, makers and enthusiasts of stringed instruments in our magazine, on our website and through our email newsletters.

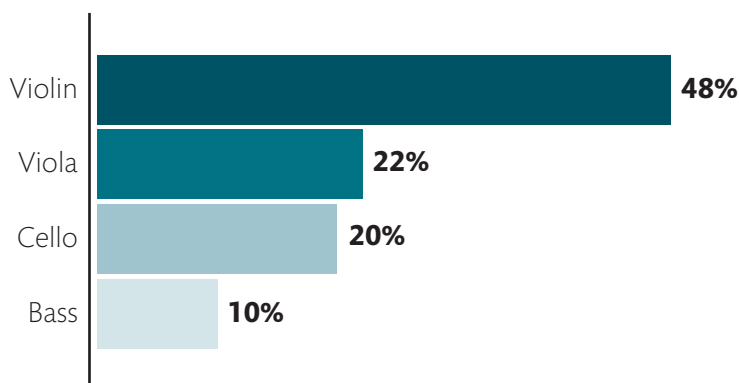
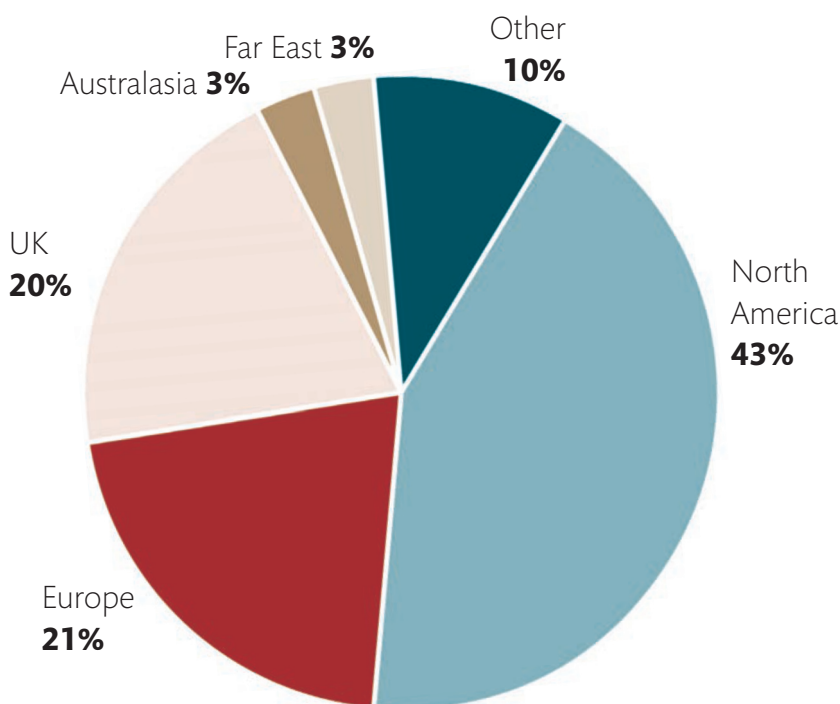
### PRINCIPAL OCCUPATION



**95%** of our readers play a stringed instrument

### AGE RANGE





## WHAT OUR READERS SAY

'A very fine magazine, I really enjoy reading it.'

'I enjoy the magazine very much and think the quality of the writing far exceeds that of most other publications these days.'

'I think *The Strad* is an excellent magazine, and the only one that I would want to subscribe to. I look forward each month for it to come through my letterbox.'

'It is an excellent magazine. You have extremely good articles that continue to interest me.'

'It's a great magazine, well done!'

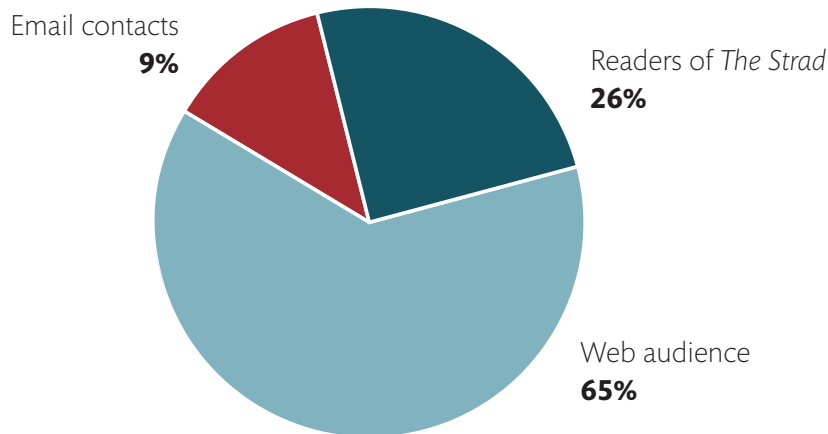
'A nice magazine that has managed to stay interesting in a volatile market.'

'As a maker with limited access to great instruments, I can't praise your articles on instruments and posters enough. Over recent years, both the accompanying text and the high quality photographs have been invaluable. Thanks very much!'

'We now live in an era when students can easily study in two or three different continents and end up earning their living somewhere else still. *The Strad* gives news of their activities and their friends' – *Philippe Graffin*

'We fiddlers are a far-flung community made that much closer once a month reading *The Strad* magazine' – *Arnold Steinhardt*

## REACH A TOTAL AUDIENCE OF OVER 170,800



Social Media followers:

 **90,539** followers  **38,950** followers  **23,492** followers

## ADVERTISING WITH THE STRAD WORKS

**90%** have actively responded to ads

**56%** have bought an advertised product or service

**27%** have bought an instrument or bow (of these over 50% spent over US\$20,000 on their main instrument)

## ABOUT OUR ADVERTISERS

- **60%** of our advertisers have used us for at least 5 years (several companies have advertised for over 100 years)
- **79%** of our online advertisers are repeat customers
- **2/3** of our print advertisers are repeat customers
- *The Strad* has been the platform of choice for the best in the business for 135 years
- Paul Bailly, George Gemünder, Carlo Oddone, James Tubbs and Eugène Sartory are among those who advertised in the first 20 years of *The Strad*
- **2/3** of the Cremona Triennale Competition gold medal winners from the last 20 years have advertised in *The Strad*
- *The Strad* clients include 18 of the top 20 US conservatoires