


the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA INFORMATION 2025

the Strad
DIRECTORY 2025
ESSENTIAL REFERENCE FOR THE STRING INDUSTRY

In association with
Roderich Paesold - Germany
Meisterwerkstätten für Feine
Saiteninstrumente & Bögen
since 1840



Roderich Paesold
Made in Germany since 1840

WWW.THESTRAD.COM
2025 EDITION £20.00 / US\$30.00 / €25.00

the Strad




Accessories

TECH OF THE STARS / HARDWOOD ALTERNATIVES / PHOTOGRAPH FOR LUTHERS / 50+ FEATURED PRODUCTS

2025

STRING COURSES

INTERNATIONAL COURSES FOR STRING PLAYERS AND MAKERS



the Strad
Member of The Oberlin Group

DEGREES 2024-25

International courses for string players and teachers



A unique Guarneri-Montagnana discovery | Adapting Suzuki to a global audience | 100 years of the Curtis Institute

SINCE 1890

the Strad

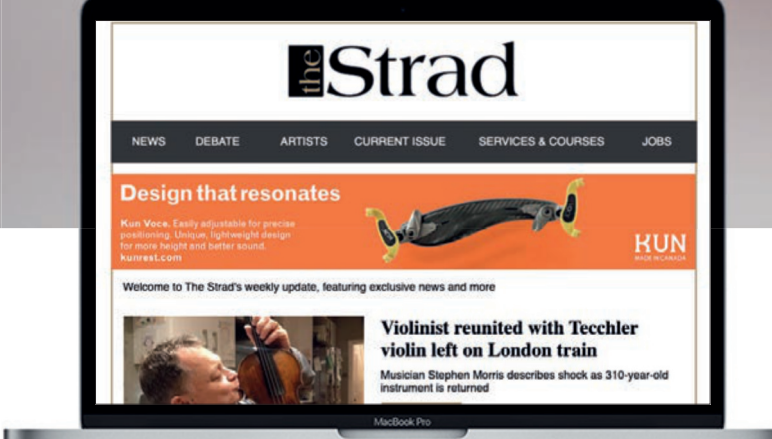
SEPTEMBER 2024 VOL.135 NO.1613 thestrad.com



'My metric for success became how much of a positive impact I could make'

RAY CHEN

THE SOCIAL MEDIA SUPERSTAR VIOLINIST ON HIS COLLABORATIVE PRACTICE APP AND NEW ALBUM



the Strad

NEWS DEBATE ARTISTS CURRENT ISSUE SERVICES & COURSES JOBS

Design that resonates

Kun Voice. Easily adjustable for precise positioning. Unique, lightweight design for more height and better sound.
kunitreal.com

WELCOME TO THE STRAD'S WEEKLY UPDATE, FEATURING EXCLUSIVE NEWS AND MORE

Violinist reunited with Tecchler violin left on London train

Musician Stephen Morris describes shock as 310-year-old instrument is returned

MacBook Pro

READERSHIP

PUBLISHING SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

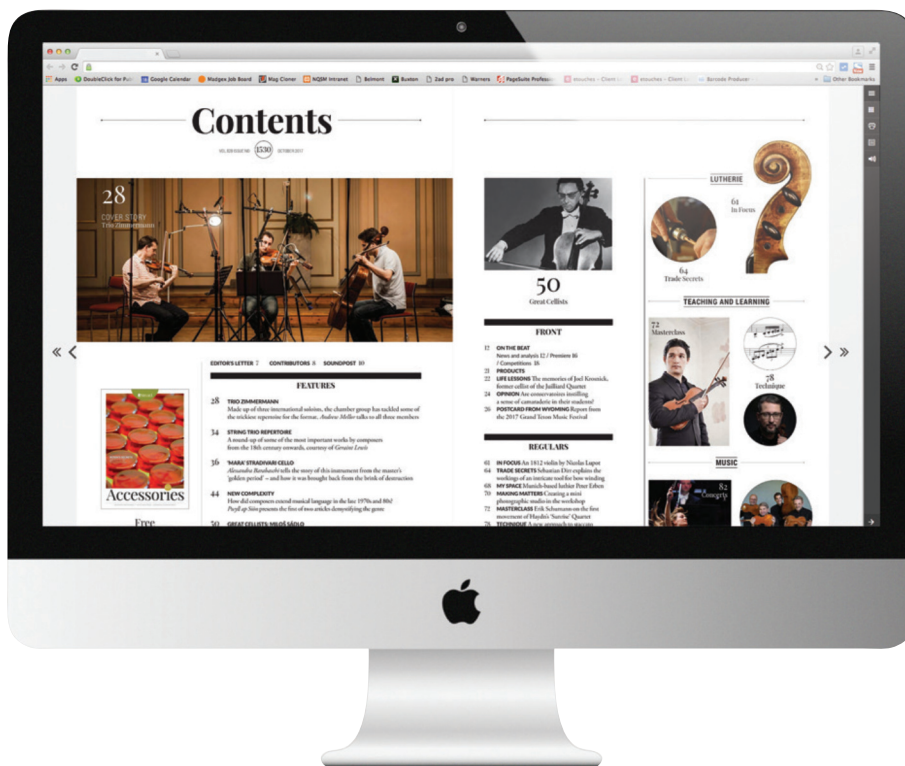
DIGITAL

RECRUITMENT



THE STRAD DIGITAL PLATFORMS

Reach the global strings market instantly across all media platforms.



The Strad Digital Platforms

reach a total digital audience of more than **170,800** per month



brings together leading string courses and degrees from around the world. This fully searchable database of over 650 listings is an invaluable tool for students - and an excellent platform to promote conservatories, schools, summer courses and masterclasses.



is the essential search resource for the string music world, with over 2,300 listings providing information on string businesses from around the globe. The Strad Directory provides the best link between you and your market when readers are looking to buy.

The Strad Email Alerts

news updates sent four days a week to **23,000+ registered users**



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For advertising opportunities in print and online, please contact the advertising team:

Tel: +44 (0)20 7618 3474 Email: advertising@thestrads.com

The Strad, Newsquest Media Group, 4th Floor, Queens House, 55-56 Lincoln's Inn Fields, London WC2A 3LJ. UK

THE STRAD WEBSITE

www.thestrاد.com

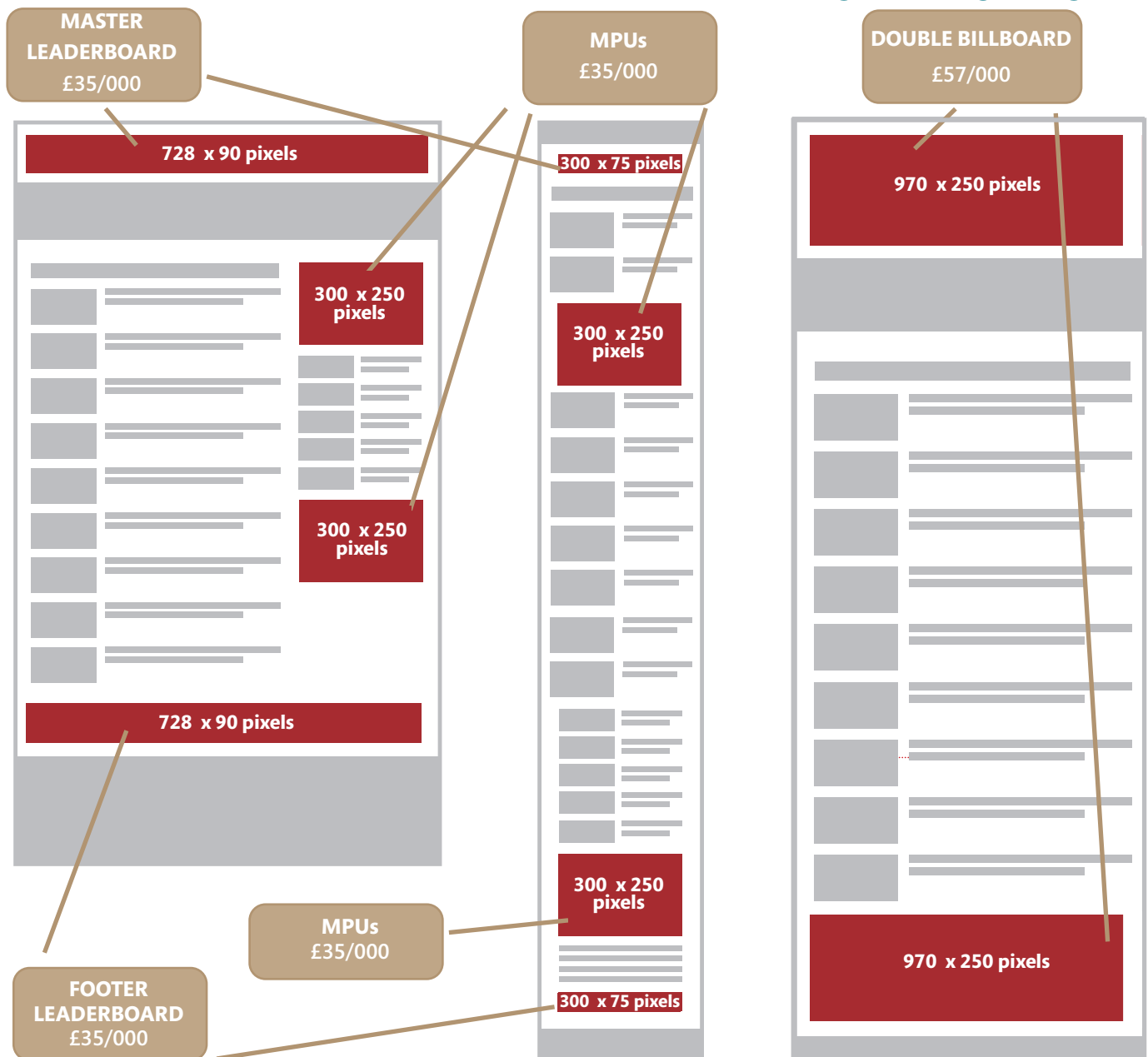
A dedicated website delivering the latest news, podcasts, features, analyses and archive to the international string community.

● 170,800 unique visitors each month ● 290,480 monthly page views

DESKTOP/TABLET

MOBILE

DOUBLE-SIZED DIGITAL BANNERS FOR DESKTOP



minimum order: 20,000 impressions/month
For digital specifications please see page 19

THE STRAD EMAIL ALERT

TOP BANNER
640 x 120 pixels
£900 per e-alert

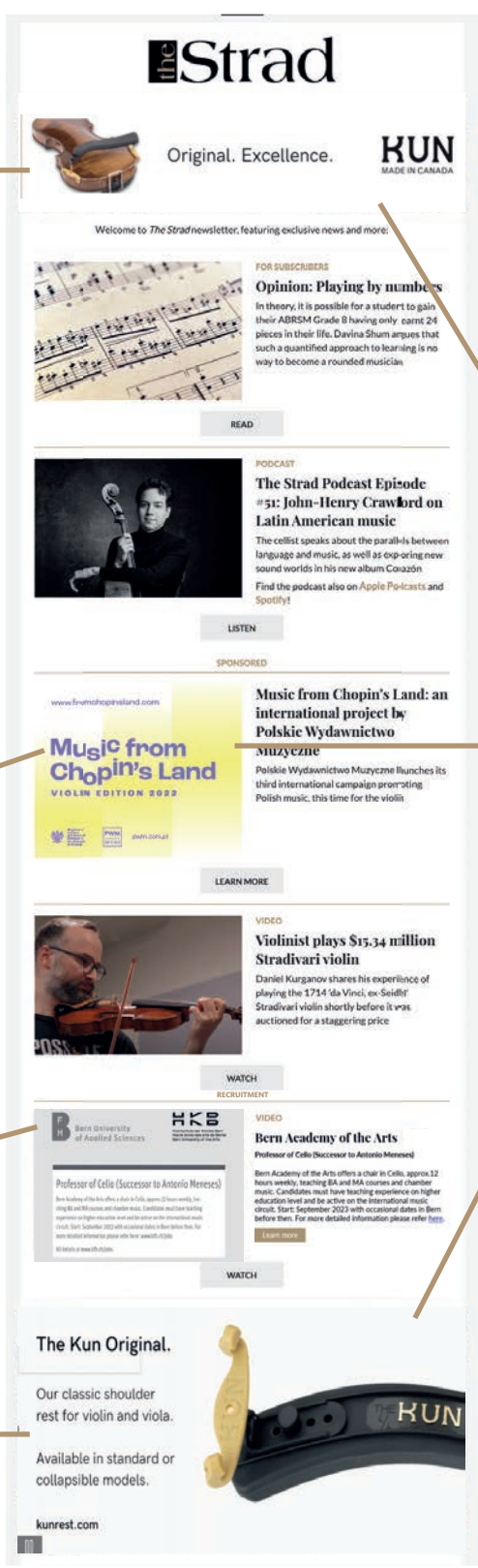
MID-BOX MPU
+ 50 words
300 x 250 pixels
£950 per e-alert
MPU only £700

Recruitment
MPU + 100 words
300 x 250 pixels
£1,000

BOTTOM BANNER
640 x 350 pixels
£770 per e-alert

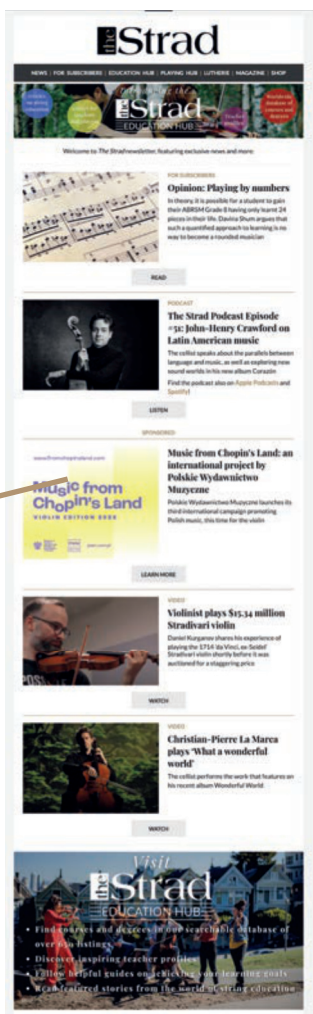
Over 23,000+ email addresses and contacts from the global strings community

FULL EMAIL ALERT SPONSORSHIP
includes:
TOP BANNER
640 x 120 pixels
MID-BOX MPU
300 x 250 pixels
BOTTOM BANNER
640 x 350 pixels
£2,050 per e-alert



CONTENT MARKETING

is a highly effective tool for creating clear distinction between you and your competitors. We can help you achieve your marketing aims with stand-out, engaging content delivered to The Strad's on-line audience through all available digital channels



Your content marketing journey starts with an article hosted on The Strad's home page and promoted through all our social media channels and e-newsletter. It then transfers to the news or playing pages (depending on subject) where it can be accessed via our search engine in perpetuity.

We need approximately 500 words, illustrations, logo and either an image 300 x 250 pixels or an MPU advertisement to that format, plus logo or image sized 300 x 200 pixels, and URL. As part of the content marketing service we will edit your words into Strad style, without changing any essential elements of your message. Video can be included.

Upload your video on YouTube or Vimeo from which we can import the imbed link. Video can be uploaded as 'unlisted' if you do not wish it to be made public.

Cost: £2,400



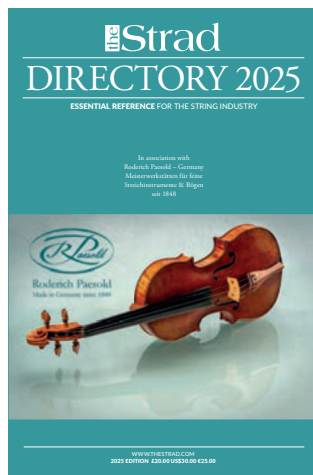
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The Strad, Newsquest Media Group, 4th Floor, Queens House, 55-56 Lincoln's Inn Fields, London WC2A 3LJ. UK

THE STRAD DIRECTORIES

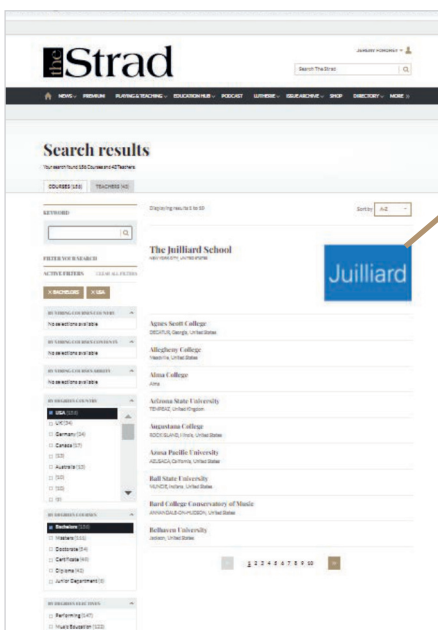
IN PRINT...



...AND ONLINE

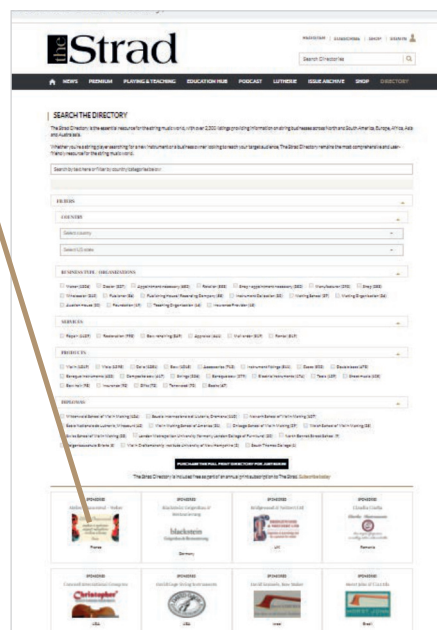
The Strad Directory and guides to Degrees and String Courses have undergone a complete redesign to improve the overall user experience and make searching and responding easier than ever. To get you get noticed among the thousands of businesses and schools listed we have created a range of options to give you stand out and draw the eye.

STRING COURSES GUIDE



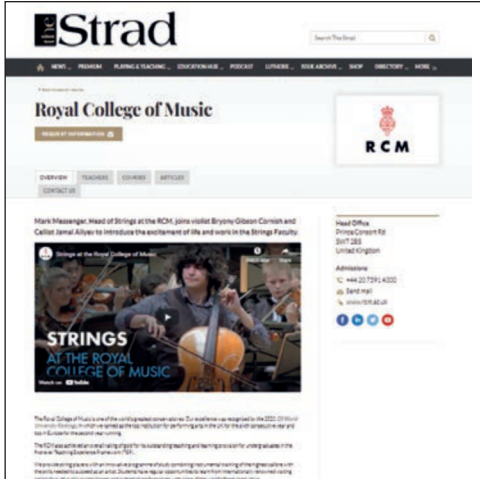
SPONSORED LINK WITH LOGO
£1,000 for the whole year

DIRECTORY



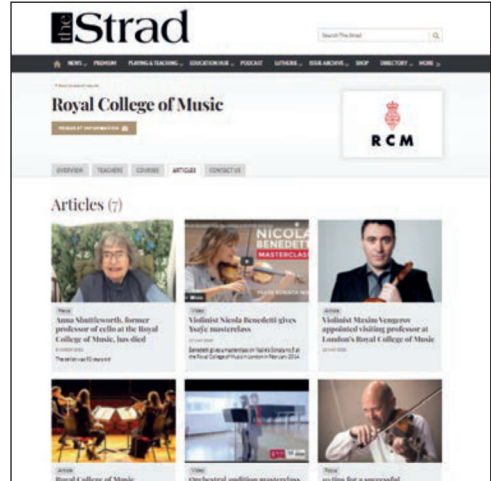
DEGREES GUIDE

Video & Profile

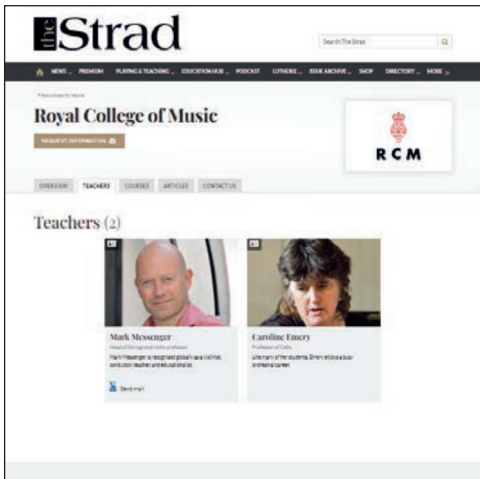


PREMIUM LISTING
£3,100
 for the whole year including logo, pictures, video, additional text, location

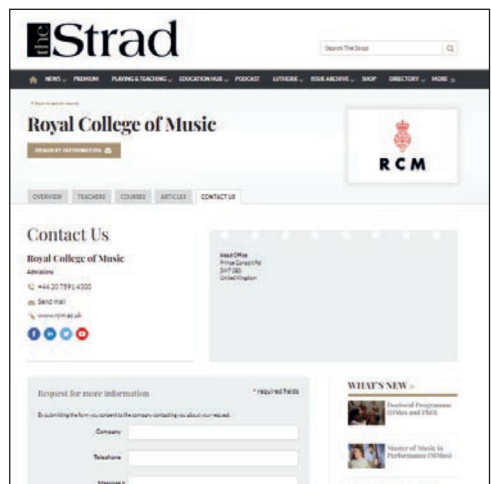
Linked articles from The strad



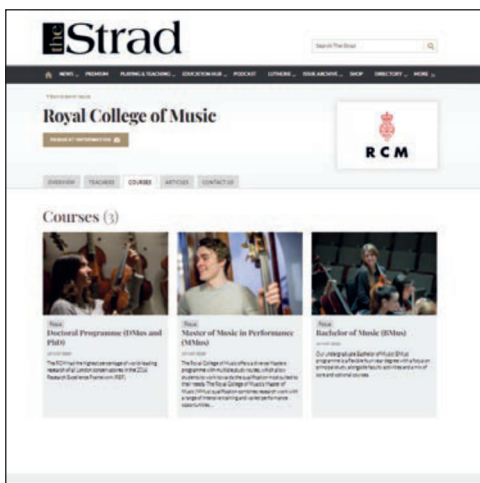
Teacher Profiles



Contact page



Guide to courses and extended text links



	Premium Listing £3,100	Listing with logo £1,100
Logo on search land page	✓	✓
Priority listing	✓	✓
Overview with video link + full profile	✓	
Standard overview		✓
Teacher Profiles	✓	
Course descriptions	✓	
Linked articles from The Strad	✓	
Contact form	✓	✓