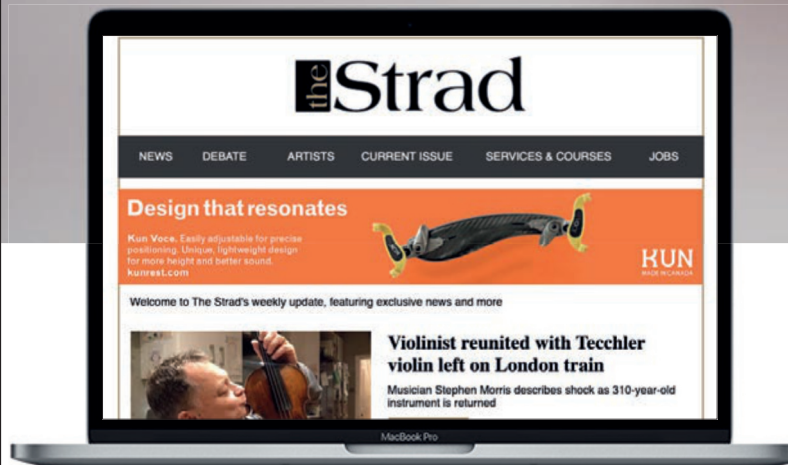
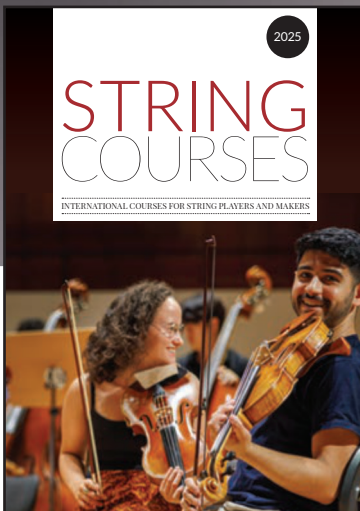
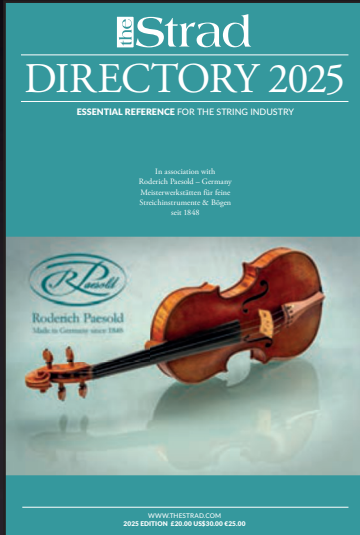


the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA INFORMATION 2025



READERSHIP

PUBLISHING SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT



2025 DIRECTORY RATES

in Pounds Sterling (excluding VAT for UK advertisers).

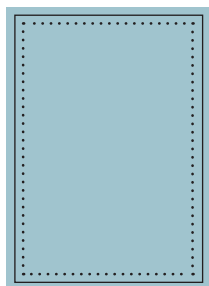
COVERS	
Front Cover	£6,800
Outside Back Cover	£5,600
Inside Front Cover	£4,400
Inside Back Cover	£4,100

DISPLAY ADVERTISING (H X W)	
Full Page (224mm x 143mm)	£3,900
Half Page (110mm x 143mm)	£2,300
Quarter Page (110mm x 94mm)	£1,500
Logo (25mm x 45mm)	£400

DIVIDERS, BOOKMARKS
£4,400/each



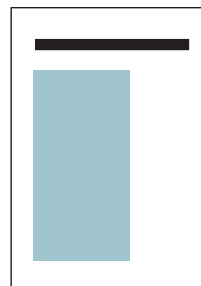
DIRECTORY SPECIFICATIONS



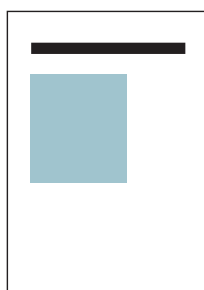
FULL PAGE BLEED
 Type 210mm (h) x 143mm (w)
 Trim 260mm x 170mm
 Bleed 266mm x 176mm



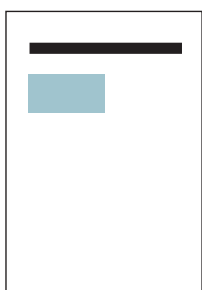
HALF PAGE HORIZONTAL
 110mm (h) x 143mm (w)



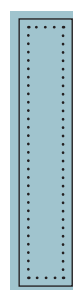
**HALF PAGE VERTICAL
 (2 COLS)**
 224 (h) x 94mm (w)



QUARTER PAGE (2 COLS)
 110mm (h) x 94mm (w)



LOGO (1 COL)
 25mm (h) x 45mm (w)



BOOKMARK
 Type 243mm (h) x 43mm (w)
 Trim 250mm x 50mm
 Bleed 256mm x 56mm

PREFERRED FORMAT – PRINT-READY PDF

- > PDF files should be Acrobat 3.0 compatible; Composite PDF, CMYK colour space; contain one page per PDF document; Colour bitmap images, CMYK – effective resolution 300 dpi; Greyscale bitmap images – effective resolution 300dpi; Monochrome bitmap images (linework) – effective resolution 1200 dpi; 3mm bleed should be included on all sides where necessary; Crop marks should be included and offset by 10pt.
- > PDFs that are supplied in RGB will be converted to CMYK and this may result in a colour variation.
- > The original document, prior to PDF, should not contain copy-dot scans, JPEG images, Multiple Master Fonts or Pantone colours; A hard copy of the proof should be supplied, generated directly from the PDF file that is supplied. A colour proof is required for colour checking, all other proofs will be used for checking content only.
- > The file content is the responsibility of the originator.
- > **Keep live text and all important matter within Type area.**

OTHER FORMATS

- > Other formats are accepted if you are unable to supply a print-ready PDF. Please contact production directly for details.

COLOUR PROOFS

- > In order to ensure accuracy of colour reproduction, we strongly recommend that advertisers supply a colour proof that is a true representation of the colours; Cromalins or iris proofs are the preferred format. We cannot guarantee the accuracy of colour of the printed advertisement if a proof is not supplied.

PRODUCTION CONTACT DETAILS

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



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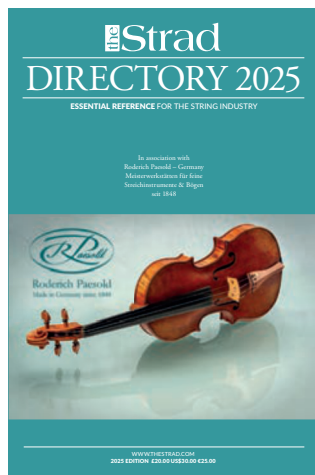
For advertising opportunities in print and online, please contact the advertising team:

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

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

THE STRAD DIRECTORIES

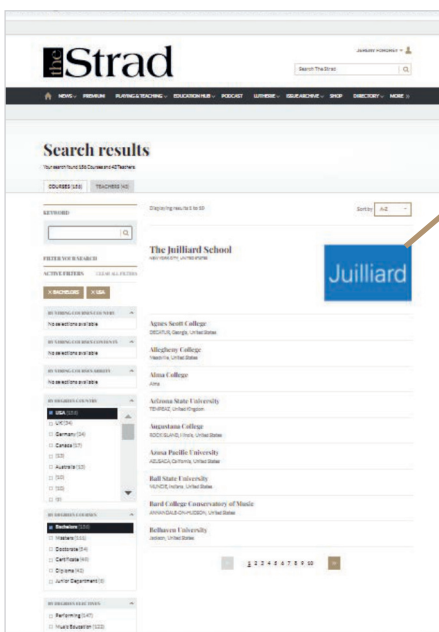
IN PRINT...



...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

