


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 1848



Roderich Paesold
Made in Germany since 1848

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
Essential reading for the string world since 1890

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

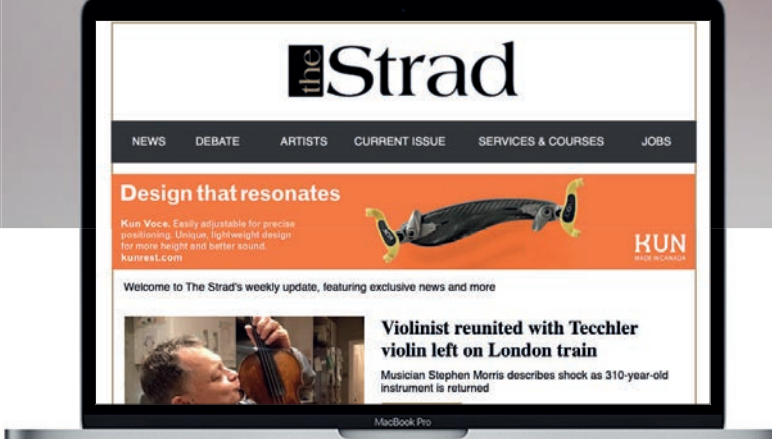
SEPTEMBER 2024 VOL.135 NO.1613 thestrad.com



'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. kunitest.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 PORTFOLIO

The voice of the string world since May 1890, *The Strad* reaches an influential audience of professionals and amateurs, experts and enthusiasts of all stringed instruments played with a bow.



THE MAGAZINE

The Strad is the only monthly magazine for stringed instruments with a truly international audience and has a reputation for the highest quality editorial content. Authoritative, trusted and influential, *The Strad* keeps readers informed about the latest news, ground-breaking research and techniques in all aspects of playing and the making of stringed instruments.



SUPPLEMENTS

The Strad publishes market-leading supplements and brand extensions which include a business directory, guides to summer events and degree courses, festival and event programmes, an annual instrument calendar and a special focus on accessories. We also produce sponsored special editions, posters and bookazines, all with promotional opportunities available.

DIGITAL PLATFORMS

The Strad digital platforms present a huge opportunity to reach our growing on-line audience of over 170,800 users. Readers are also kept up to date with our e.newsletter, sent to over 23,000 registered readers four days a week.



EVENTS

The Strad attends a range of events worldwide, from intimate masterclasses to international competitions, as well as exhibiting at key industry shows such as Cremona Mondomusica, the ASTA and VSA conventions and Music China. This ensures *The Strad* is seen by the widest possible audience within the stringed instrument community. We also partner with events such as the Piatigorsky International Cello Festival, using our expertise to maximise attendance and publicity for these events



CONTRACT PUBLISHING

The Strad has unique experience in producing top-quality products for a discerning audience of stringed instrument enthusiasts. We produce bespoke newsletters, flyers, bookazines, calendars and programmes on behalf of our clients, ensuring the highest standards are achieved throughout the process, from design to delivery.



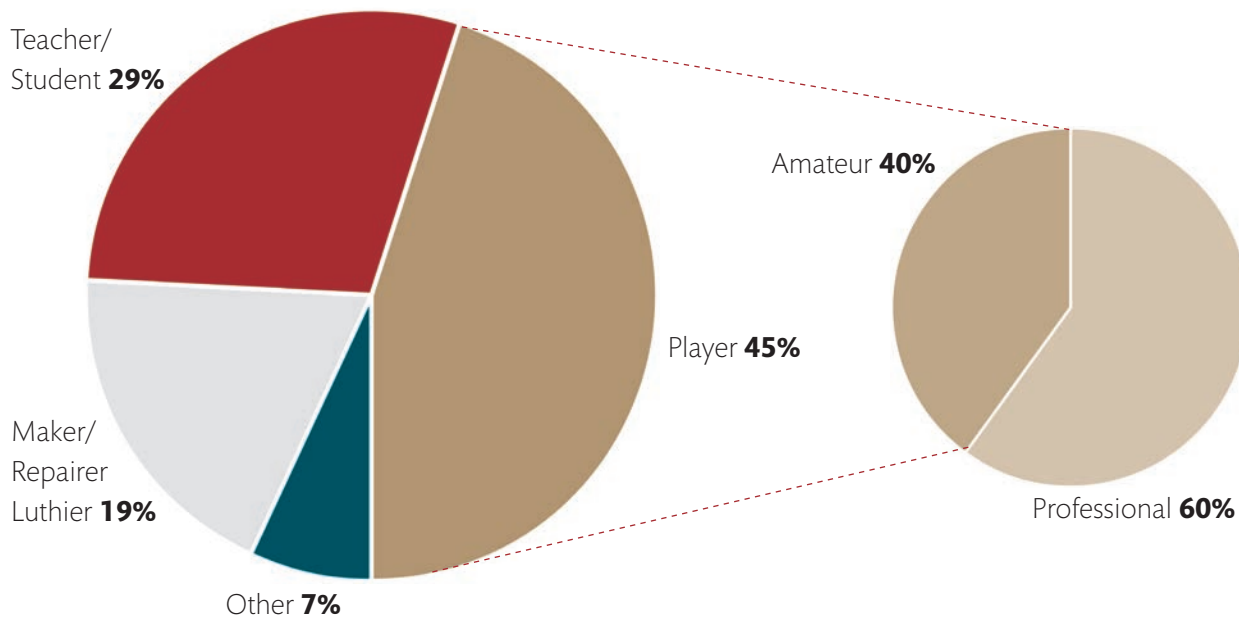
DISTRIBUTED
IN **OVER 70**
COUNTRIES
WORLDWIDE

DIGITAL
AUDIENCE OF
OVER 170,800

WHO READS THE STRAD?

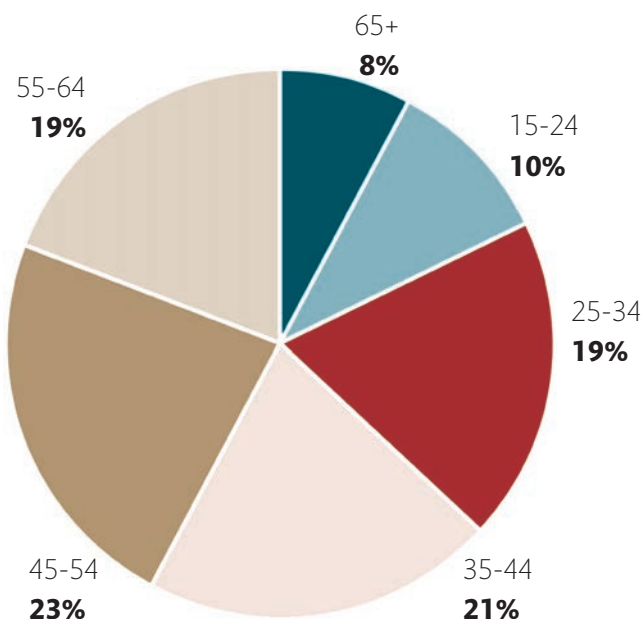
The Strad has been a central part of the diverse and international music community for over 135 years. We reach an audience of **170,800** top-level players, makers and enthusiasts of stringed instruments in our magazine, on our website and through our email newsletters.

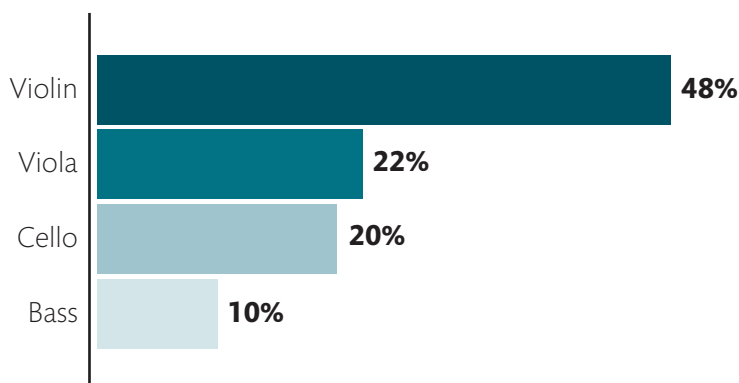
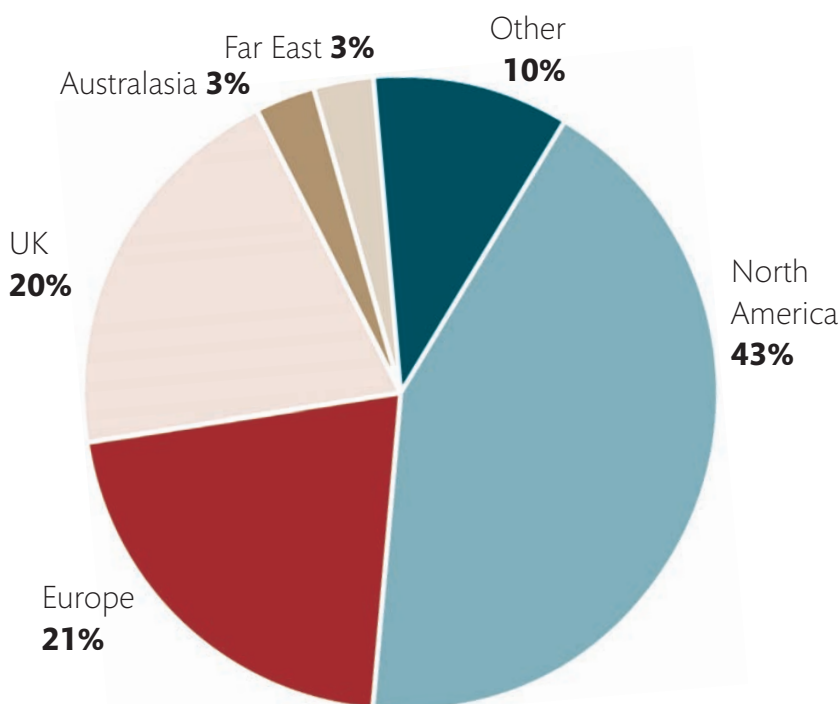
PRINCIPAL OCCUPATION



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!'

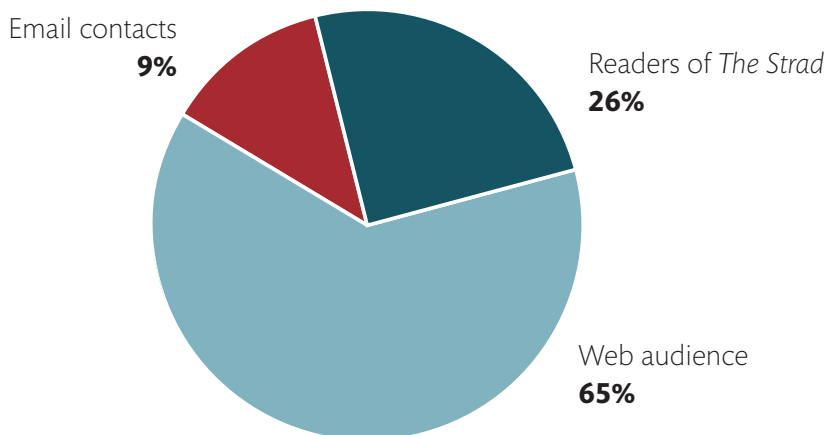
'A nice magazine that has managed to stay interesting in a volatile market.'

'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



READERSHIP

PUBLISHING
SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT



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

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

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

2025 SCHEDULE

ISSUES	COPY DEADLINES	SUPPLEMENTS & POSTERS	THEMES & FEATURES	TRADE SHOWS & EVENTS	ON SALE DATE
FEBRUARY 2025	17/12/2024			BVMA 9 February.	22/01/2025
MARCH 2025	21/01/2025			ASTA 19 - 22 March.	19/02/2025
APRIL 2025	19/02/2025			Akustika, 4 - 6 April	19/03/2025
MAY 2025	14/03/2025	Degrees			16/04/2025
JUNE 2025	25/04/2025	Accessories		ESTA, 28 May - 1 June	21/05/2025
JULY 2025	16/05/2025	Poster			18/06/2025
AUGUST 2025	20/06/2025				16/07/2025
SEPTEMBER 2025	18/07/2025		Education focus	Cremona Musica September 22 - 24	13/08/2025
OCTOBER 2025	13/08/2025			Music China 22 - 25 October	10/09/2025
NOVEMBER 2025	11/09/2025		North American focus	VSA	08/10/2025
DECEMBER 2025	16/10/2025	Directory			12/11/2025
JANUARY 2026	20/11/2025	String Courses, Poster		NAMM	17/12/2025
CALENDAR 2026	05/08/2025				04/09/2025
DIRECTORY 2026	02/10/2025				12/11/2025



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ADVERTISING RATES 2025

in Pounds Sterling (excluding VAT).

DISPLAY AD	NUMBER OF INSERTIONS IN TWELVE MONTHS			
	SINGLE	FOUR	SIX	TWELVE
DPS	£7,100	£6,400	£5,900	£4,900
Page	£3,900	£3,400	£3,300	£2,500
Half page	£2,300	£2,100	£2,000	£1,700
Quarter page	£1,500	£1,300	£1,200	£1,100

COVERS	
Outside Back Cover	£4,800
Inside Front Cover	£4,400
Inside Back Cover	£4,300

CLASSIFIEDS

6x2 (60mm high x 90mm wide) £420 (1/8 page equivalent)
3x2 (30mm high x 90mm wide) £220 (1/16 page equivalent)

Lineage (text only) – £37 up to 15 words, £1.90 per each extra word

SUPPLEMENTS

String Courses, Degrees, Cremona, Accessories
 Rates as per above

Calendar – Instrument/month sponsor £3,900
 Format: 50mm (h) x 90mm (w). Monochrome

Poster – Sponsorship £2,500
 Format: 31mm (h) x 54mm (w)

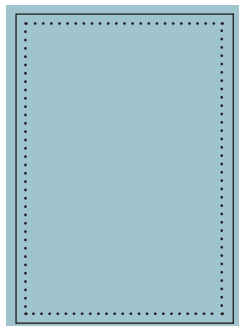
SPECIFICATIONS

DISPLAY ADVERTS



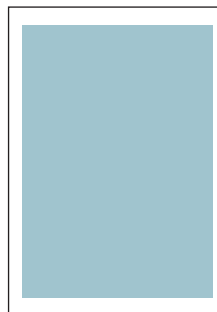
DOUBLE PAGE SPREAD

Type area 260mm x 394mm
 Trim 295mm (h) x 430mm (w)
 Bleed 301mm x 436mm
 Gutter 50mm (25mm on each page)



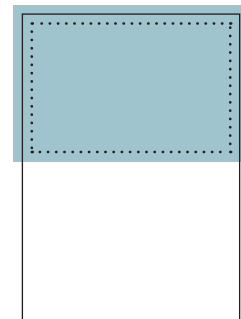
FULL PAGE BLEED

Type area 260mm x 180mm
 Trim 295mm (h) x 215mm (w)
 Bleed 301mm x 221mm



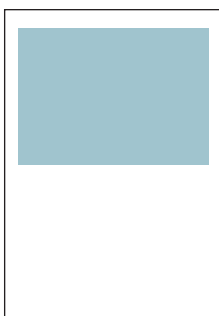
FULL PAGE

260mm (h) x 180mm (w)



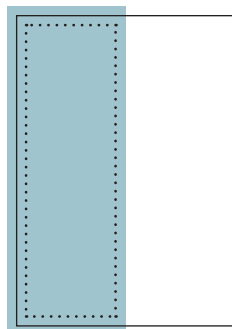
HALF PAGE HORIZONTAL BLEED

Type area 127mm x 180mm
 Trim 145mm (h) x 215mm (w)
 Bleed 148mm x 221mm



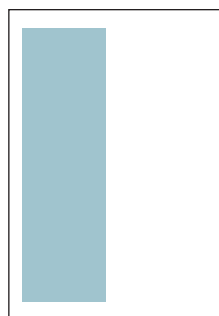
HALF PAGE HORIZONTAL

127mm (h) x 180mm (w)



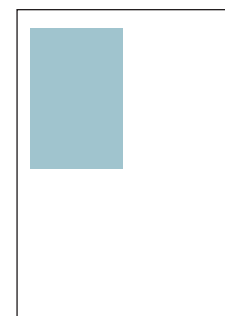
HALF PAGE VERTICAL BLEED

Type area 260mm x 86mm
 Trim 295 mm (h) x 107mm (w)
 Bleed 301mm x 110mm



HALF PAGE VERTICAL

260mm (h) x 86mm (w)



QUARTER PAGE VERTICAL

127mm (h) x 86mm (w)

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@thestrاد.com



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

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

INSERT RATES 2025

in Pounds Sterling (excluding VAT for UK advertisers).

FOR INSERTS UP TO 20g	
Full Run - 12,000 copies	£2,900
UK Only - 3,600 copies	£1,400
Europe (excl. UK) - 2,000 copies	£900
North America - 4,000 copies	£1,700
FOR INSERTS OVER 20g ADD:	
Full Run	£35p/g
UK Only	£13p/g
Europe (excl. UK)	£19p/g
North America	£27p/g

INSERT SPECIFICATION

Inserts must be clearly marked [title of magazine, issue date of magazine, name of insert, supplier of insert] and sent to the following addresses:

Pro-Active Business Information Limited,
Unit 2B, 5 Terminus Road,
Chichester, West Sussex,
PO19 8TX, UK

SPECIFICATIONS

200mm (w) x 285mm (h) - (Please note this is smaller than A4)
Maximum pagination 32pp
Maximum weight 80g

Copy of the insert needs to be sent to *The Strad* office prior to placement into the magazine.

The Strad
4th Floor, Queens House
55-56 Lincoln's In Fields
London WC2A 3LJ

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



READERSHIP

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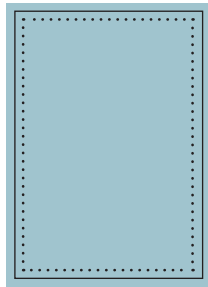


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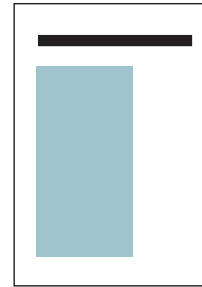
DIRECTORY SPECIFICATIONS



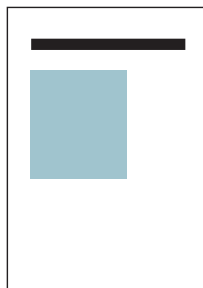
FULL PAGE BLEED
Type 210mm (h) x 143mm (w)
Trim 260mm x 170mm
Bleed 266mm x 176mm



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



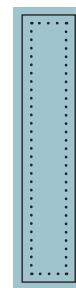
**HALF PAGE VERTICAL
(2 COLS)**
224 (h) x 94mm (w)



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

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- > 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.
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OTHER FORMATS

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COLOUR PROOFS

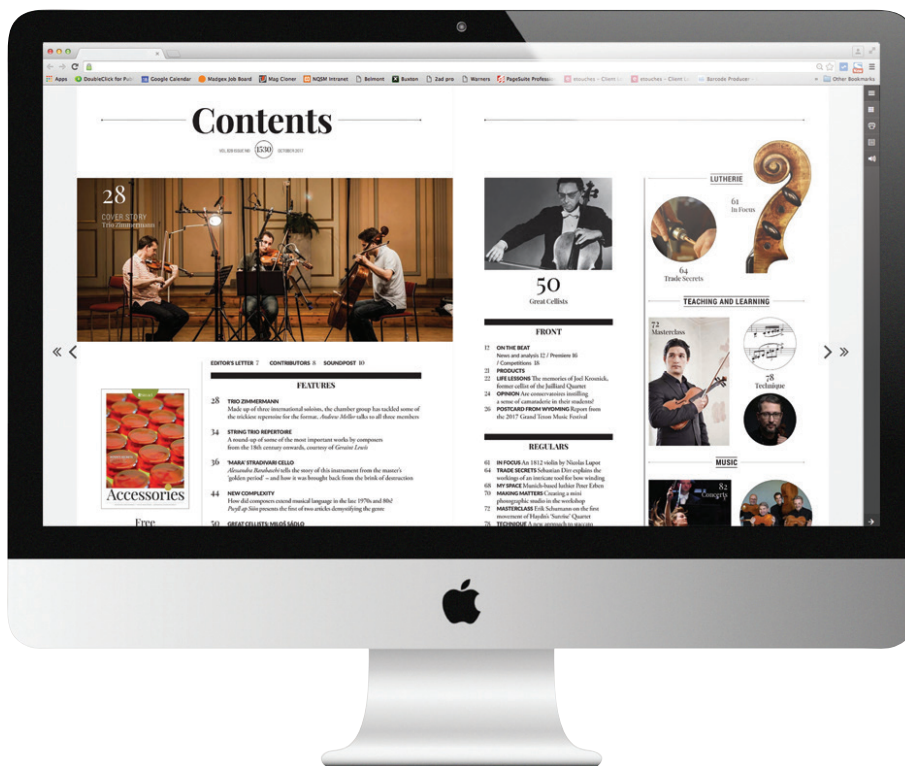
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PRODUCTION CONTACT DETAILS

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Email advertising@thestrad.com

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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THE STRAD WEBSITE

www.thestrاد.com

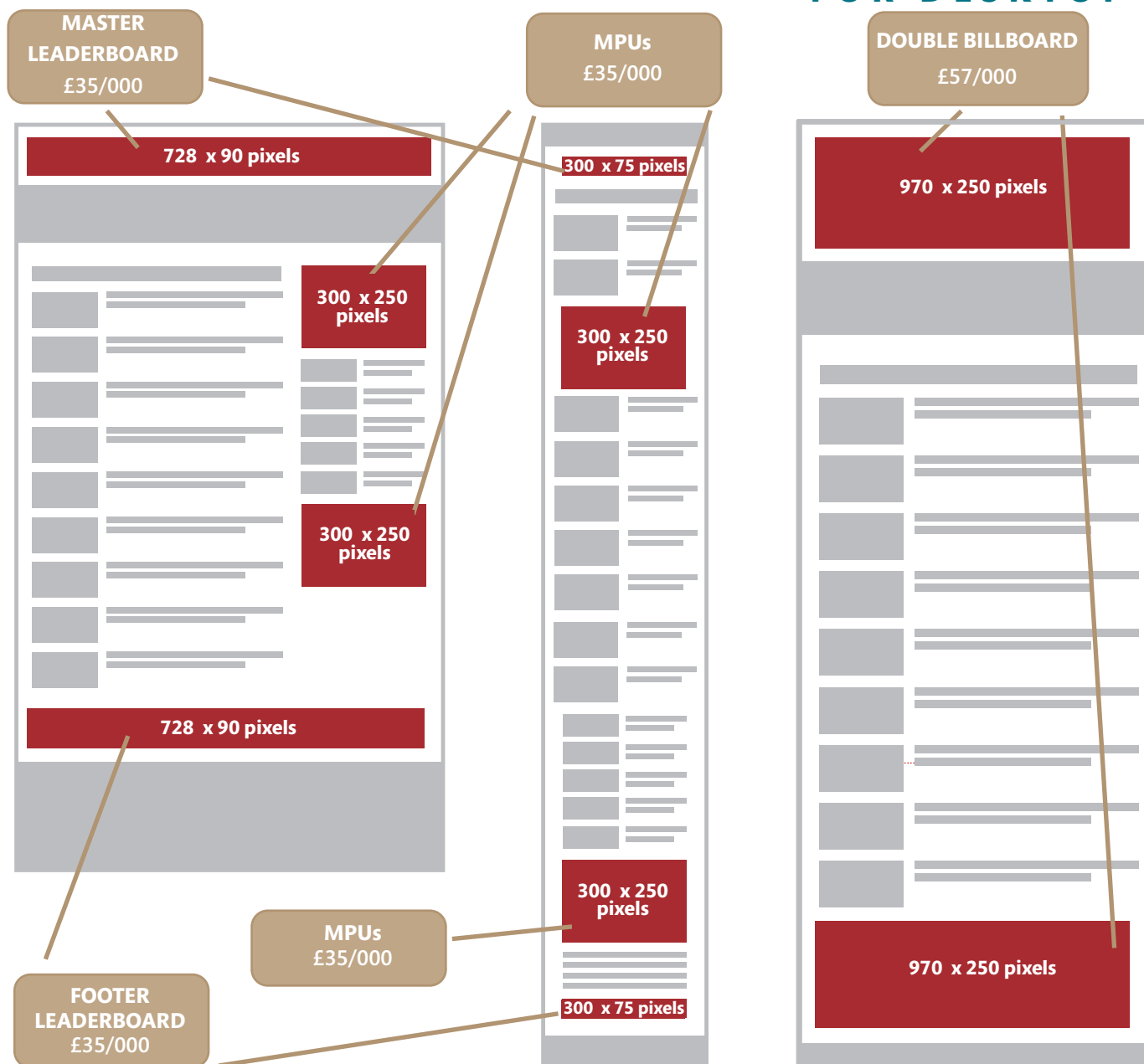
A dedicated website delivering the latest news, podcasts, features, analyses and archive to the international string community.

● 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

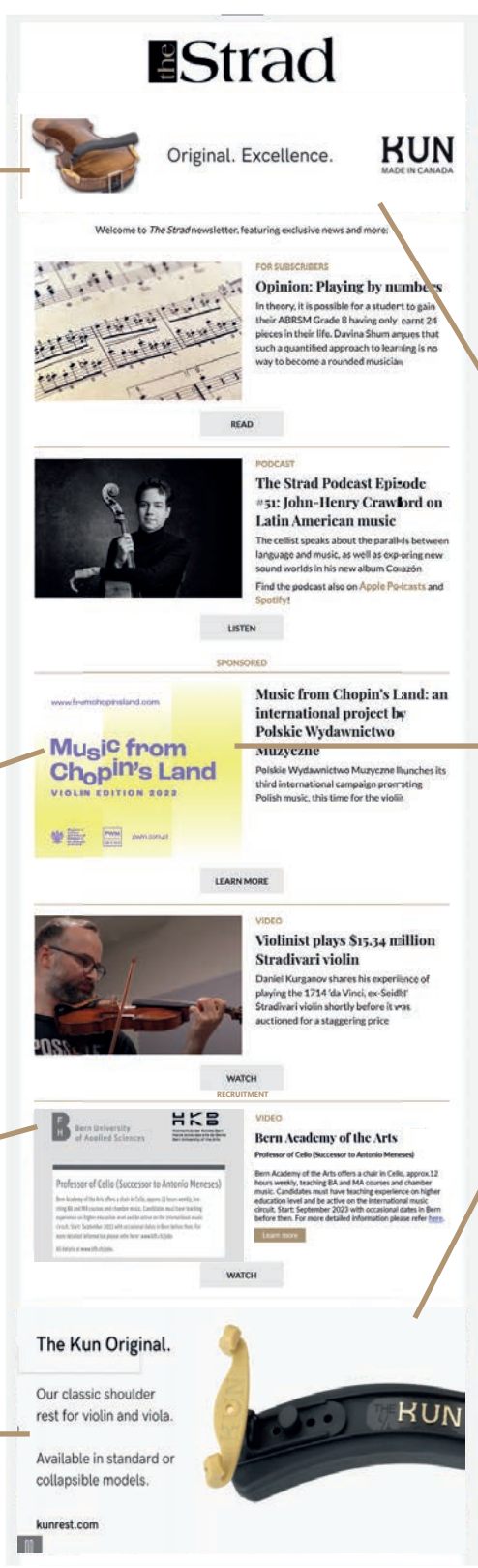
MID-BOX MPU
+ 50 words
300 x 250 pixels
£950 per e-alert
MPU only £700

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

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

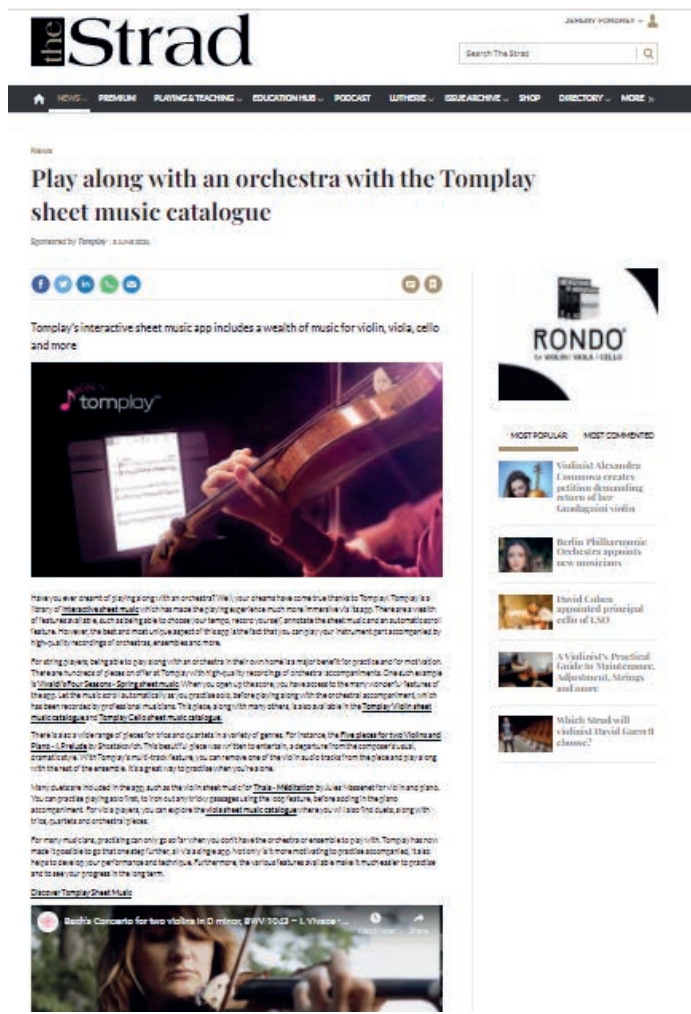
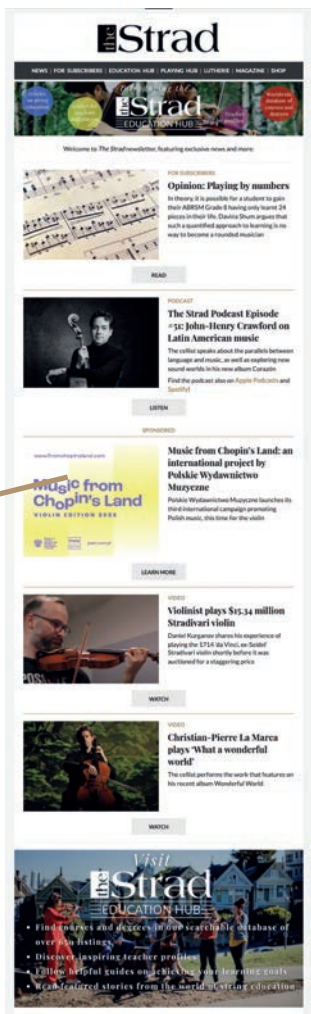
Over 23,000+ email addresses and contacts from the global strings community

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 and either 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



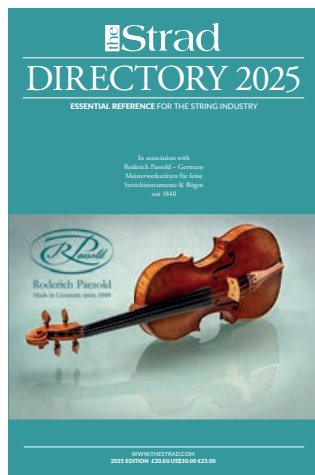
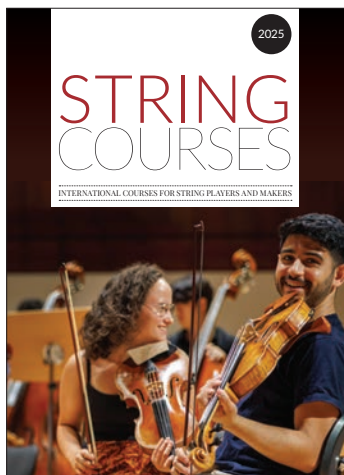
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THE STRAD DIRECTORIES

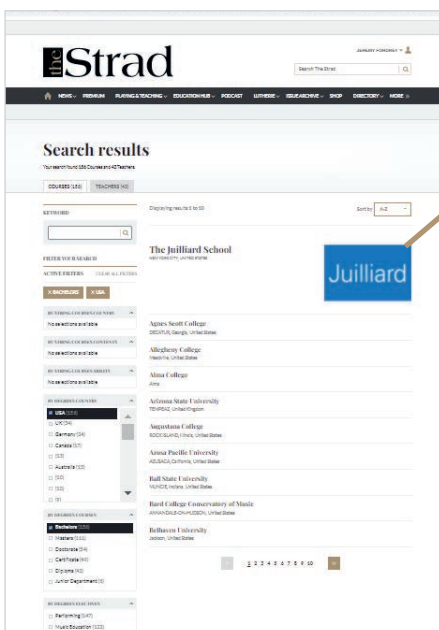
IN PRINT...



...AND ONLINE

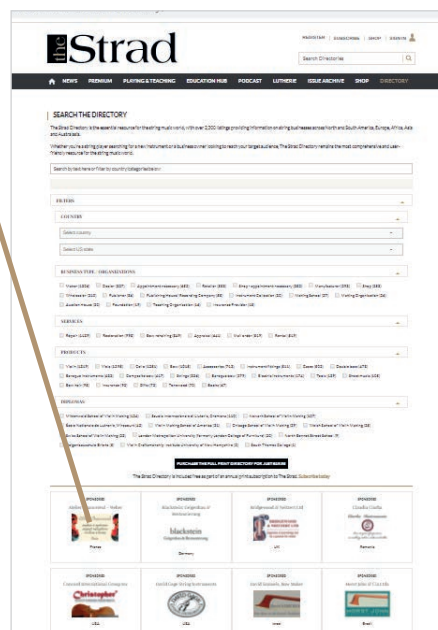
The Strad Directory and guides to Degrees and String Courses have undergone a complete redesign to improve the overall user experience and make searching and responding easier than ever. To get you get noticed among the thousands of businesses and schools listed we have created a range of options to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

STRING COURSES GUIDE



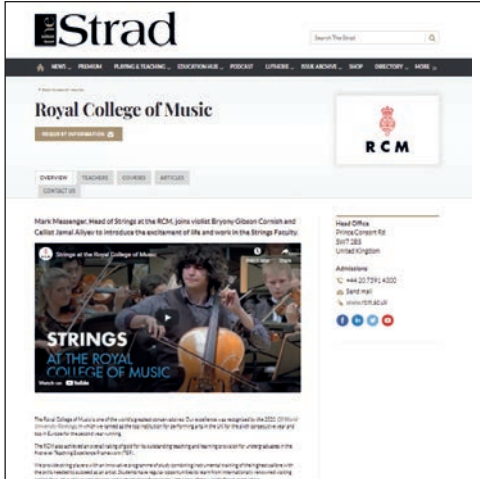
SPONSORED LINK WITH LOGO
£1,000 for the whole year

DIRECTORY



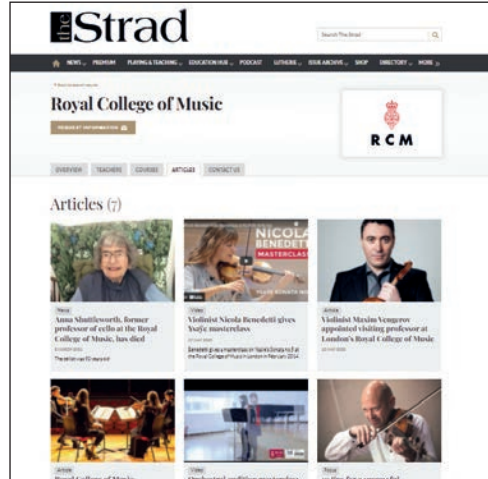
DEGREES GUIDE

Video & Profile

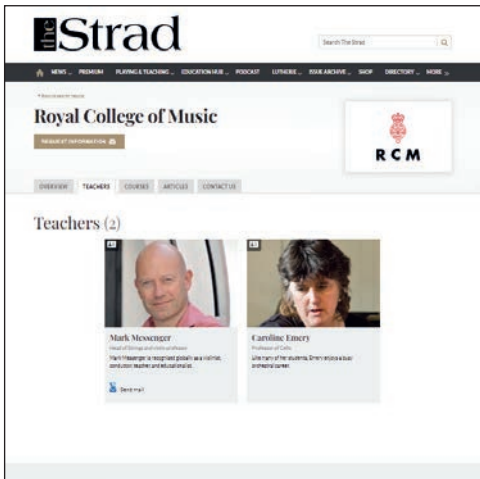


PREMIUM LISTING
£3,100
 for the whole year including logo, pictures, video, additional text, location

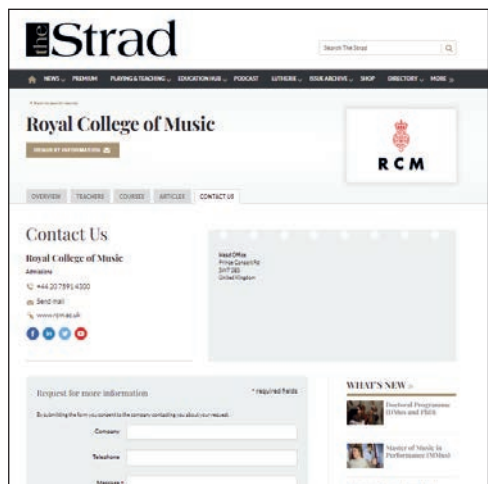
Linked articles from The strad



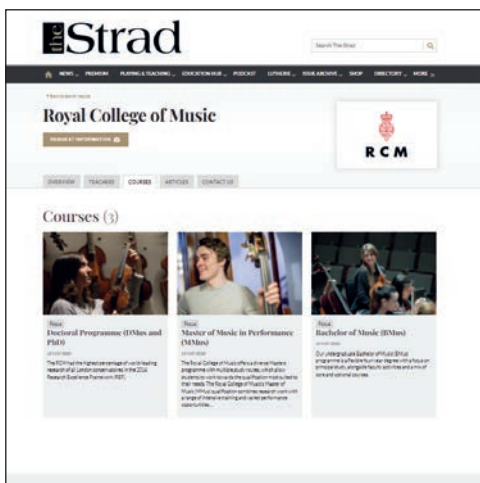
Teacher Profiles



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	✓	✓

RECRUITMENT

www.thestrad.com/directory/jobs

Fill your vacancy fast and cost-effectively with *The Strad's* multi-tiered recruitment package, reaching out to 170,800 potential job-seekers.

PACKAGES	
Platinum £5,600	Full page print advertisement (260mm h x 183mm w) MPU + 100 word description on 2 x e-alerts Logo + 100-word description on The Strad's jobs board
Gold £2,900	Half page print advertisement (120mm h x 183mm w) MPU + 100 word description on 1 x e-alert Logo + 100-word description on The Strad's jobs board
Silver £1,900	Quarter page print advertisement (120mm h x 90mm w) MPU + 100 word description on 1 x e-alert Logo + 100-word description on The Strad's jobs board

The Strad now offers an e-alert only recruitment package allowing you to target over 23,000 potential job-seekers.

For just £1,000 you can book an MPU ad + 100 words in the dedicated recruitment section of The Strad e-alert.

Please see example on page 14.

SMALLER SIZE ADVERTISEMENTS				
Single column cm rate	£55			
Minimum size	3cm x 2col			
Format	260mm (h) x 4 column (w) 183mm			
Column widths	1 col: 43mm	2 col: 90mm	3 col: 136mm	4 col: 183mm

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

DIGITAL SPECIFICATIONS

WIDTH X HEIGHT

Masthead and footer leaderboards

Desktop / Tablet Landscape

468 x 60 pixels
728 x 90 pixels
970 x 90 pixels
970 x 250 pixels

Tablet - Portrait

468 x 60 pixels
728 x 90 pixels

Small Tablet - Portrait

468 x 60 pixels

Mobile

300 x 50 pixels
300 x 75 pixels
320 x 50 pixels

MPUs

Desktop / Tablet Landscape

300 x 600
300 x 250

Tablet - Portrait

300 x 250

Small Tablet - Portrait

300 x 250

Mobile

300 x 50
300 x 75
320 x 50
300 x 250

Sponsored links with logo

Creative size (pixels) GIF/JPEG/PNG only

Logo

190 x 110

Text

Max 30 words

Jobs online page

Creative size (pixels) GIF/JPEG/PNG only

Logo

239 x 159

Text

Max 300 words

E-mail alerts

Creative size (pixels)

Top Banner

640 x 120

Mid-box MPU

300 x 250

Bottom Banner

640 x 350max

GIF/JPEG only. An active URL must be supplied for the ad to link to.

WE NO LONGER ACCEPT FLASH/SWF CREATIVE

HTML5

The preferred method of receiving HTML5 creative is through 3rd party ad tags. Newsquest accept most code from 3rd party vendors. Here is a link to a complete list:

https://support.google.com/dfp_premium/answer/177366

If you wish to supply HTML5 files with Java/images (not through a vendor), please supply your creative early so we can test it.

Overview

HTML5 ads are expected to be larger than their Flash predecessors as Flash allows for better compressed and optimised single file delivery. However, owing to the nature of JavaScript, performance should remain a priority area for focus.

The initial file load size should not exceed 200KB. This is the size of the index.html file that is initially fetched from the ad server. It should contain the required code for the ad and manage asset loading. You should measure the ad file size after compressing it to a zip file. The archive must include all the assets and libraries used by the creative. If the ad contains multimedia formats (e.g. video/audio) the overall size should not exceed 10MB. This restriction is changed to 1.5MB if the multimedia assets are loaded from YouTube or any other optimised video delivery platform.

Optimisation

Ensuring proper optimisation is critical to providing high-performing creative. High latency ads will show poorer performance as the user may have scrolled it out of view before it is loaded. You may wish to consider multiple network speeds and reliability when developing an HTML5 creative.

Ad server features

Newsquest Specialist Media uses Google Double Click for Publisher (DFP) to serve all ads. This allows us to provide targeted delivery and a powerful reporting platform.

DFP is set up to use asynchronous rendering across our portfolio ensuring that ad latency does not impact on the overall user experience. But, in that respect, it is crucial that you optimise your ad code so it does not rely on page elements (e.g. jQuery) as they may not be available at the time your creative is rendered. Additionally, the creative will be served in a friendly iFrame. While this set-up allows for content script to access the host page, it should be avoided and measures should be taken to avoid ID collision as the same tag could be used multiple times on the same page.

IMAGE FILES

We can accept animated/static GIFs, JPEGs and PNGs
Maximum file sizes are according to ad dimensions
RGB only 72dpi.

SUPPLYING FILES

Files should be sent by email to
advertising@thestrads.com