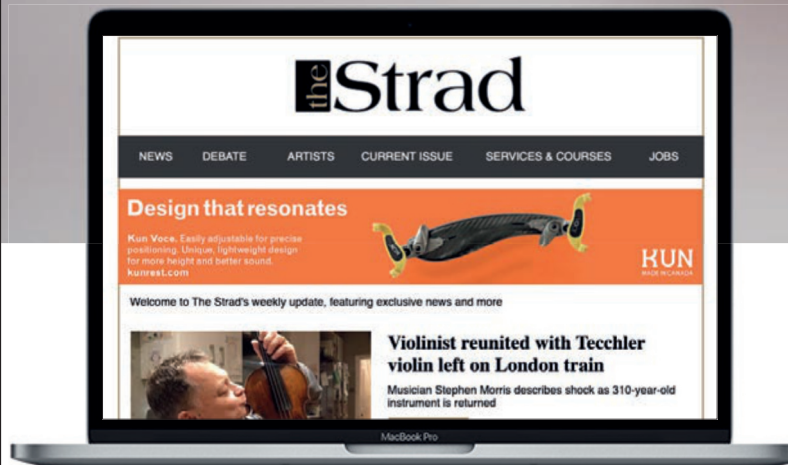
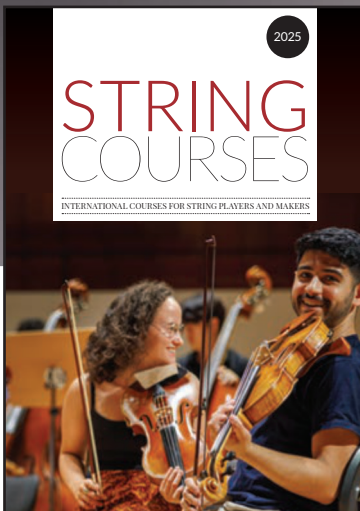
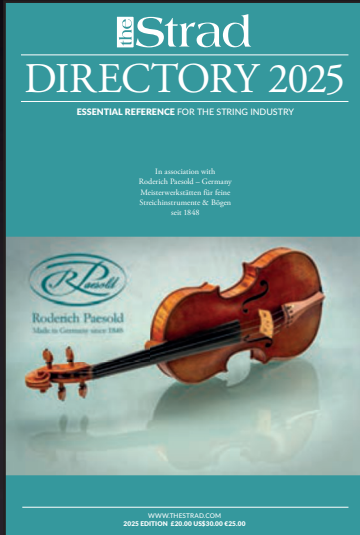


# the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

## MEDIA INFORMATION 2025



READERSHIP

PUBLISHING SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT



## 2025 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

# 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)

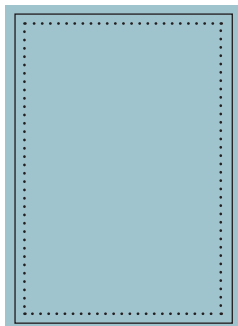
# SPECIFICATIONS

## DISPLAY ADVERTS



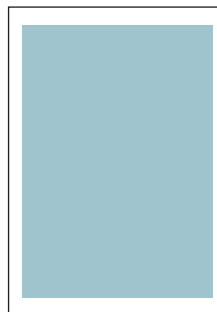
### DOUBLE PAGE SPREAD

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



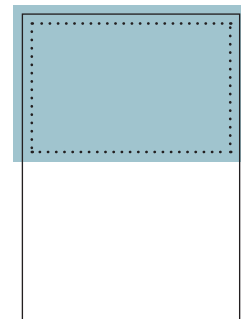
### FULL PAGE BLEED

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



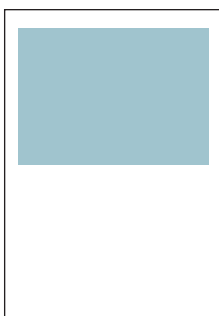
### FULL PAGE

260mm (h) x 180mm (w)



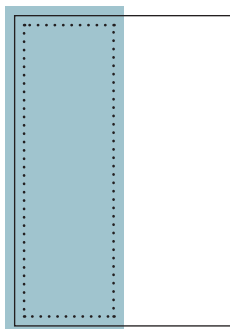
### HALF PAGE HORIZONTAL BLEED

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



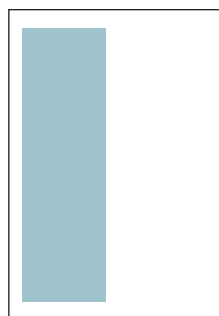
### HALF PAGE HORIZONTAL

127mm (h) x 180mm (w)



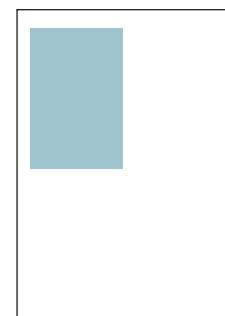
### HALF PAGE VERTICAL BLEED

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](mailto:advertising@thestrاد.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@thestrاد.com](mailto: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

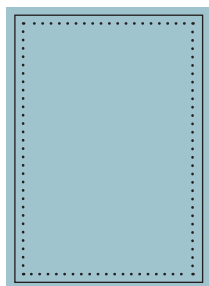
## SPECIFICATIONS

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

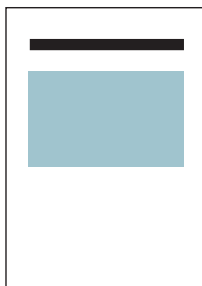
**Copy of the insert needs to be sent to *The Strad* office prior to placement into the magazine.**

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

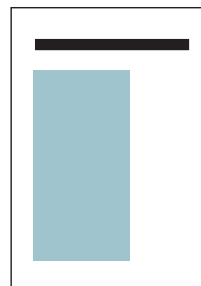
# DIRECTORY SPECIFICATIONS



**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)



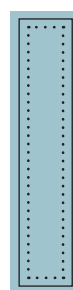
**HALF PAGE VERTICAL  
 (2 COLS)**  
 224 (h) x 94mm (w)



**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.
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## PRODUCTION CONTACT DETAILS

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

## 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

