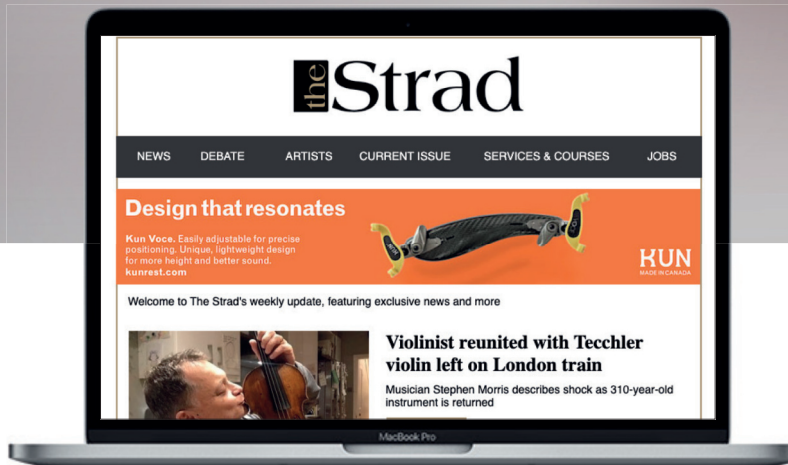
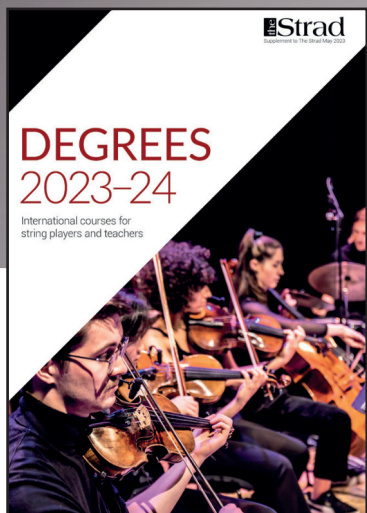




Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA
INFORMATION
2024



READERSHIP

PUBLISHING
SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT



2024 SCHEDULE

ISSUES	COPY DEADLINES	SUPPLEMENTS & POSTERS	THEMES & FEATURES	TRADE SHOWS & EVENTS	ON SALE DATE
FEBRUARY 2024	15/12/2023			BVMA 25 February.	24/01/2024
MARCH 2024	23/01/2024			AKUSTIKA 8-10 March. ASTA 20-23 March. ESTA 23-27 March	21/02/2024
APRIL 2024	21/02/2024				20/03/2024
MAY 2024	15/03/2024	Degrees		Musicora	17/04/2024
JUNE 2024	19/04/2024	Accessories Poster			15/05/2024
JULY 2024	17/05/2024				19/06/2024
AUGUST 2024	21/06/2024				17/07/2024
SEPTEMBER 2024	19/07/2024		Education focus	Cremona Musica. 27-29 September	14/08/2024
OCTOBER 2024	14/08/2024			Music China 10-13 October	11/09/2024
NOVEMBER 2024	12/09/2024	Poster	North American focus	VSA	09/10/2024
DECEMBER 2024	17/10/2024	Directory			13/11/2024
JANUARY 2025	21/11/2024	String Courses		NAMM	18/12/2024
CALENDAR 2025	05/08/2024				05/09/2024
DIRECTORY 2025	03/10/2024				13/11/2024

ADVERTISING RATES 2024

in Pounds Sterling (excluding VAT).

DISPLAY AD	NUMBER OF INSERTIONS IN TWELVE MONTHS			
	SINGLE	FOUR	SIX	TWELVE
DPS	£6,800	£6,100	£5,600	£4,700
Page	£3,700	£3,200	£3,100	£2,400
Half page	£2,200	£2,000	£1,900	£1,600
Quarter page	£1,400	£1,200	£1,100	£1,000

COVERS	
Outside Back Cover	£4,600
Inside Front Cover	£4,200
Inside Back Cover	£4,100

CLASSIFIEDS

6x2 (60mm high x 90mm wide)	£400 (1/8 page equivalent)
3x2 (30mm high x 90mm wide)	£210 (1/16 page equivalent)

Lineage (text only) – £35 up to 15 words, £1.80 per each extra word

SUPPLEMENTS

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

Calendar – Instrument/month sponsor £3,700
 Format: 50mm (h) x 90mm (w). Monochrome

Poster – Sponsorship £2,400
 Format: 31mm (h) x 54mm (w)



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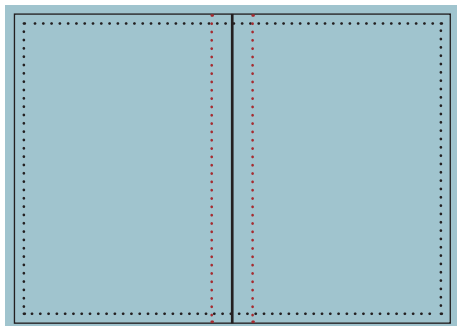
For advertising opportunities in print and online, please contact the advertising team:

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

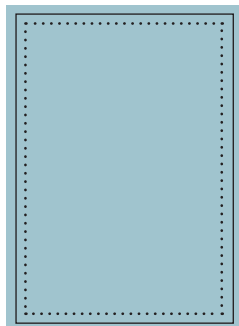
SPECIFICATIONS

DISPLAY ADVERTS



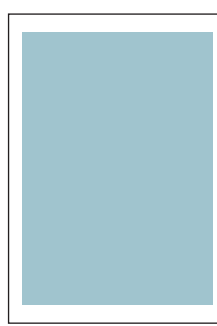
DOUBLE PAGE SPREAD

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



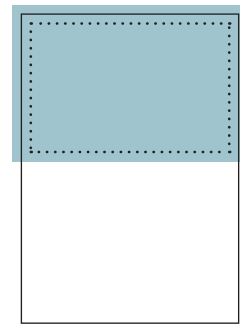
FULL PAGE BLEED

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



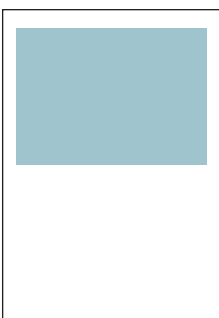
FULL PAGE

260mm (h) x 180mm (w)



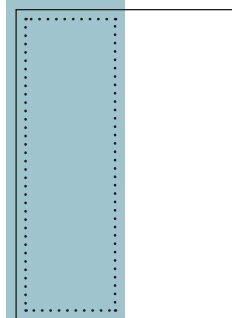
HALF PAGE HORIZONTAL BLEED

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



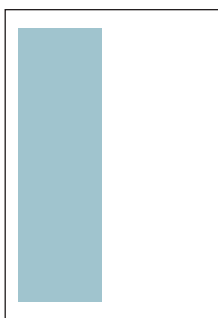
HALF PAGE HORIZONTAL

127mm (h) x 180mm (w)



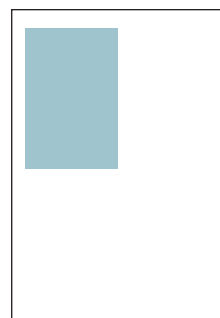
HALF PAGE VERTICAL BLEED

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



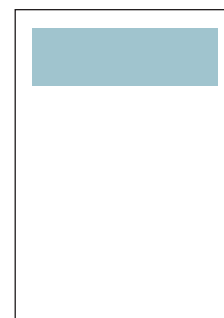
HALF PAGE VERTICAL

260mm (h) x 86mm (w)



QUARTER PAGE VERTICAL

127mm (h) x 86mm (w)



QUARTER PAGE HORIZONTAL

62mm (h) x 180mm (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

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Email advertising@thestrads.com



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INSERT RATES 2024

in Pounds Sterling (excluding VAT for UK advertisers).

FOR INSERTS UP TO 20g	
Full Run - 12,000 copies	£2,800
UK Only - 3,600 copies	£1,300
Europe (excl. UK) - 2,000 copies	£850
North America - 4,000 copies	£1,600
FOR INSERTS OVER 20g ADD:	
Full Run	£33p/g
UK Only	£12p/g
Europe (excl. UK)	£18p/g
North America	£26p/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:

FAO Jackie Bothamley,
 Buxton Press Limited
 Palace Road,
 Buxton
 SK17 6AE

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

2024 DIRECTORY RATES

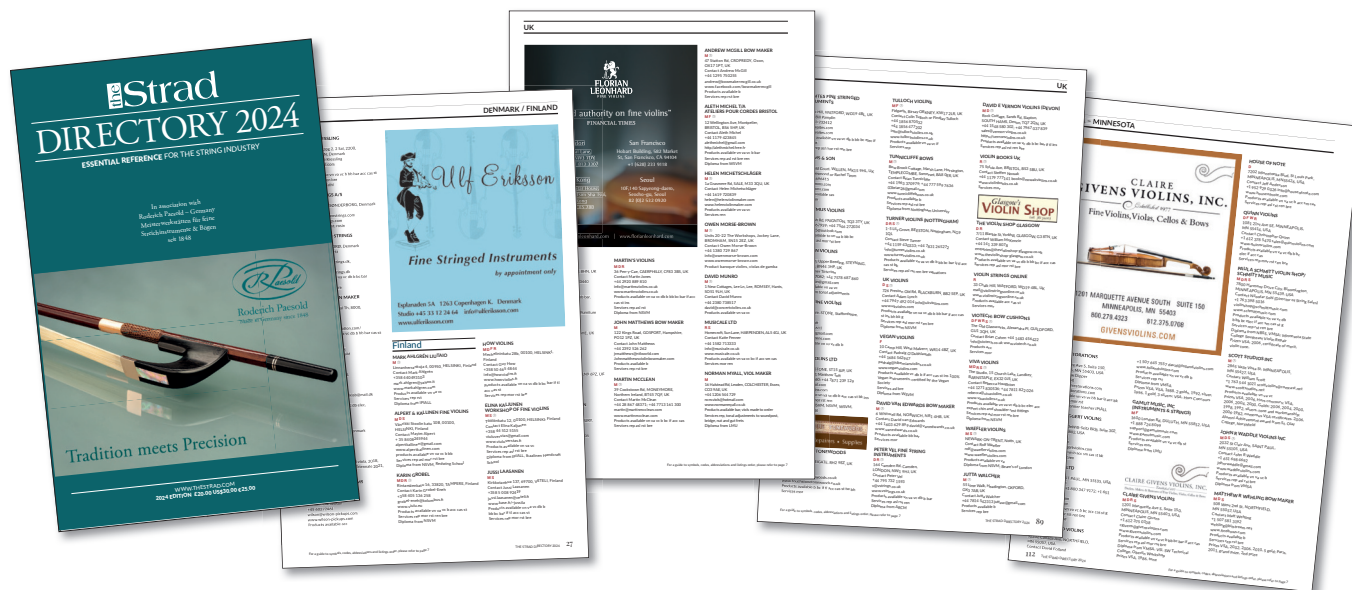
in Pounds Sterling (excluding VAT for UK advertisers).

COVERS	
Front Cover	£6,500
Outside Back Cover	£5,300
Inside Front Cover	£4,200
Inside Back Cover	£3,900

DISPLAY ADVERTISING (H X W)	
Full Page (224mm x 143mm)	£3,700
Half Page (110mm x 143mm)	£2,200
Quarter Page (110mm x 94mm)	£1,400
Logo (25mm x 45mm)	£380

DIVIDERS, BOOKMARKS

£4,200/each



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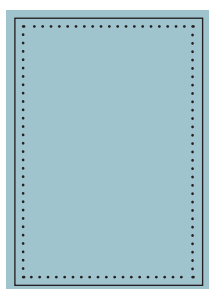


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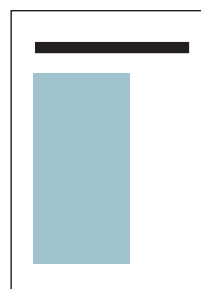
DIRECTORY SPECIFICATIONS



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)



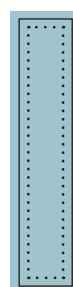
**HALF PAGE VERTICAL
 (2 COLS)**
 224 (h) x 94mm (w)



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

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