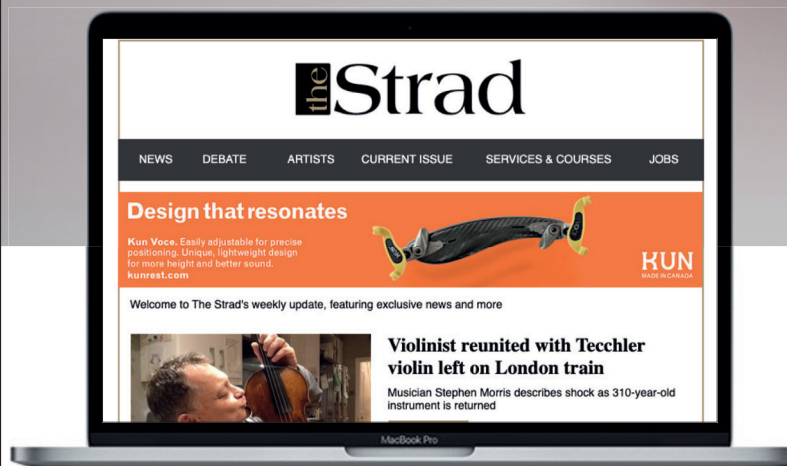
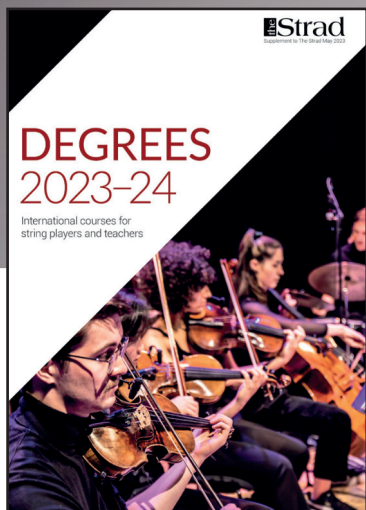
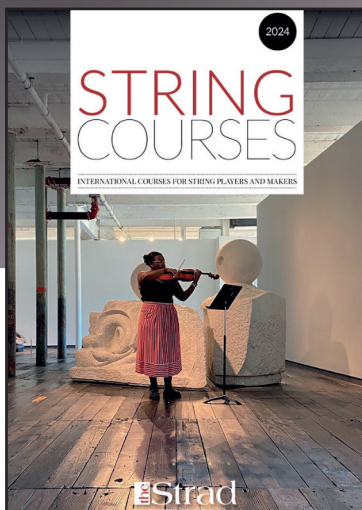


the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA
INFORMATION
2024



READERSHIP

PUBLISHING
SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

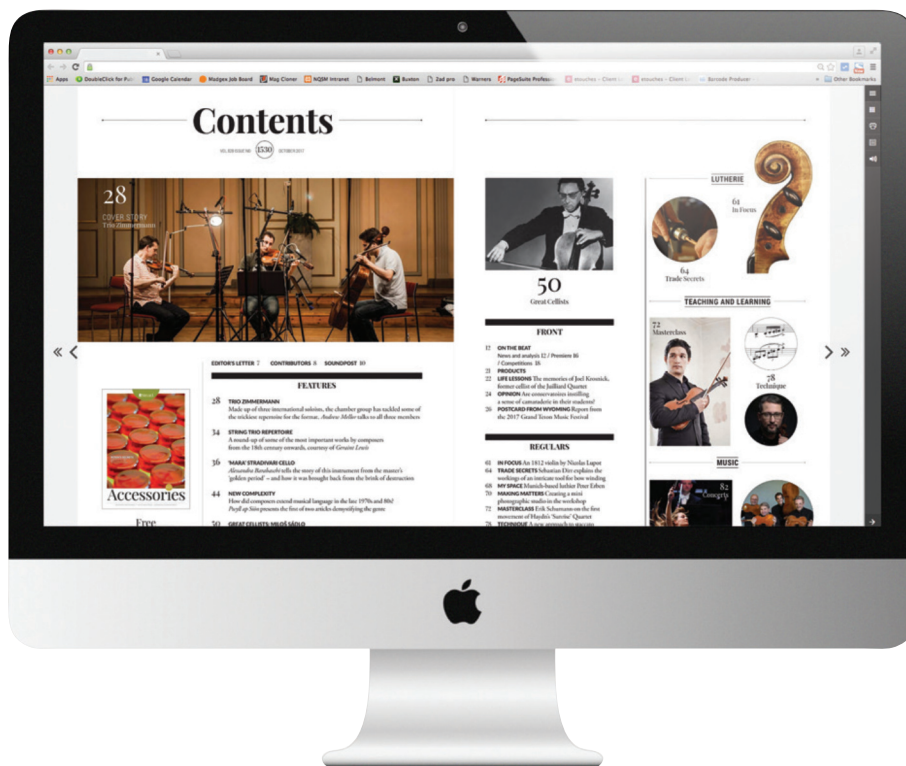
DIGITAL

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 **120,000** per month

the Strad STUDENT HUB

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.

the Strad DIRECTORY

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 every day
(except Saturday)

23,000+ subscribers



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@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

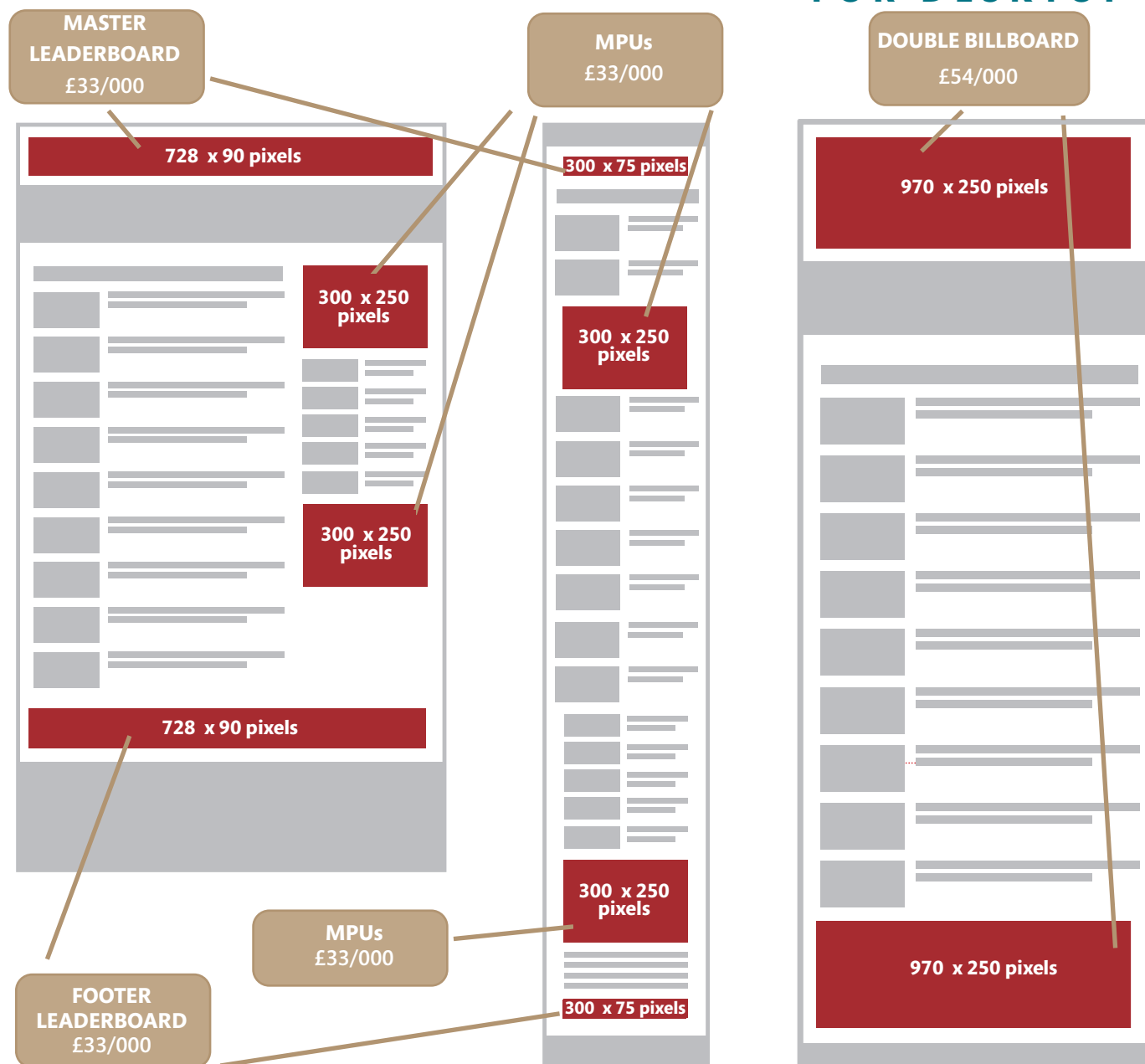
A dedicated website delivering the latest news, podcasts, features, analyses and archive to the international string community.

● 140,000 unique visitors each month ● 240,000 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
£860 per e-alert

MID-BOX MPU

+ 50 words
300 x 250 pixels
£900 per e-alert
MPU only £660

Recruitment

MPU + 100 words
300 x 250 pixels
£950

BOTTOM BANNER

640 x 350 pixels
£730 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

£1,950 per e-alert

The screenshot shows a newsletter layout for 'the Strad'. At the top is the logo and tagline 'Original. Excellence.' with a 'KUN' logo. Below is a welcome message. The main content includes a 'FOR SUBSCRIBERS' section with an article 'Opinion: Playing by numbers', a 'PODCAST' section for 'The Strad Podcast Episode #51: John-Henry Crawford on Latin American music', and a 'SPONSORED' section for 'Music from Chopin's Land: an international project by Polskie Wydawnictwo Muzyczne'. There is also a 'VIDEO' section about a violinist playing a Stradivari violin. A 'WATCH' section features a recruitment notice for the 'Bern Academy of the Arts'. The bottom of the newsletter has a 'The Kun Original' advertisement for a violin rest.



READERSHIP

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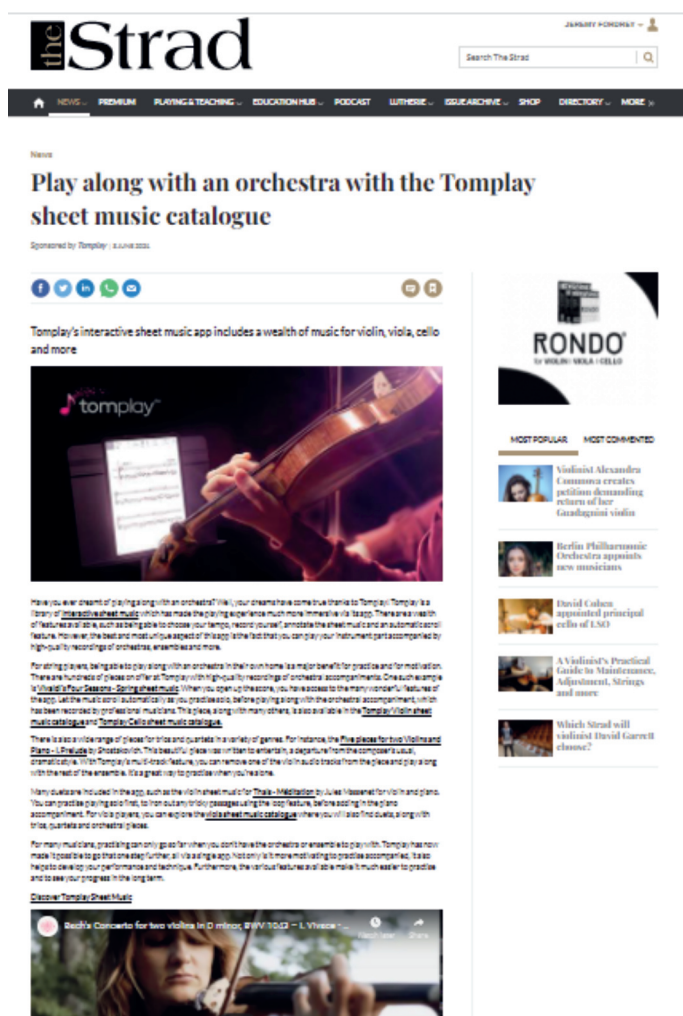
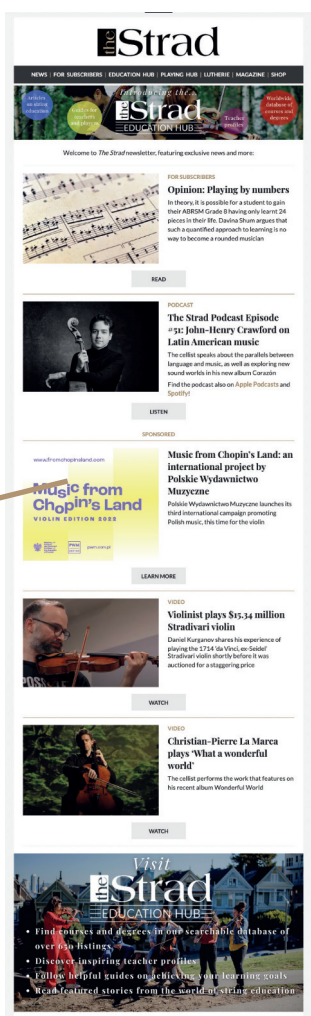
Tel: +44 (0)20 7618 3474 **Email:** advertising@thestrads.com

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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

MID-BOX MPU
+ 50 words



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: £2,300



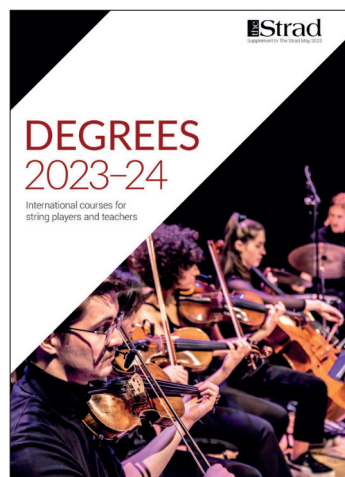
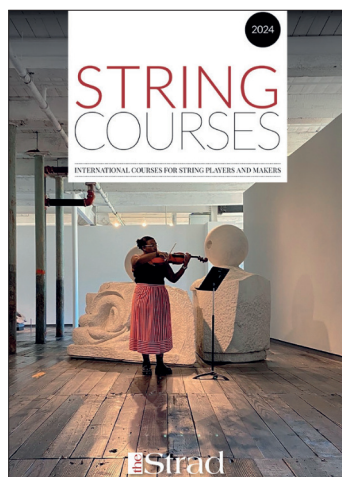
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THE STRAD DIRECTORIES

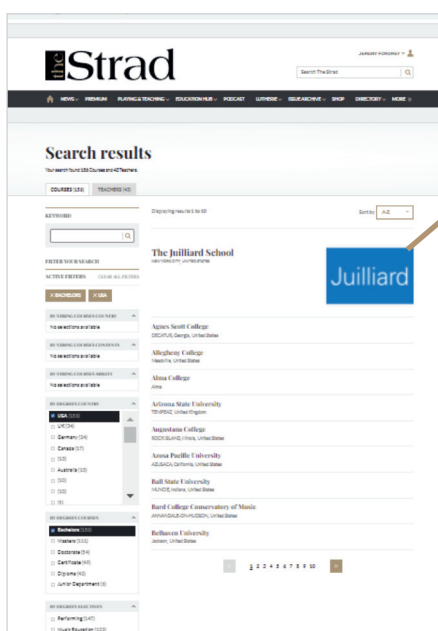
IN PRINT...



...AND ONLINE

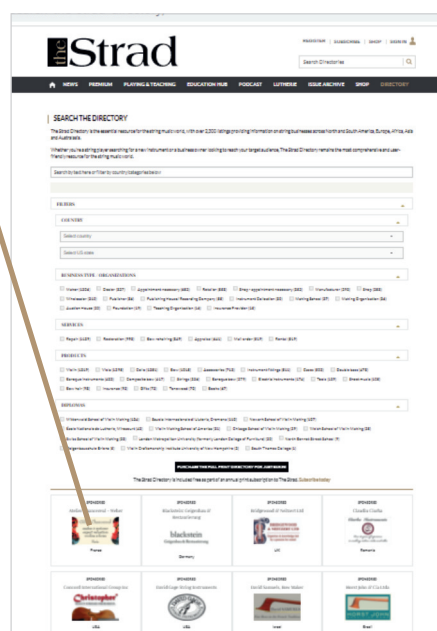
The Strad Directory and guides to Degrees and String Courses have undergone a complete redesign to improve overall user experience and to make searching and responding easier than ever. With literally thousands of businesses and schools listed we have created a range of options to help you stand out and be noticed.

STRING COURSES GUIDE



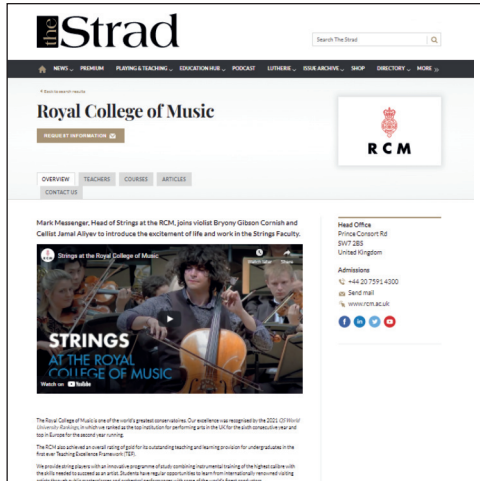
SPONSORED
LINK
WITH LOGO
£950 for the
whole year

DIRECTORY



DEGREES GUIDE

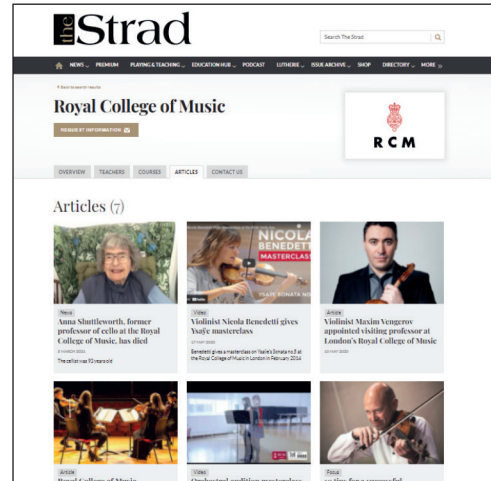
Video & Profile



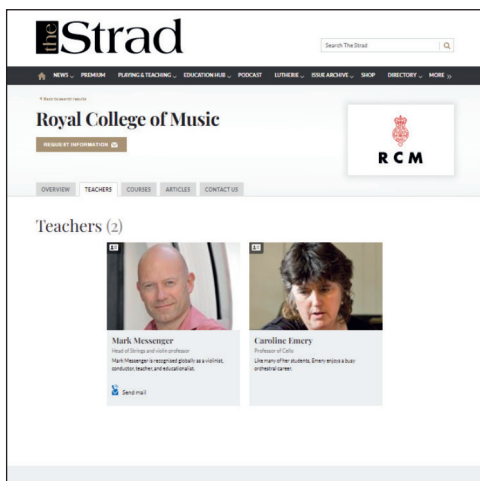
PREMIUM LISTING

£2,950
for the whole
year
including logo,
pictures, video,
additional text,
location

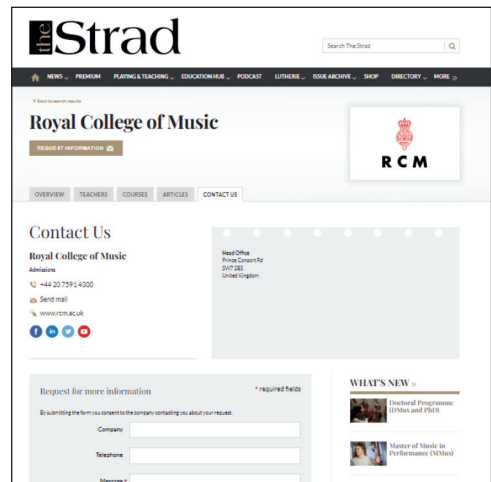
Linked articles from The strad



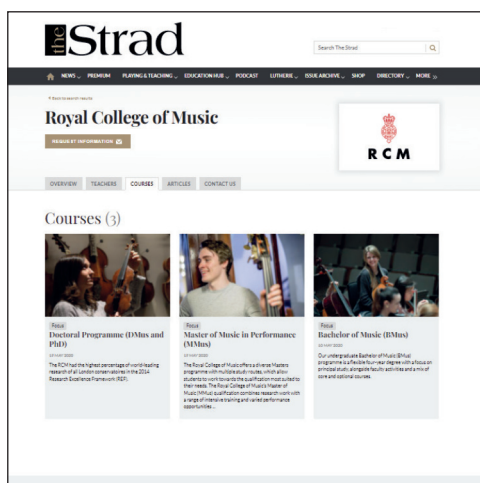
Teacher Profiles



Contact page



Guide to courses and extended text links



	Premium Listing £2,950	Listing with logo £1,050
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	✓	✓

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)

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

Top Banner

640 x 120

Mid-box MPU

300 x 250

Bottom Banner

640 x 350max

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 100KB. 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



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