



nestrad.co

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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



 READERSHIP
 PUBLISHING SCHEDULE
 PRINT RATES
 PRINT SPECS
 DIRECTORY
 DIGITAL
 RECRUITMENT
 DIGITAL

 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



DIRECTORY SPECIFICATIONS



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



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



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



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



HALF PAGE VERTICAL (2 COLS) 224 (h) x 94mm (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.
- 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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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.

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Readership	PUBLISHING SCHEDULE	PRINT RATES	PRINT SPECS	DIRECTORY	DIGITAL	
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