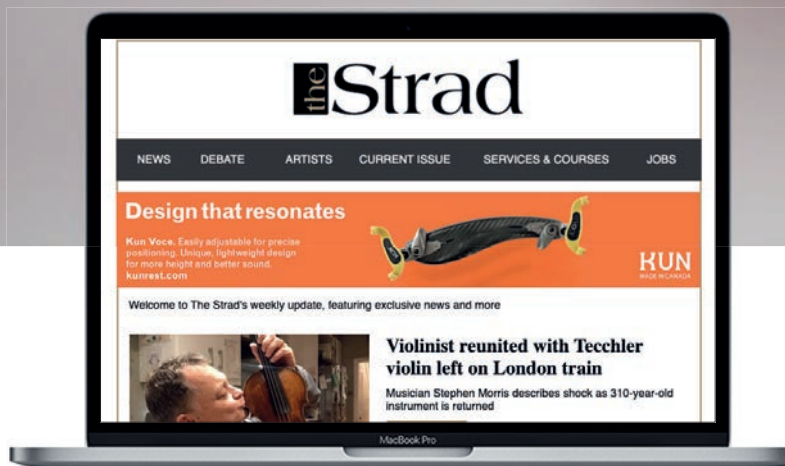
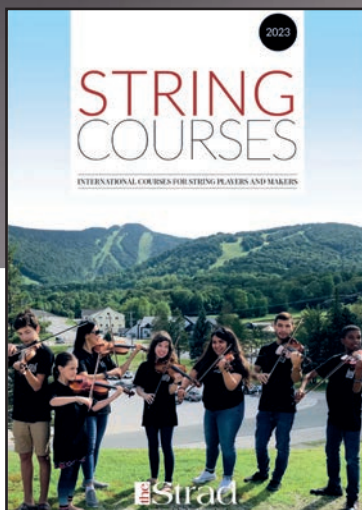


the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA
INFORMATION
2023



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 making 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 120,000 users. Readers are also kept up to date with our daily e.newsletter, sent to over 25,000 opt-in subscribers six days a week (excepting Saturday).

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 120,000



READERSHIP

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

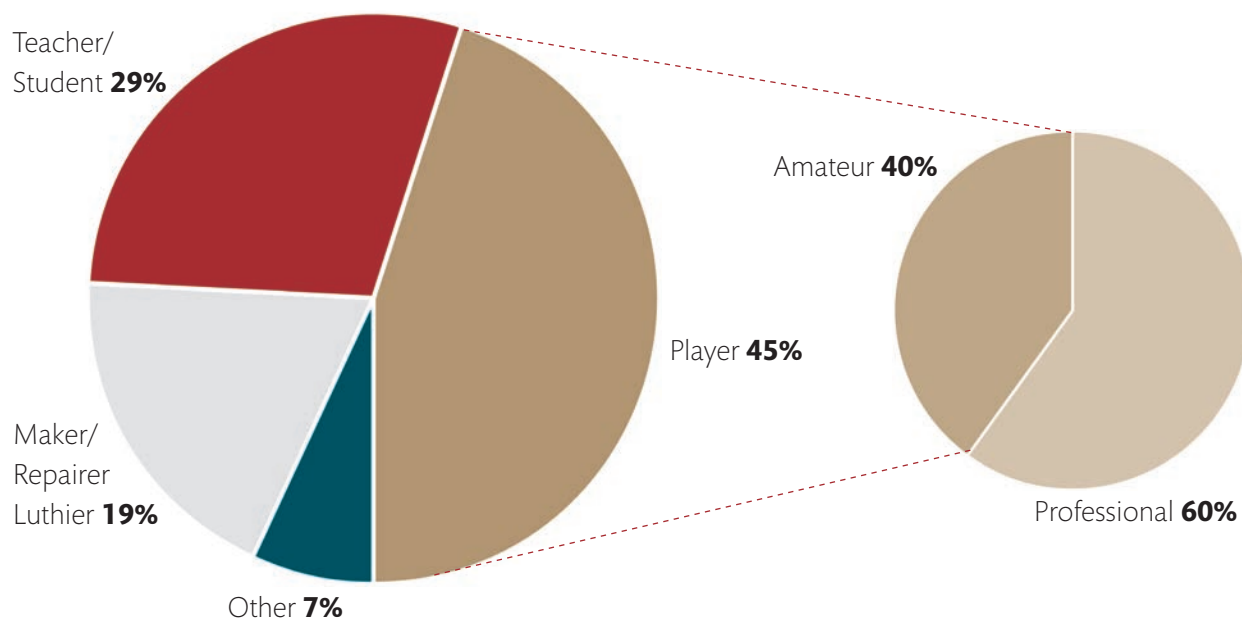
Tel: +44 (0)20 7618 3474 **Email:** advertising@thestrاد.com

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

WHO READS THE STRAD?

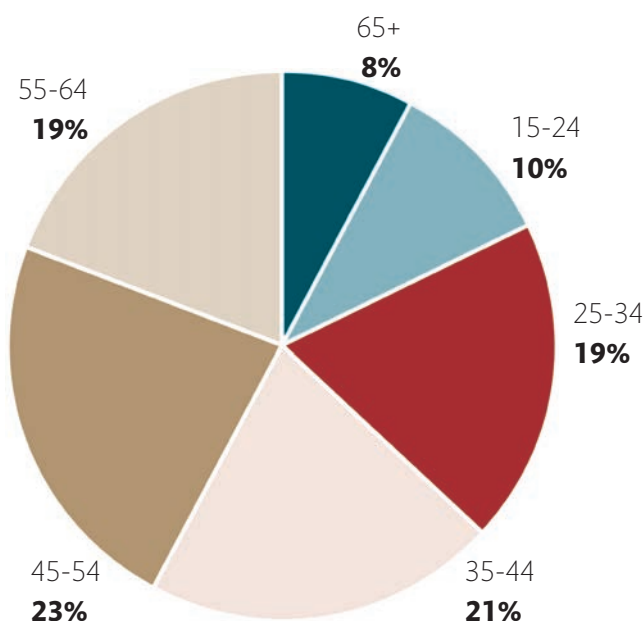
The Strad has been a central part of the diverse and international music community for over 130 years. We reach an audience of over 150,000 top-level players, makers and enthusiasts of stringed instruments in our magazine, on our website and through our email newsletters.

PRINCIPAL OCCUPATION



95% of our readers play a stringed instrument

AGE RANGE



READERSHIP

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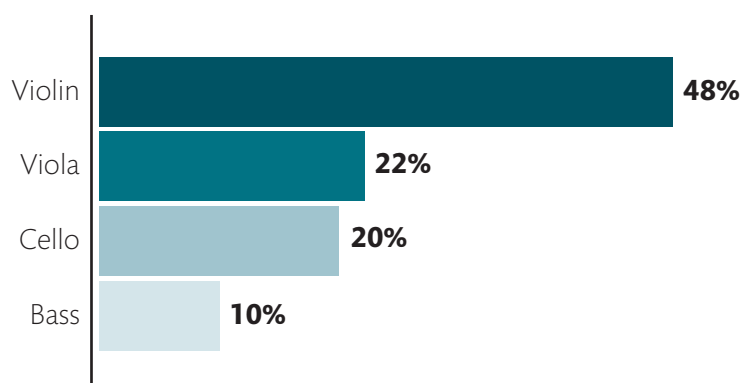
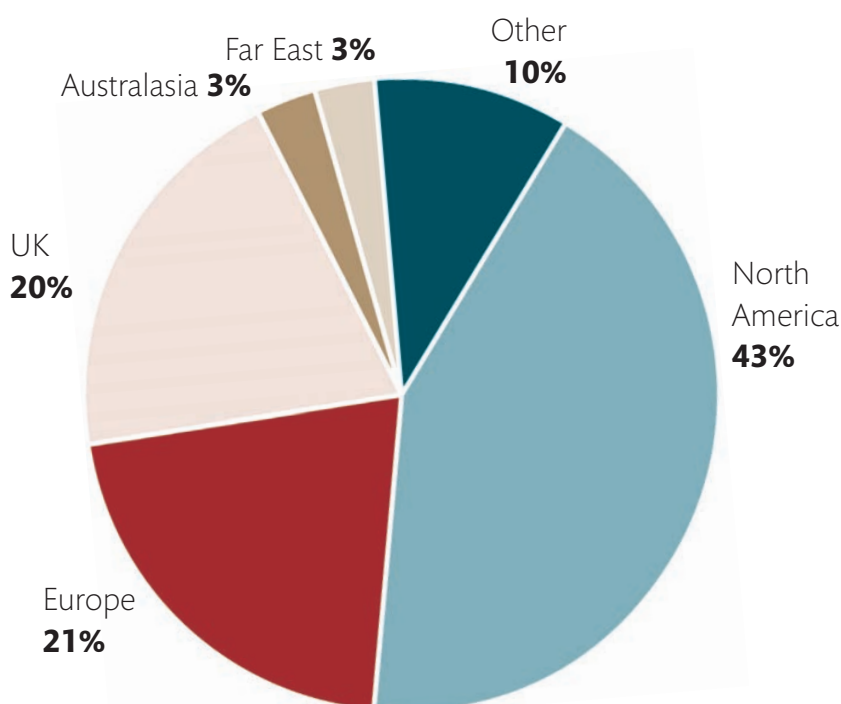
RECRUITMENT



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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*



READERSHIP

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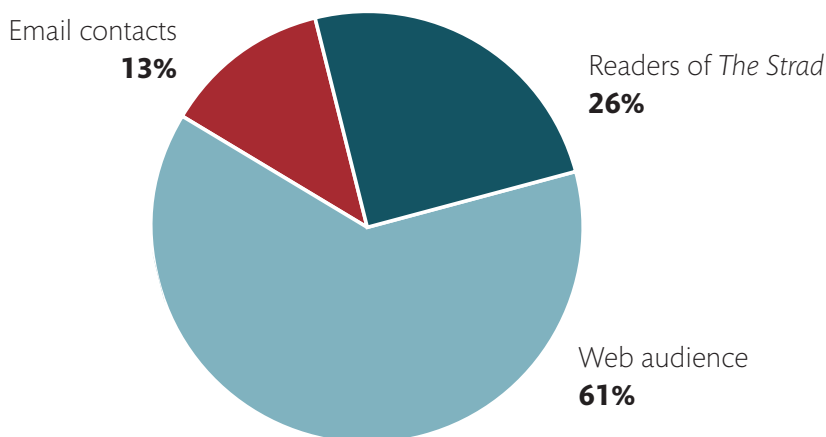


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REACH A TOTAL AUDIENCE OF OVER 150,000



Social Media followers:

86,776 followers **29,646** followers **23,199** 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 over 130 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



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2023 SCHEDULE

ISSUES	COPY DEADLINES	SUPPLEMENTS & POSTERS	THEMES & FEATURES	TRADE SHOWS & EVENTS (ALL DATES SUBJECT TO CHANGE IN VIEW OF THE COVID-19 PANDEMIC)	ON SALE DATE
FEBRUARY 2023	16/12/2022		French focus		25/01/2023
MARCH 2023	24/01/2023			BVMA 12 March. ASTA 15-18 March	22/02/2023
APRIL 2023	22/02/2023		German focus	ESTA 2-6 April. NAMM 13-15 April	22/03/2023
MAY 2023	17/03/2023	Degrees		Musicora 26-28 May	19/04/2023
JUNE 2023	21/04/2023	Cremona			17/05/2023
JULY 2023	19/05/2023	Accessories Poster			21/06/2023
AUGUST 2023	23/06/2023				19/07/2023
SEPTEMBER 2023	21/07/2023		Education focus	Cremona Musica. 22-24 September	16/08/2023
OCTOBER 2023	16/08/2023			Music China 11-14 October	13/09/2023
NOVEMBER 2023	14/09/2023	Poster	North American focus		11/10/2023
DECEMBER 2023	19/10/2023	Directory			15/11/2023
JANUARY 2024	16/11/2023	String Courses			13/12/2023
CALENDAR 2024	03/08/2023				05/09/2023
DIRECTORY 2024	05/10/2023				15/11/2023



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ADVERTISING RATES 2023

in Pounds Sterling (excluding VAT).

DISPLAY AD	NUMBER OF INSERTIONS IN TWELVE MONTHS			
	SINGLE	FOUR	SIX	TWELVE
DPS	£6,500	£5,800	£5,300	£4,500
Page	£3,500	£3,000	£2,900	£2,300
Half page	£2,100	£1,900	£1,800	£1,500
Quarter page	£1,300	£1,100	£1,000	£900

COVERS	
Outside Back Cover	£4,400
Inside Front Cover	£4,000
Inside Back Cover	£3,900

CLASSIFIEDS

6x2 (60mm high x 90mm wide)	£380 (1/8 page equivalent)
3x2 (30mm high x 90mm wide)	£200 (1/16 page equivalent)

Lineage (text only) – £33 up to 15 words, £1.70 per each extra word

SUPPLEMENTS

String Courses, Degrees, Cremona, Accessories
 Rates as per above
 Calendar – Instrument/month sponsor £3,500
 Poster – Sponsorship £2,300



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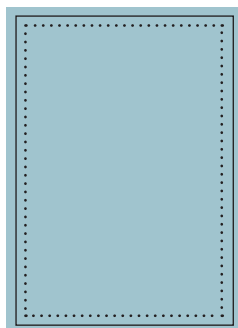
SPECIFICATIONS

DISPLAY ADVERTS



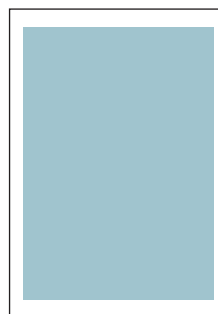
DOUBLE PAGE SPREAD

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



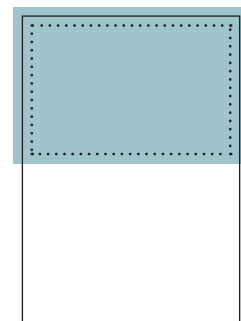
FULL PAGE BLEED

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



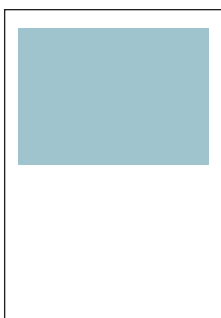
FULL PAGE

260mm (h) x 180mm (w)



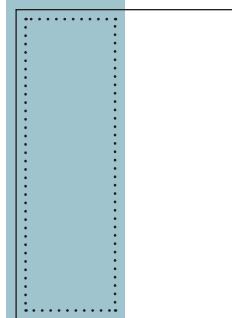
HALF PAGE HORIZONTAL BLEED

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



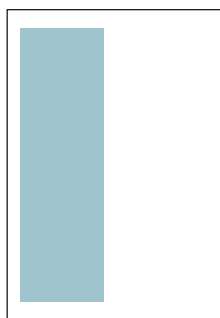
HALF PAGE HORIZONTAL

127mm (h) x 180mm (w)



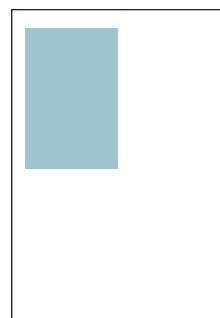
HALF PAGE VERTICAL BLEED

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



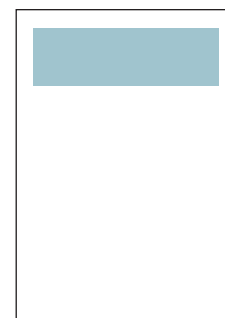
HALF PAGE VERTICAL

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

Tel +44 (0)20 7618 3474

Email advertising@thestrads.com



READERSHIP

PUBLISHING
SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT



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INSERT RATES 2023

in Pounds Sterling (excluding VAT for UK advertisers).

FOR INSERTS UP TO 20g	
Full Run - 12,000 copies	£2,700
UK Only - 3,600 copies	£1,200
Europe (excl. UK) - 2,000 copies	£800
North America - 4,000 copies	£1,500
FOR INSERTS OVER 20g ADD:	
Full Run	£31p/g
UK Only	£11p/g
Europe (excl. UK)	£17p/g
North America	£25p/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 Gary Whittington
 CitySprint
 Unit 8
 Quadrant Court
 Crossways Business Park
 Dartford DA9 9AY

For US Subs copies (4,000)
 Inserts to be bundled into 20's boxed and packed into pallets.
 Boxes need to be double strapped lengthways and sideways to the pallets and then banded and shrink wrapped.

Delivery address:
 ATTN: CRG Distribution (Karen/Tim)
 Air Business
 The Beacon
 Mosquito Way
 Hatfield AL10 9WN

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.



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2023 DIRECTORY RATES

in Pounds Sterling (excluding VAT for UK advertisers).

COVERS	
Front Cover	£6,200
Outside Back Cover	£5,000
Inside Front Cover	£4,000
Inside Back Cover	£3,700

DISPLAY ADVERTISING (H X W)	
Full Page (224mm x 143mm)	£3,500
Half Page (110mm x 143mm)	£2,100
Quarter Page (110mm x 94mm)	£1,300
Logo (25mm x 45mm)	£360

DIVIDERS, BOOKMARKS

£4,000/each



READERSHIP

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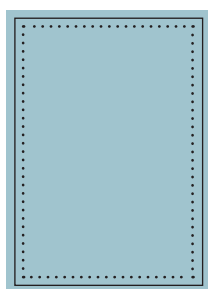


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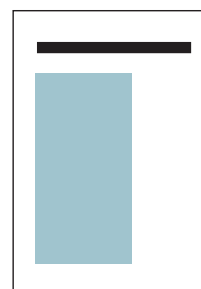
DIRECTORY SPECIFICATIONS



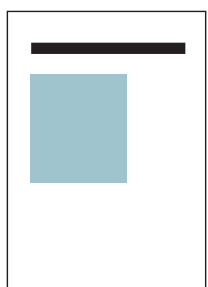
FULL PAGE BLEED
 Type 210mm (h) x 143mm (w)
 Trim 260mm x 170mm
 Bleed 266mm x 176mm



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



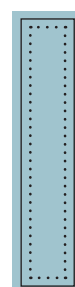
**HALF PAGE VERTICAL
(2 COLS)**
 224 (h) x 94mm (w)



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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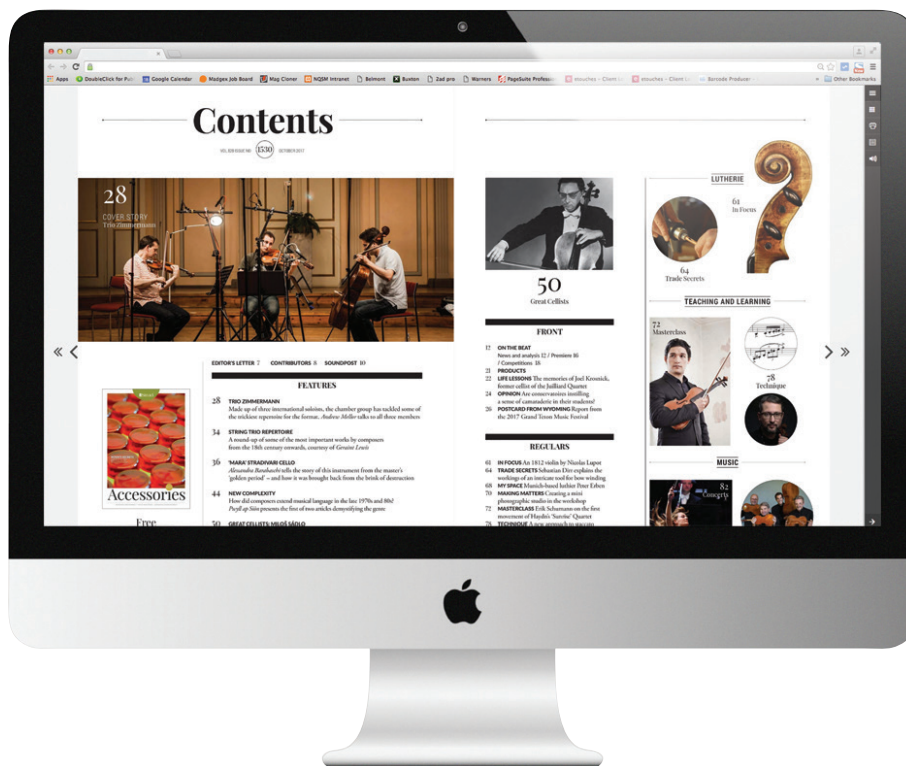
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THE STRAD DIGITAL PLATFORMS

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



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 every day (except Saturday)

25,000+ subscribers



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THE STRAD WEBSITE

www.thestrاد.com

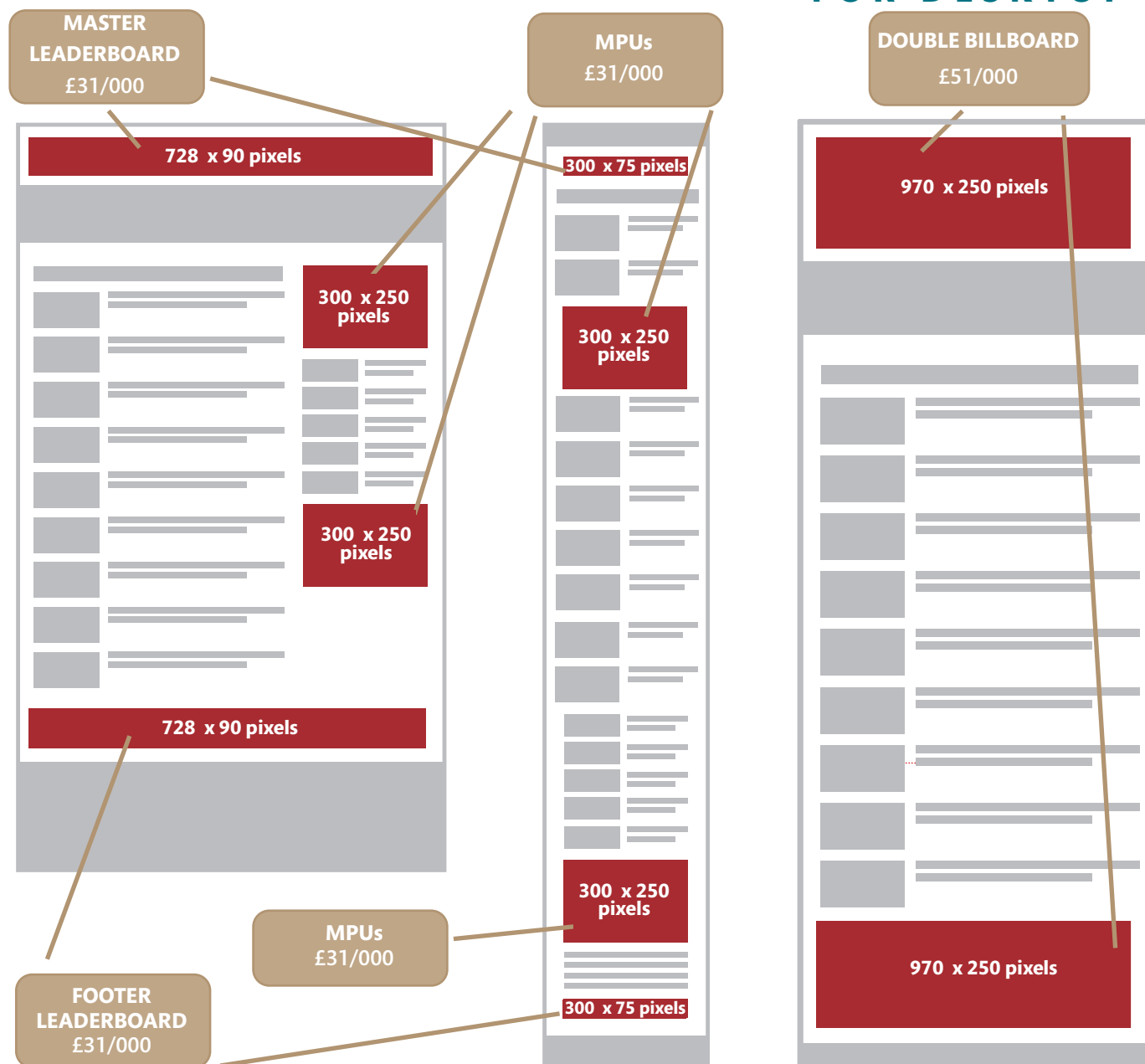
A dedicated website delivering the latest news, podcasts, features, analyses and archive to the international string community.

● 110,000 unique visitors each month ● 240,000 monthly page impressions

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
£820 per e-alert

Over **25,000** email addresses and contacts from the global strings community

MID-BOX MPU

+ 50 words
300 x 250 pixels
£850 per e-alert
MPU only £630

FULL EMAIL ALERT SPONSORSHIP

includes:

TOP BANNER

640 x 120 pixels

MID-BOX MPU

300 x 250 pixels

BOTTOM BANNER

640 x 350 pixels

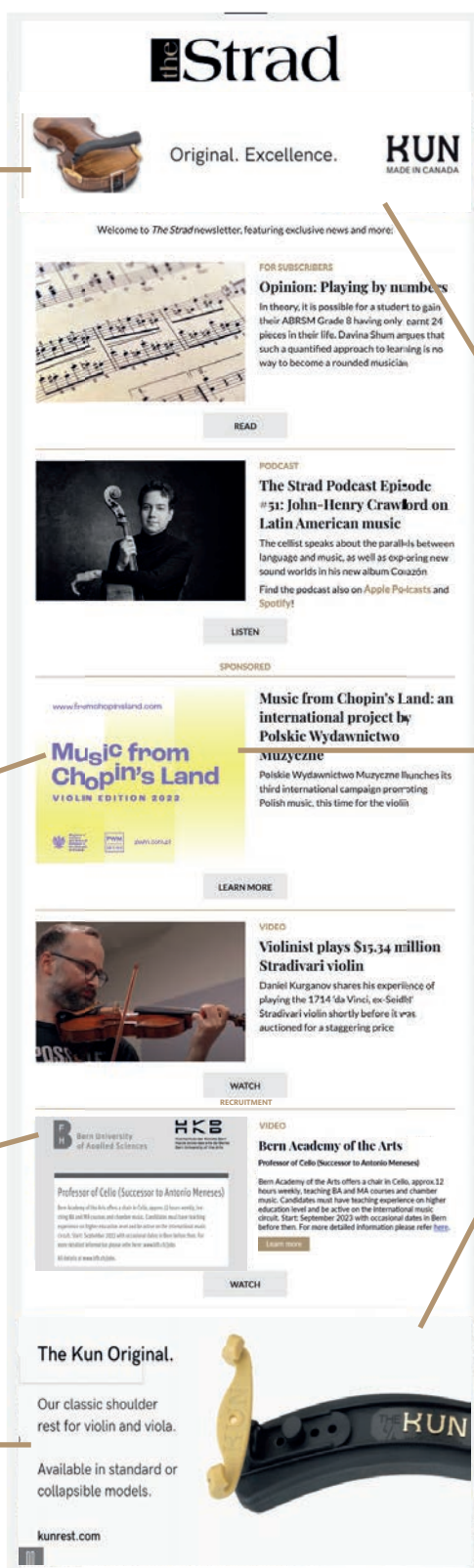
£1,850 per e-alert

Recruitment

MPU + 100 words
300 x 250 pixels
£900

BOTTOM BANNER

640 x 350 pixels
£690 per e-alert



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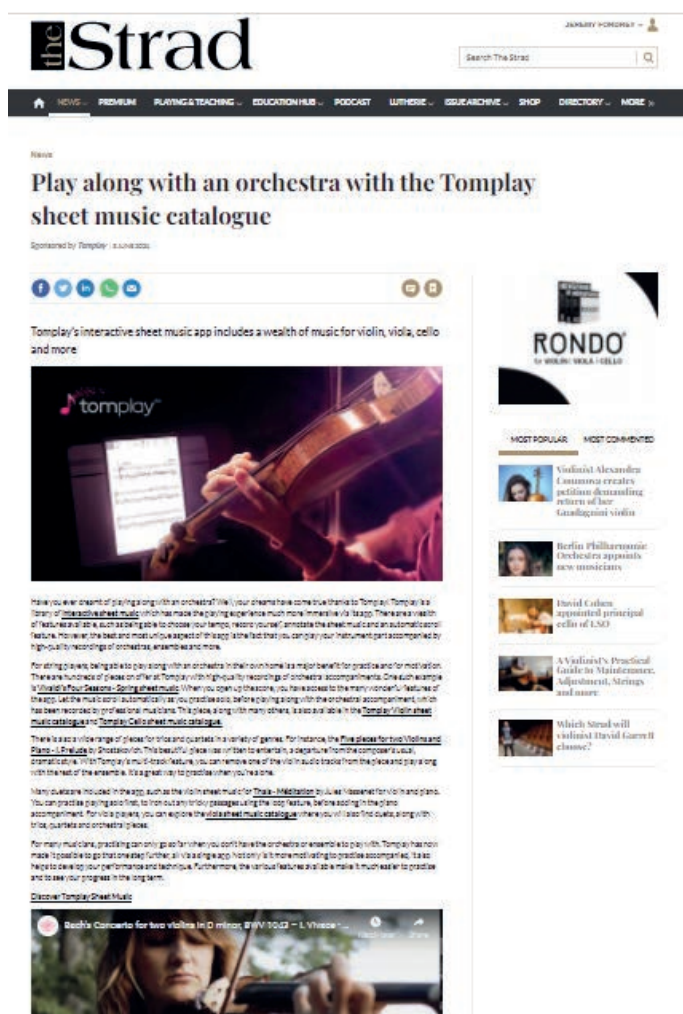
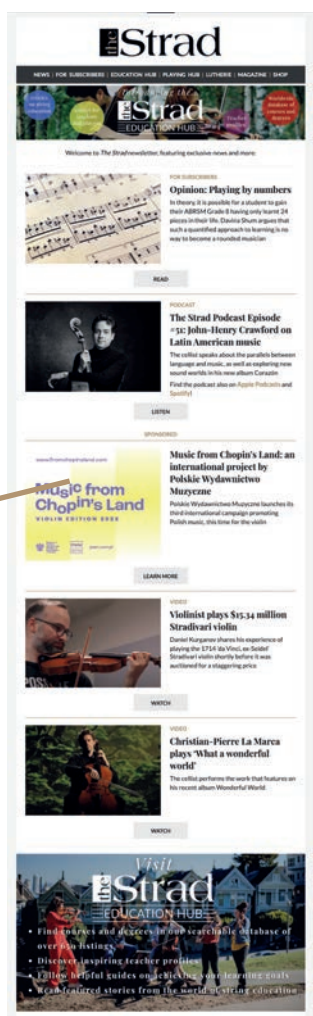
Tel: +44 (0)20 7618 3474 Email: advertising@thestrads.com

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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



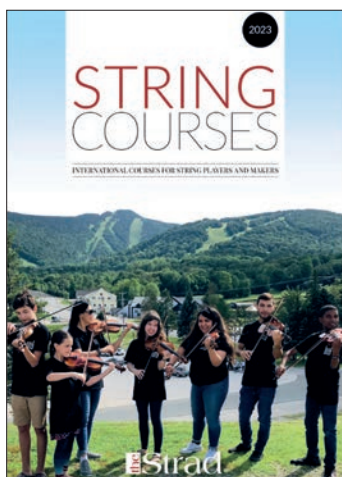
Your content marketing journey starts with an article hosted on The Strad's home page and promoted through all our social media channels and e-newsletter. It then transfers to the news or playing pages (depending on subject) where it can be accessed via our search engine in perpetuity.

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.

Cost: £2,200

THE STRAD DIRECTORIES

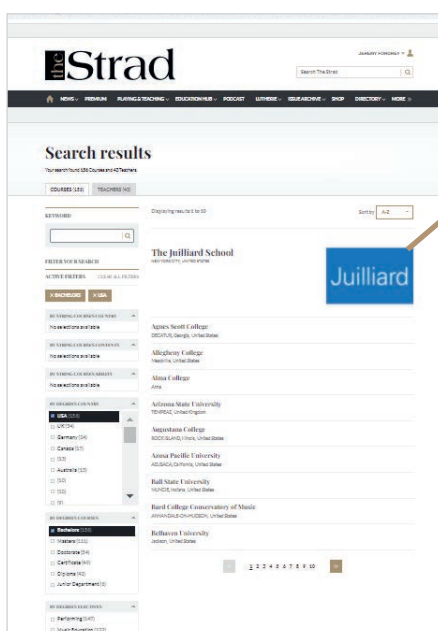
IN PRINT...



...AND ONLINE

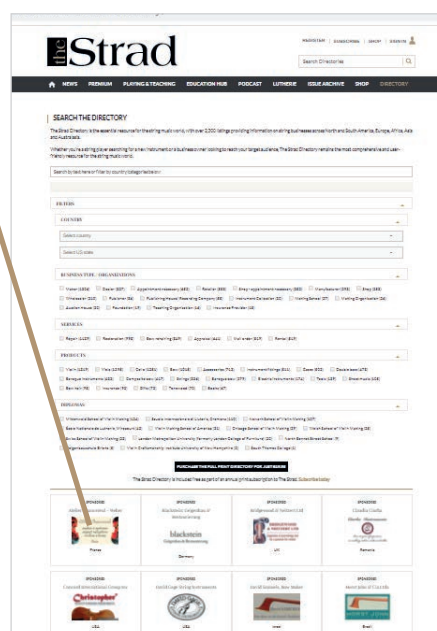
The Strad Directory and guides to Degrees and String Courses have undergone a complete redesign to improve overall user experience and to make searching and responding easier than ever. With literally thousands of businesses and schools listed we have created a range of options to help you stand out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

STRING COURSES GUIDE



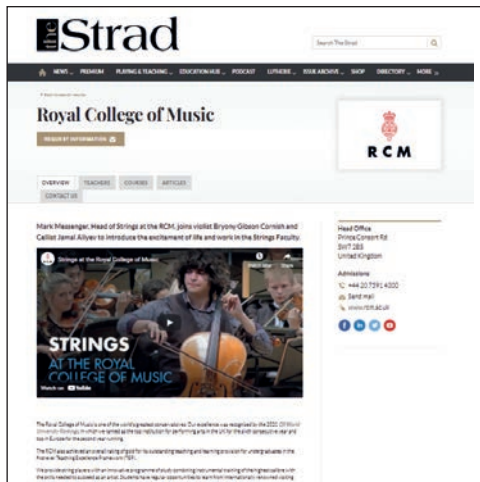
SPONSORED
LINK
WITH LOGO
£900 for the
whole year

DIRECTORY



DEGREES GUIDE

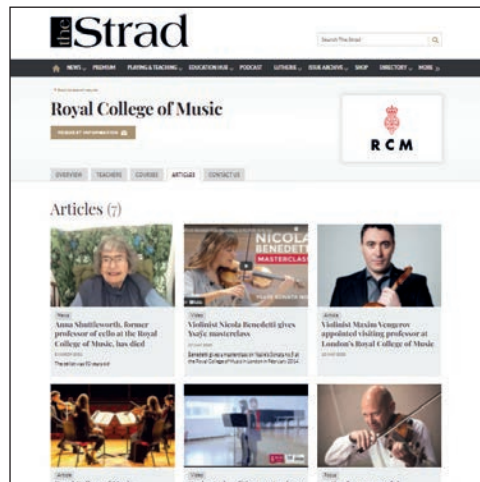
Video & Profile



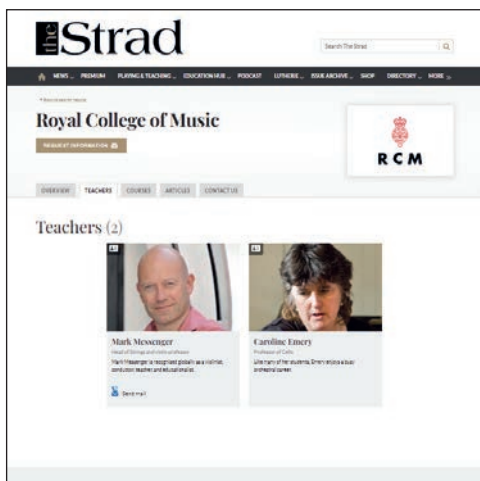
PREMIUM LISTING

£2,800
for the whole
year
including logo,
pictures, video,
additional text,
location

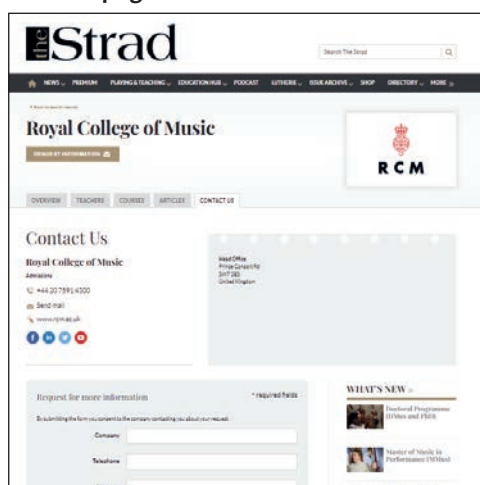
Linked articles from The strad



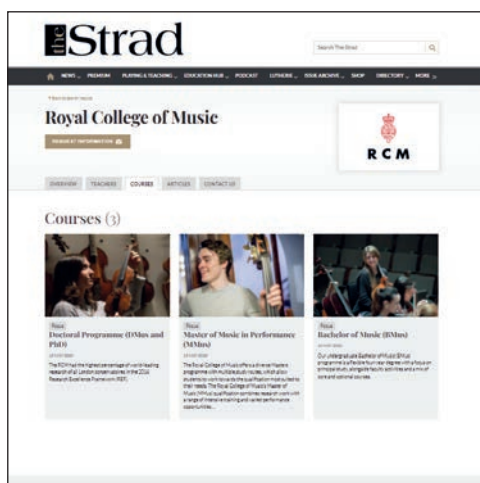
Teacher Profiles



Contact page



Guide to courses and extended text links



	Premium Listing £2,800	Listing with logo £1,000
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	✓	✓



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@thestrad.com

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

RECRUITMENT

www.thestrad.com/directory/jobs

Fill your vacancy fast and cost-effectively with *The Strad's* multi-tiered recruitment package, reaching out to 150,000 potential job-seekers.

PACKAGES	
Platinum £5,000	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 £2,700	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 £1,700	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 25,000 potential job hunters.

For just £900 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	£50			
Minimum size	3cm x 2col			
Format	26cm h x 4 col (183mm)			
Column widths	1 col: 43mm	2 col: 90mm	3 col: 136mm	4 col: 183mm

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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 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

SUPPLYING FILES

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



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