

MEDIA INFORMATION 2023





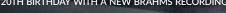




Accessories



OLD FRIENDS CELEBRATE THE ENSEMBLE'S 20TH BIRTHDAY WITH A NEW BRAHMS RECORDING

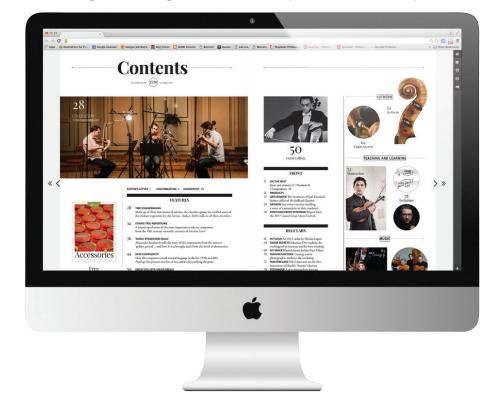






THE STRAD DIGITAL PLATFORMS

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

\triangleleft	READERSHIP	PUBLISHING SCHEDULE	PRINT RATES	PRINT SPECS	DIRECTORY	DIGITAL		
	For advertising opportunities in print and online, please contact the advertising team:							

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

Strac THE STRAD WEBSITE

www.thestrad.com

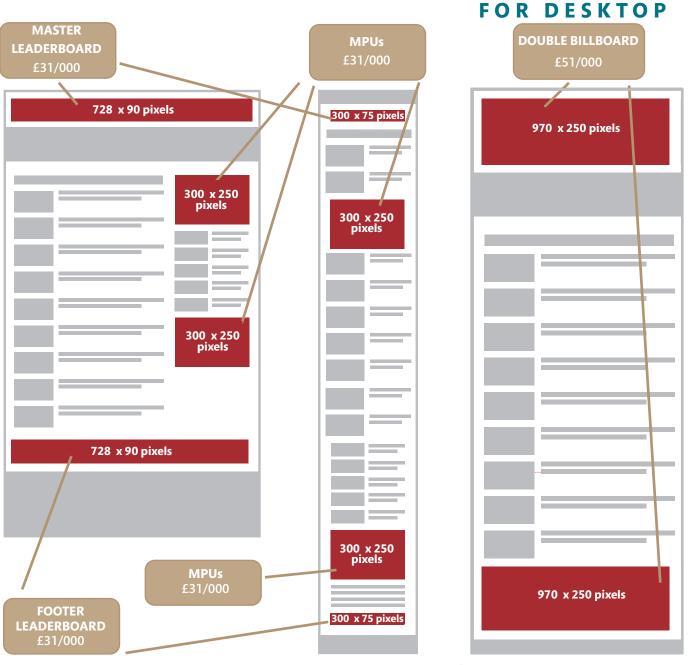
A dedicated website delivering the latest news, podcasts, features, analyses and archive to the international string community.

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

DOUBLE-SIZED

MOBILE DIGITAL BANNERS

DESKTOP/TABLET



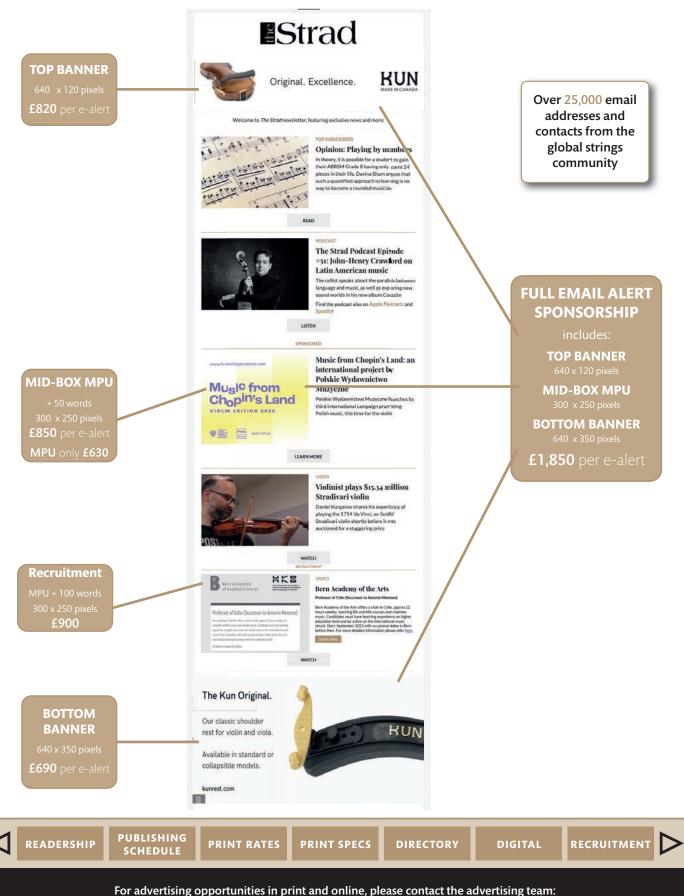
minimum order: 20,000 impressions/month For digital specifications please see page 19

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THE STRAD EMAIL ALERT

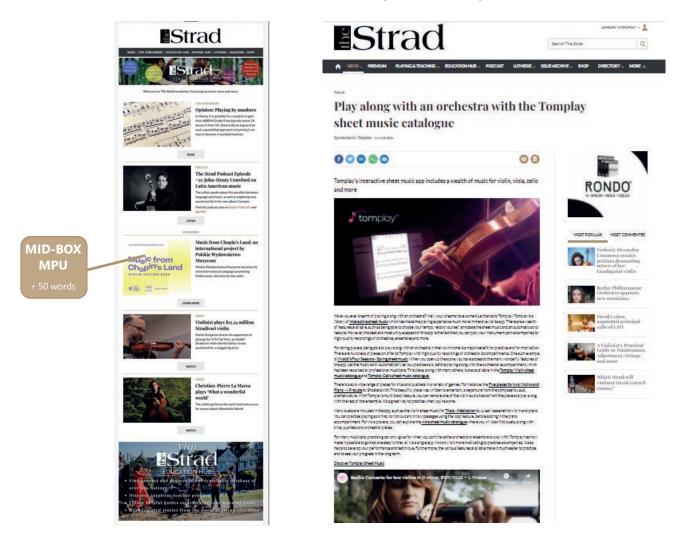


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CONTENT MARKETING

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



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.

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Readership	PUBLISHING SCHEDULE	PRINT RATES	PRINT SPECS	DIRECTORY	DIGITAL		
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DEGREES GUIDE

PREMIUM

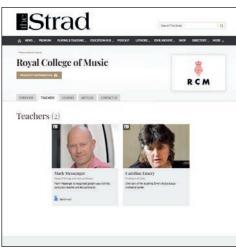
LISTING

£2,800

Video & Profile



Teacher Profiles



Guide to courses and extended text links



PUBLISHING

SCHEDULE

PRINT RATES

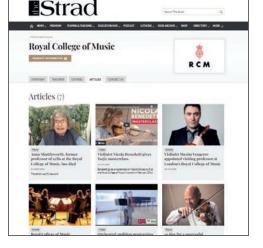
READERSHIP

	Premium Listing £2,800	Listing with logo £1,000
Logo on search land page	V	 ✓
Priority listing	v	 ✓
Overview with video link + full profile	v	
Standard overview		 ✓
Teacher Profiles	v	
Course descriptions	v	
Linked articles from The Strad	v	
Contact form	V	 ✓

DIGITAL

DIRECTORY

Linked articles from The strad



Contact page

Strad		Search The Strad
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RECRUITMENT

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PRINT SPECS



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

MODIIE	
300 x 50	pixels
300 x 75	pixels
320 x 50	pixels

640 x 350max

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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		Logo	Text Max 30 words	
Creative size (pixels) GIF/JPEG/F	PNG only	190 ×110		
Jobs online page		Logo	Text	
Creative size (pixels) GIF/JPEG/F	PNG only	239 x159	Max 300 words	
E-mail alerts	Top Banner	Mid-box MPU	Bottom Banner	

Creative size (pixels)

640 x 120 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

300 x 250

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 an 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@thestrad.com

DIRECTORY

RSHIP

PUBLISHING SCHEDULE

PRINT RATES

PRINT SPECS

DIGITAL

RECRUITMENT

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