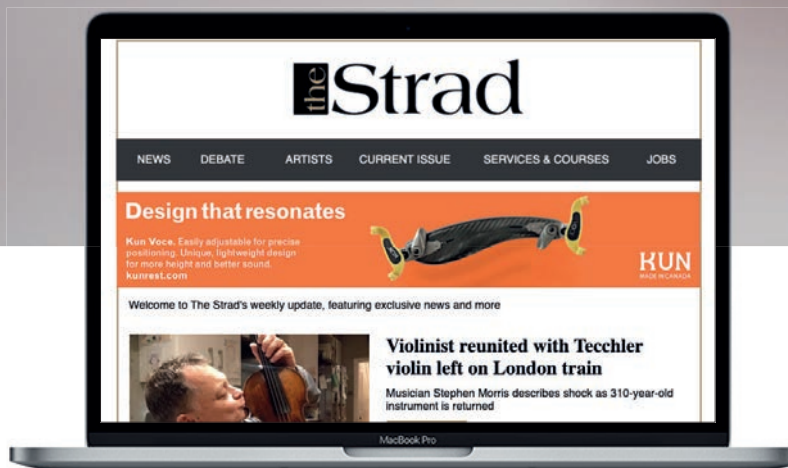
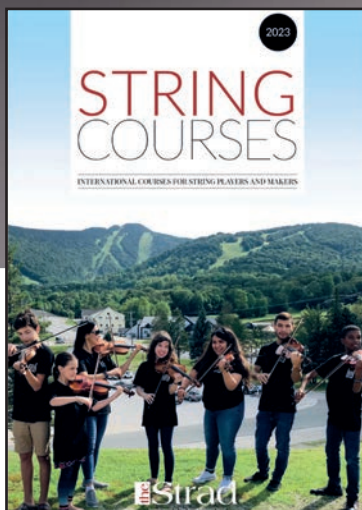


# the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA  
INFORMATION  
2023



READERSHIP

PUBLISHING  
SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT



## 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



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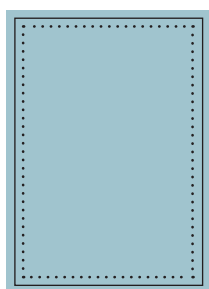


For advertising opportunities in print and online, please contact the advertising team:

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

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

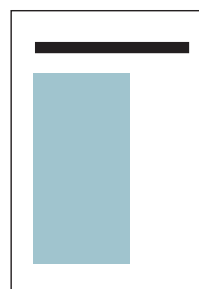
# DIRECTORY SPECIFICATIONS



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



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



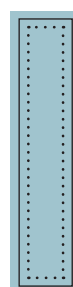
**HALF PAGE VERTICAL  
 (2 COLS)**  
 224 (h) x 94mm (w)



**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

- > 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](mailto:advertising@thestrads.com)



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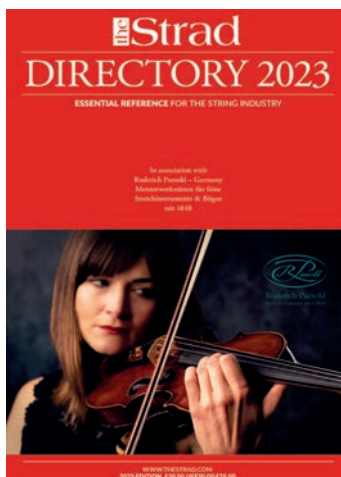
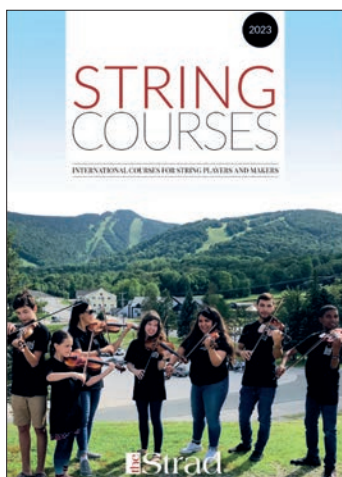
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# THE STRAD DIRECTORIES

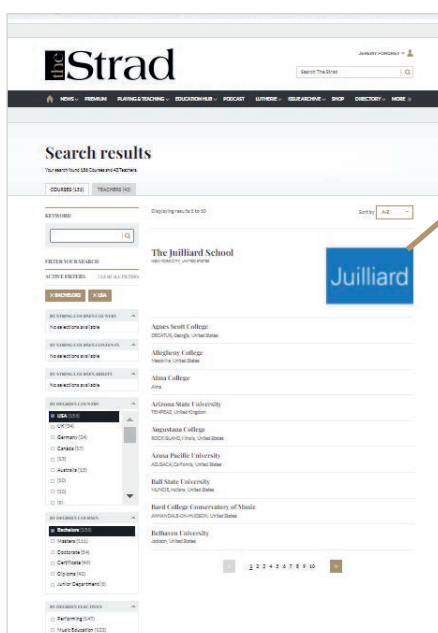
IN PRINT...



...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  
£900 for the  
whole year

## DIRECTORY

