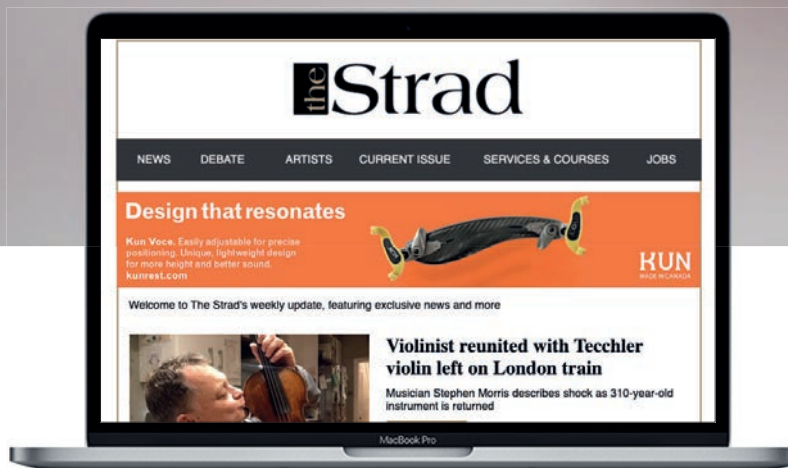
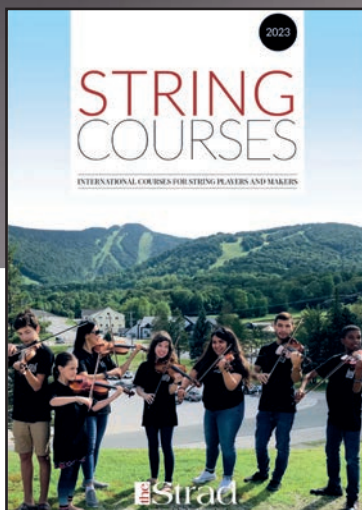


# the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA  
INFORMATION  
2023



READERSHIP

PUBLISHING  
SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT



## 2023 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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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

# 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

<b>6x2</b> (60mm high x 90mm wide)	£380 (1/8 page equivalent)
<b>3x2</b> (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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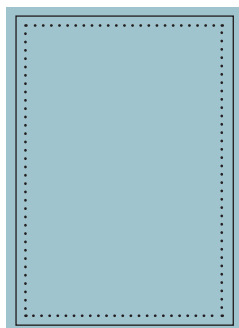
# SPECIFICATIONS

## DISPLAY ADVERTS



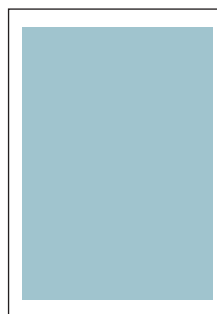
### DOUBLE PAGE SPREAD

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



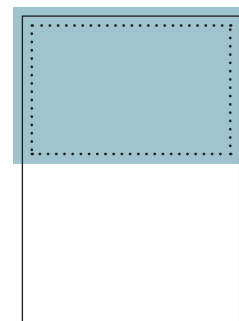
### FULL PAGE BLEED

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



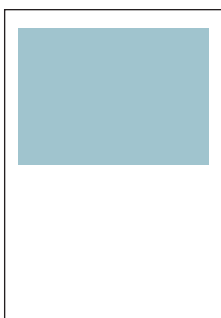
### FULL PAGE

260mm (h) x 180mm (w)



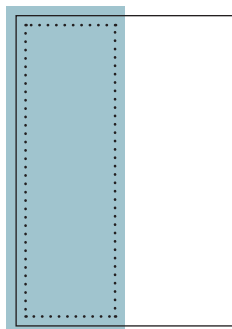
### HALF PAGE HORIZONTAL BLEED

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



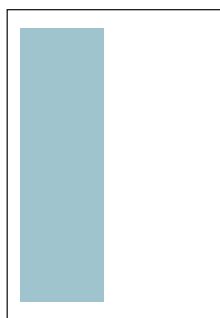
### HALF PAGE HORIZONTAL

127mm (h) x 180mm (w)



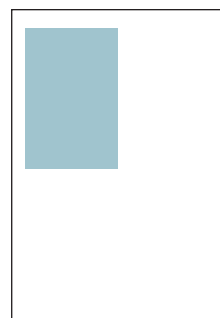
### HALF PAGE VERTICAL BLEED

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



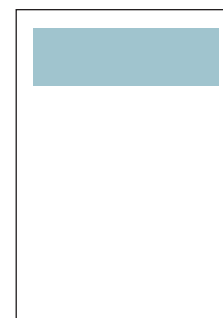
### HALF PAGE VERTICAL

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](mailto:advertising@thestrads.com)



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PRINT RATES

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DIGITAL

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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.**



## 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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SCHEDULE

PRINT RATES

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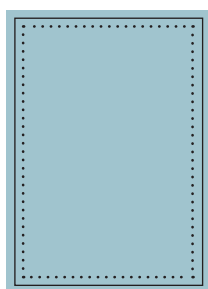


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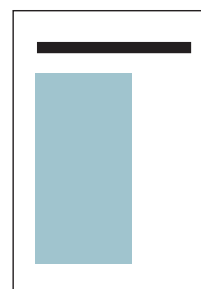
## DIRECTORY SPECIFICATIONS



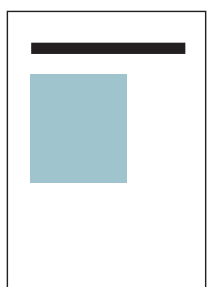
**FULL PAGE BLEED**  
 Type 210mm (h) x 143mm (w)  
 Trim 260mm x 170mm  
 Bleed 266mm x 176mm



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



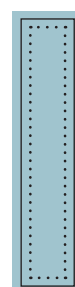
**HALF PAGE VERTICAL  
 (2 COLS)**  
 224 (h) x 94mm (w)



**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

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