# the Strad

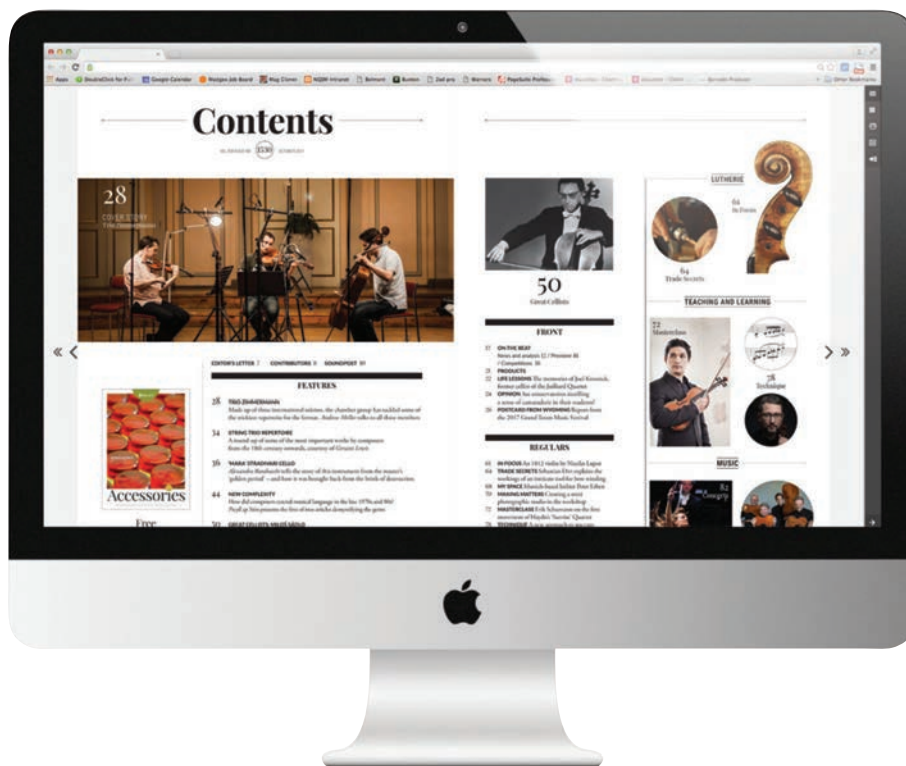ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

# 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

### the Strad EDUCATION HUB

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.

### the Strad DIRECTORY

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

Wednesday & Friday News

*25,000+ subscribers*

# the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

## THE STRAD WEBSITE
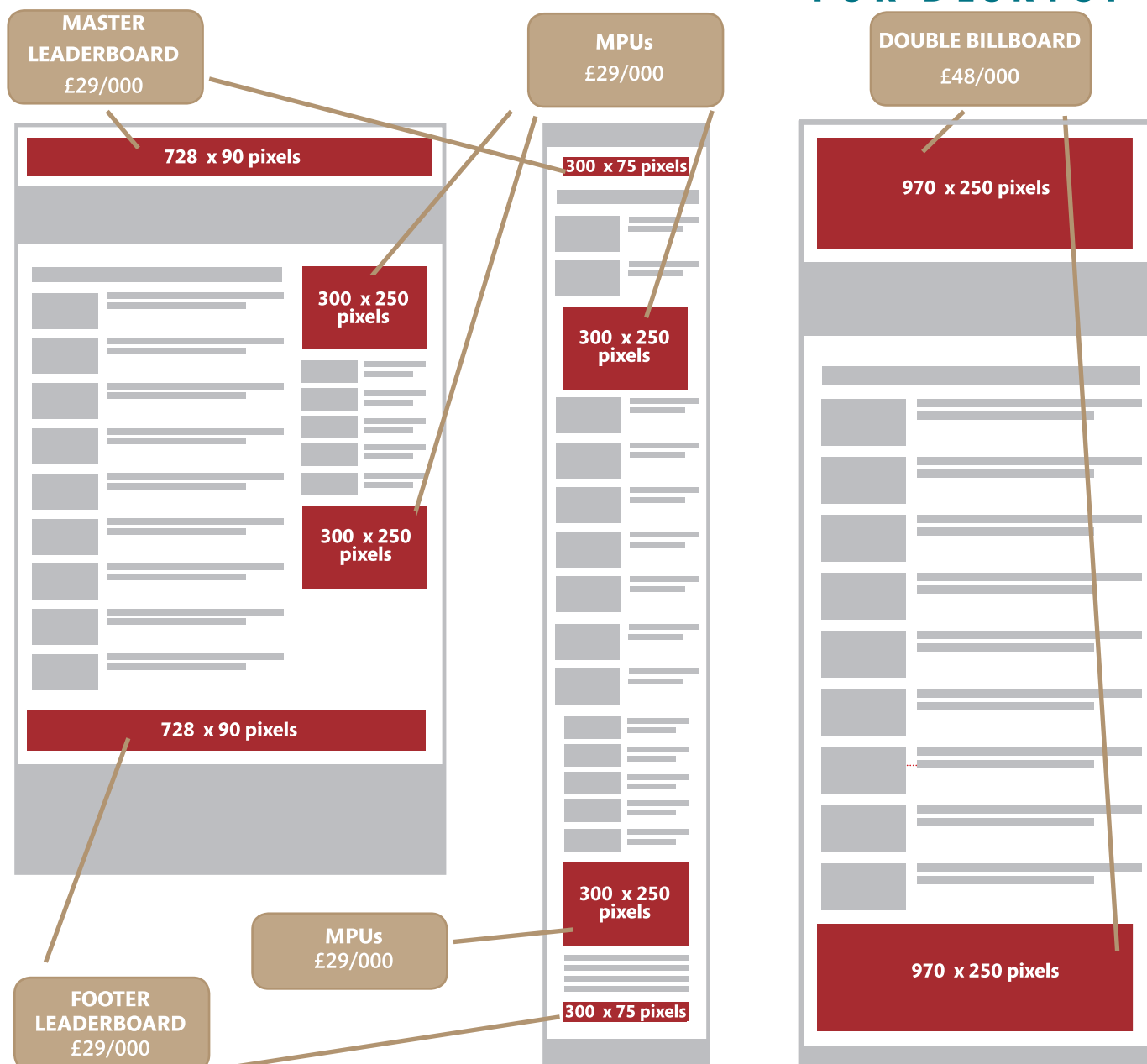
**www.thestrad.com**

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

## DESKTOP/TABLET

MASTER
LEADERBOARD
£29/000

728 x 90 pixels

300 x 250 pixels

300 x 250 pixels

728 x 90 pixels

MPUs
£29/000

FOOTER
LEADERBOARD
£29/000

## MOBILE

MPUs
£29/000

300 x 75 pixels

300 x 250 pixels

300 x 250 pixels

300 x 75 pixels

## DOUBLE-SIZED DIGITAL BANNERS FOR DESKTOP

DOUBLE BILLBOARD
£48/000

970 x 250 pixels

970 x 250 pixels

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

◁ | READERSHIP | PUBLISHING SCHEDULE | PRINT RATES | PRINT SPECS | DIRECTORY | DIGITAL | RECRUITMENT | ▷

# the Strad

### ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

# THE STRAD EMAIL ALERT

**TOP BANNER**

730 x 120 pixels

**£780** per e-alert

**MID-BOX MPU**

+ 50 words

300 x 250 pixels

**£800** per e-alert

**MPU** only **£600**

**BOTTOM BANNER**

730 x 350 pixels

**£650** per e-alert

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

**FULL EMAIL ALERT SPONSORSHIP**

includes:

**TOP BANNER**
730 x 120 pixels

**MID-BOX MPU**
300 x 250 pixels

**BOTTOM BANNER**
730 x 350 pixels

**£1750** per e-alert

## Email preview content

### the Strad

NEWS    DEBATE    ARTISTS    CURRENT ISSUE    SERVICES & COURSES    JOBS

**INGLES & HAYDAY**
INGLESHAYDAY.COM

**AUCTION 2ND NOVEMBER**
A violin by Giovanni Battista Guadagnini, 1747
Estimate: £300,000-500,000

Welcome to The Strad's twice weekly update, featuring exclusive news and more:

**Ludwig Quandt: Life Lessons**

Advice and memories from before and during the German musician's decades-long tenure as the Berlin Philharmonic's principal cellist

Read

**The Strad Podcast Episode #15: Jack Liebeck on Ysaÿe Sonatas**

'It feels incredible to play this music… it fits the violinist's hand like a glove'

Find the podcast also on Apple Podcasts and Spotify!

Listen

SPONSORED

**Music will always be here!**

New Virtuosi International Violin Mastercourse ONLINE 22-31 October

Masterclasses given by Felix Andrievsky, Cihat Askin, Viktoria Grigoreva, Lewis Kaplan, Gyorgy Pauk, Qian Zhou, Itzhak Rashkovsky, Ani Schnarch, Joel Smirnoff, Zaure Zharova, and live-streamed on New Virtuosi FB and YouTube Channel. Alumni Concert on 22.10 at 15.00 GMT+1

Learn more

**Cellist Hannah Collins performs Britten Suite for Solo Cello op. 72**

In this Strad exclusive, here's the sixth movement *Moto Perpetuo e Canto quarto* from Britten's first solo cello suite

Watch

**Happy birthday Yo-Yo Ma!**

7 October was Yo-Yo Ma's 66th birthday. Watch the cellist perform a recent recital at an event addressing the twin existential threats of nuclear war and climate change

Watch

**INGLES & HAYDAY**

**AUCTION 2ND NOVEMBER 2021**

A violin by Giovanni Battista Guadagnini, 1747
Estimate: £300,000-500,000

INGLESHAYDAY.COM

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 Lincolns Inn Fields, London WC2A 3LJ.  UK

# 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 or an MPU advertisement to that format, 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: £2,000.

# the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

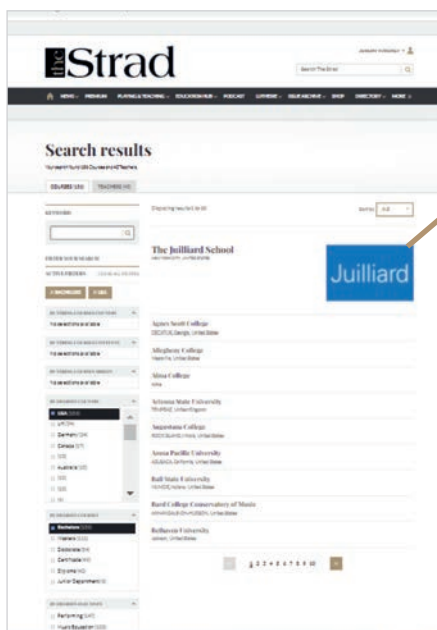# THE STRAD DIRECTORIES

## IN PRINT...
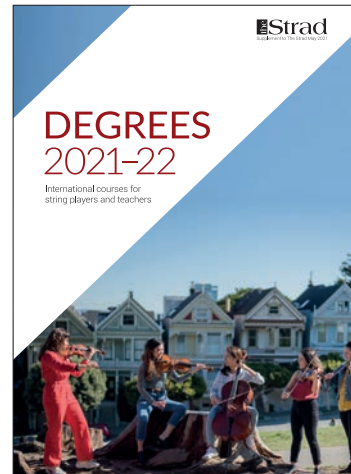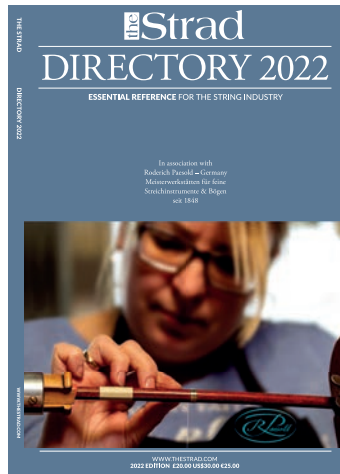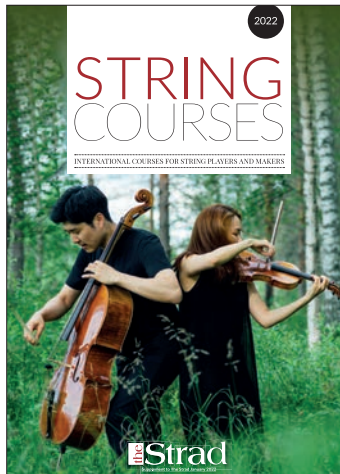


## ...AND ONLINE

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.
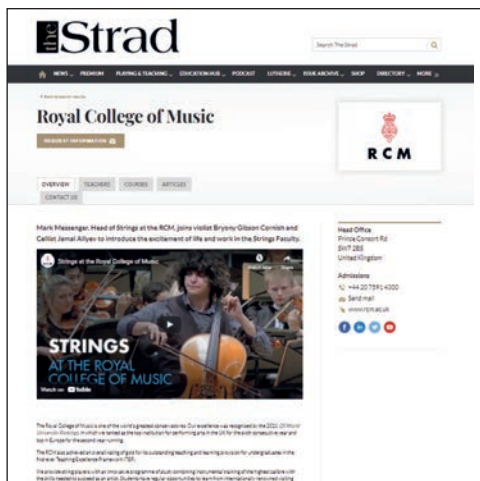
**STRING COURSES GUIDE**

**DIRECTORY**



**SPONSORED LINK WITH LOGO**

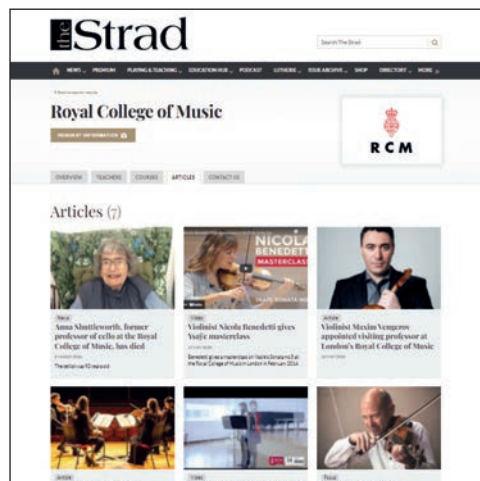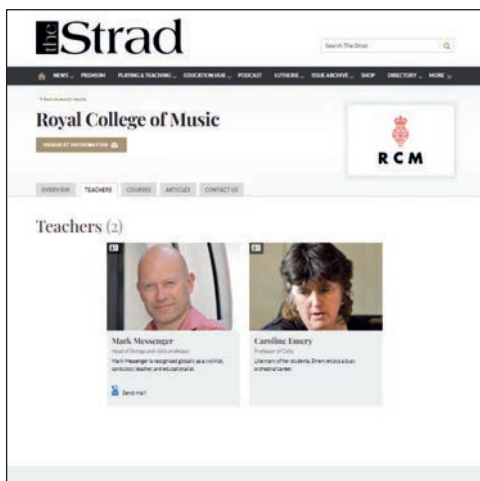**£850** for the whole year

# DEGREES GUIDE

## Video & Profile



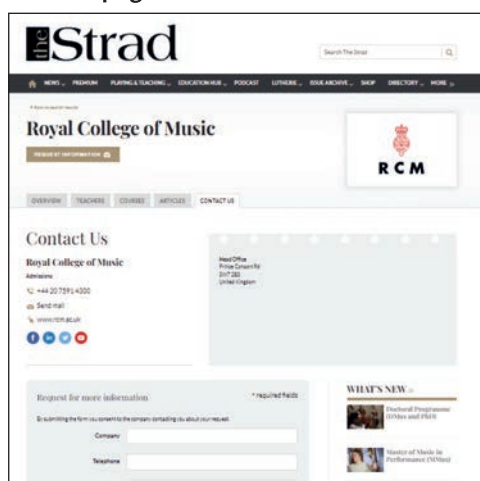## Linked articles from The strad
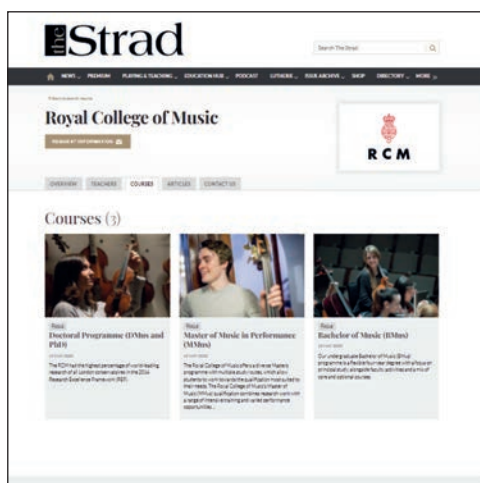
## Teacher Profiles



## Contact page



## Guide to courses and extended text links



| | Premium Listing £2,800 | Listing with logo £900 |
|---|---|---|
| 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 | ✔ | ✔ |

# the Strad
**ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890**

# DIGITAL SPECIFICATIONS
## WIDTH X HEIGHT

## Masthead and footer leaderboards

| Desktop / Tablet Landscape | Tablet - Portrait | Small Tablet - Portrait | Mobile |
|---|---|---|---|
| 468x60 pixels | 468x60 pixels | 468x60 pixels | 300x50 pixels |
| 728x90 pixels | 728x90 pixels | | 300x75 pixels |
| 970x90 pixels | | | 320x50 pixels |
| 970x250 pixels | | | |

## MPUs

| Desktop / Tablet Landscape | Tablet - Portrait | Small Tablet - Portrait | Mobile |
|---|---|---|---|
| 300x600 | 300x250 | 300x250 | 300x50 |
| 300x250 | | | 300x75 |
| | | | 320x50 |
| | | | 300x250 |

| Sponsored links with logo | Logo | Text |
|---|---|---|
| **Creative size (pixels)** GIF/JPEG/PNG only | 190x110 | Max 30 words |

| Jobs online page | Logo | Text |
|---|---|---|
| **Creative size (pixels)** GIF/JPEG/PNG only | 239 x 159 | Max 300 words |

## E-mail alerts

| | Top Banner | Mid-box MPU | Bottom Banner |
|---|---|---|---|
| **Creative size (pixels)** | 730x120 | 300 x 250 | 730x350max |

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 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