

2022 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 2022	17/12/2021		French focus	BVMA 20 February	26/01/2022
MARCH 2022	25/01/2022			ASTA 16 - 19 March	23/02/2022
APRIL 2022	23/02/2022		German focus	Musikmesse 29 April - 1 May	23/03/2022
MAY 2022	18/03/2022	Degrees			20/04/2022
JUNE 2022	22/04/2022	Accessories		NAMM 3-5 June	18/05/2022
JULY 2022	19/05/2022	Poster			22/06/2022
AUGUST 2022	24/06/2022				18/07/2022
SEPTEMBER 2022	22/07/2022		Education focus	Mondo Musica Cremona 23-25 Sept	18/08/2022
OCTOBER 2022	17/08/2022			Music China 26-29 Oct	15/09/2022
NOVEMBER 2022	15/09/2022	Poster	North American focus	VSA 13 - 19 November	12/10/2022
DECEMBER 2022	13/10/2022	Directory			9/11/2022
JANUARY 2023	10/11/2022	String Courses			7/12/2022
CALENDAR 2023	05/08/2022				7/09/22
DIRECTORY 2023	29/09/2022				9/11/22



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@thestrads.com

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

ADVERTISING RATES 2022

in Pounds Sterling (excluding VAT).

DISPLAY AD	NUMBER OF INSERTIONS IN TWELVE MONTHS			
	SINGLE	FOUR	SIX	TWELVE
DPS	£6,000	£5,500	£5,000	£4,200
Page	£3,300	£2,800	£2,700	£2,200
Half page	£2,000	£1,800	£1,700	£1,400
Quarter page	£1,200	£1,000	£900	£800

COVERS	
Outside Back Cover	£4,200
Inside Front Cover	£3,800
Inside Back Cover	£3,700

CLASSIFIEDS

6x2 (60mm high x 90mm wide)	£360 (1/8 page equivalent)
3x2 (30mm high x 90mm wide)	£190 (1/16 page equivalent)

Lineage (text only) – £31 up to 15 words, £1.60 per each extra word

SUPPLEMENTS

String Courses, Degrees, Cremona, Accessories

Rates as per above

Calendar – Instrument/month sponsor £3,300

Poster – Sponsorship £2,200



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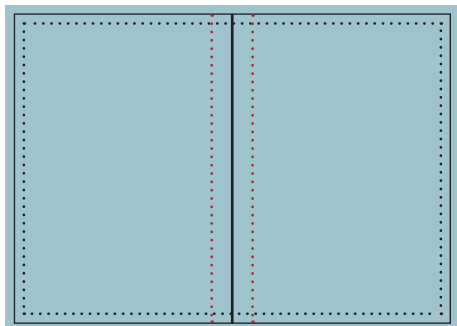
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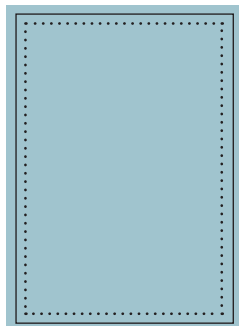
SPECIFICATIONS

DISPLAY ADVERTS



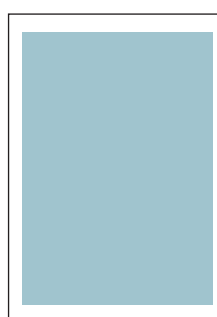
DOUBLE PAGE SPREAD

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



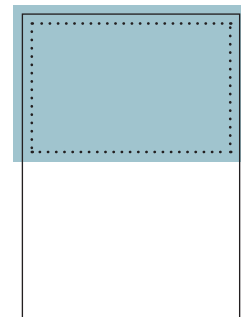
FULL PAGE BLEED

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



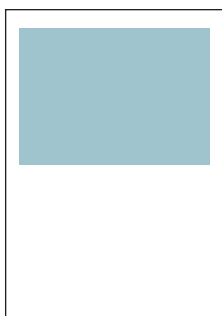
FULL PAGE

260mm (h) x 180mm (w)



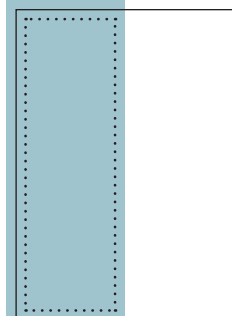
HALF PAGE HORIZONTAL BLEED

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



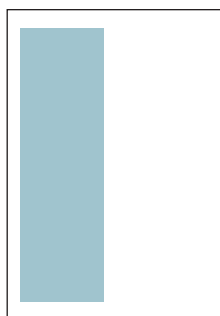
HALF PAGE HORIZONTAL

127mm (h) x 180mm (w)



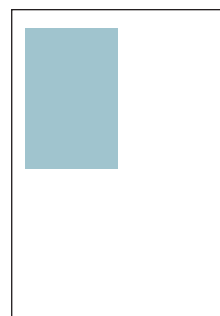
HALF PAGE VERTICAL BLEED

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



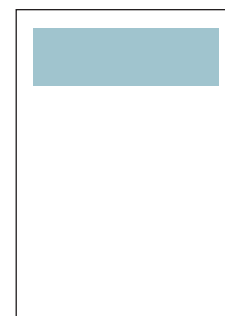
HALF PAGE VERTICAL

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

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INSERT RATES 2022

in Pounds Sterling (excluding VAT for UK advertisers).

FOR INSERTS UP TO 20g	
Full Run - 12,000 copies	£2,600
UK Only - 3,600 copies	£1,100
Europe (excl. UK) - 2,000 copies	£790
North America - 4,000 copies	£1,400
FOR INSERTS OVER 20g ADD:	
Full Run	£29p/g
UK Only	£10p/g
Europe (excl. UK)	£16p/g
North America	£24p/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.

2022 DIRECTORY RATES

in Pounds Sterling (excluding VAT for UK advertisers).

COVERS	
Front Cover	£5,900
Outside Back Cover	£4,700
Inside Front Cover	£3,800
Inside Back Cover	£3,500

DISPLAY ADVERTISING (H X W)	
Full Page (224mm x 143mm)	£3,300
Half Page (110mm x 143mm)	£2,000
Quarter Page (110mm x 94mm)	£1,200
Logo (25mm x 45mm)	£340

DIVIDERS, BOOKMARKS

£3,800/each



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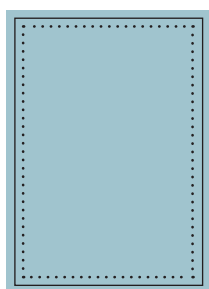


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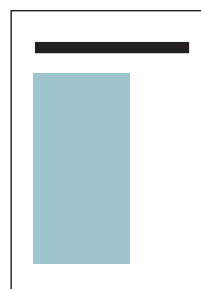
DIRECTORY SPECIFICATIONS



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)



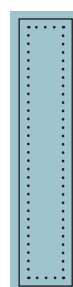
**HALF PAGE VERTICAL
(2 COLS)**
 224 (h) x 94mm (w)



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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