

# theStrad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

## MEDIA INFORMATION

**theStrad** (JANUARY 2012 VOL.120 NO.140)  
REGGER MASTERCLASS **HARTMUT ROHDE**  
HOW TO PLAY **AS FAST AS HEIFETZ**  
JULIAN LLOYD WEBBER **DELIUS AT 150**

**theStrad** (DECEMBER 2011 VOL.119 NO.139)  
BEETHOVEN'S TRIPLE **TASMIN LITTLE** WHEN IS IT WRONG TO PLAY A STRAD?  
**THE MONEY ISSUE**  
OUR GUIDE TO MAKING IT, SAVING IT, SPENDING IT AND GIVING IT AWAY  
How much do you spend on your instrument? WE REVEAL THE CAREER COSTS

**theStrad** (OCTOBER 2011 VOL.118 NO.138)  
A TRIBUTE TO **AIDA STUCKI** THE LOST M/ CENTRAL  
**STEVEN ISSERLIS** ON THE SINS OF URTEXT  
**GUADAGNINI CELEBRATING 300 YEARS**  
EXPERTS AND PLAYERS REVEAL THEIR LOVE FOR THE UNIQUELY TALENTED MAKER  
**TOP SECRETS FOR EFFECTIVE PRACTICE**  
HOW TO GET RID OF WOODWORM  
FREE ACCESSORIES SUPPLEMENT

**theStrad** (MAY 2011 VOL.117 NO.137)  
FESTIVAL TALES **ARLBORO AT 60** **JOSEPH SILVERSTEIN HOW TO LEAD** **IVES MASTERCLASS HILARY HAHN**  
**YO-YO MA**  
THE INSPIRATIONAL CELLIST WHO IS PUTTING THE WORLD TO RIGHTS  
'One of the musical values we all treasure is that we work towards something bigger than ourselves'

**theStrad** (MAY 2011 VOL.117 NO.137)  
PLAYING SCHUBERT **JAN VOGLER** **MUSICAL CRUISES AN EASY LIVING?** **THE LADY BLUNT STRADIVARI**  
**BERNARD GREENHOUSE**  
TRIBUTES TO THE LEGENDARY CELLIST  
PHOTOGRAPHING INSTRUMENTS A BEGINNER'S GUIDE  
THROUGH THE ROOF A HISTORY OF RECORD VIOLIN PRICES  
FREE SUPPLEMENT

**2CELLOS**  
HOW THE INTERNET TURNED TWO YOUNG PLAYERS INTO SUPERSTARS OVERNIGHT

**FRESH THINKING FOCUS**  
**EXPOSED** INTIMATE DETAILS OF A VIOLIN  
**WOOD TREATMENT** BREAKING THE TABOO  
**CUTTING EDGE** REPERTOIRE  
**MAP YOUR BOWING**  
FREE INSIDE 60-PAGE STRING COURSES SUPPLEMENT

**EDUCATION FOCUS**  
CELLO PEDAGOGUE **ALDO PARISOT** REVEALS ALL TO **RALPH KIRSHBAUM**  
**RACHEL BARTON PINE** WHY I LOVE ENIGMAS  
HOW TO TALK TO YOUR STUDENTS EFFECTIVELY  
**WORKSHOP**  
HOW TO MAKE A VIOLIN FROM A LOAD OF OLD RUBBISH  
**STRING TEACHING IN SOUTH AFRICA**  
THE PROJECTS THAT ARE BRINGING HOPE TO TOWNSHIPS

# theStrad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

## THE STRAD PORTFOLIO

The voice of the string world since May 1890, The Strad reaches an influential audience of professionals and amateurs, experts and enthusiasts of all stringed instruments played with the bow



### THE MAGAZINE

The Strad is the only magazine for stringed instruments with a truly international audience and has a reputation for the highest quality editorial content. Authoritative, trusted and influential, The Strad keeps readers informed about the latest news, groundbreaking research and techniques in all aspects of playing and making stringed-instruments.



### SUPPLEMENTS

The Strad publishes market-leading supplements and brand extensions which include a business directory; guides to summer events and degree courses; festival and event programs; an annual instrument calendar and a special focus on accessories. We also produce sponsored special editions, posters and bookazines, all with promotional opportunities available.



### DIGITAL

Over 20,000 people a month visit thestrad.com to find the latest news, comments and analysis in the stringed instrument world, as well as view videos, sample music, and check out the latest product and CD reviews. In addition, we send emails out to over 26,000 contacts several times a month to alert our subscribers to important news stories and send messages from our advertisers.

### EVENTS

The Strad attends a range of events ranging from intimate masterclasses to international competitions, as well as exhibiting at key industry shows such as Cremona Mondomusica, the ASTA and VSA conventions and Music China. This ensures The Strad is seen by the widest possible audience within the stringed instrument community. We also partner with events such as the upcoming Piatigorsky International Cello Festival using our expertise to maximise attendance and publicity for these events.



### CONTRACT PUBLISHING

The Strad has unique experience in producing top quality products for a discerning audience of stringed instrument enthusiasts. We produce bespoke newsletters, flyers, bookazines, CDs & DVDs, calendars and programmes on behalf of our clients, ensuring the highest standards are achieved throughout the process, from design to delivery.



DISTRIBUTED  
IN **OVER 70**  
COUNTRIES  
WORLDWIDE

**95%** OF READERS  
FIND OUR  
SUPPLEMENTS  
USEFUL

COMBINED  
ONLINE AUDIENCE  
OF **OVER 46,000**

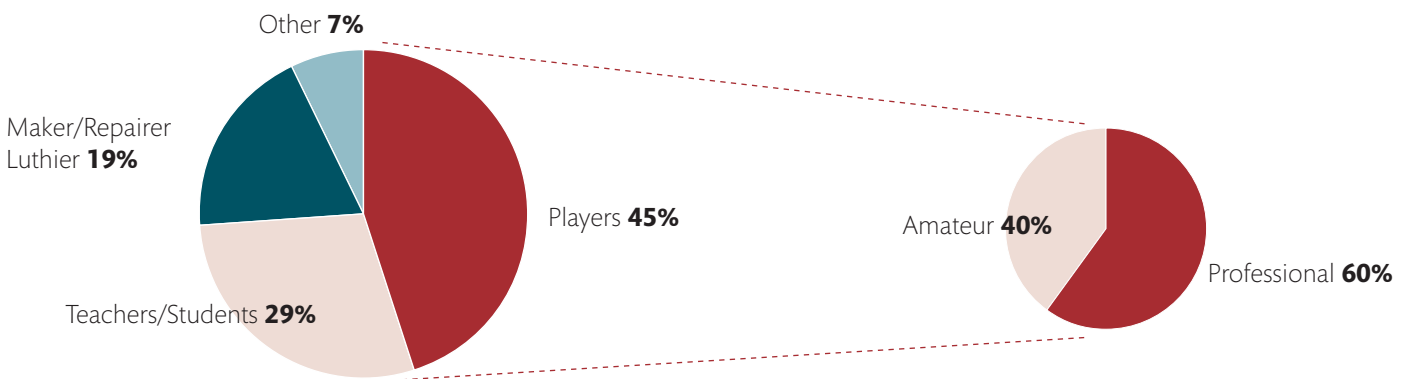
**OVER 210,000**  
VISITORS TO THE  
SHOWS WE  
ATTENDED  
IN 2011

IN 2011,  
WE PRINTED  
**OVER 68,000**  
TAILOR-MADE  
FLYERS AND  
BROCHURES

## WHO READS THE STRAD?

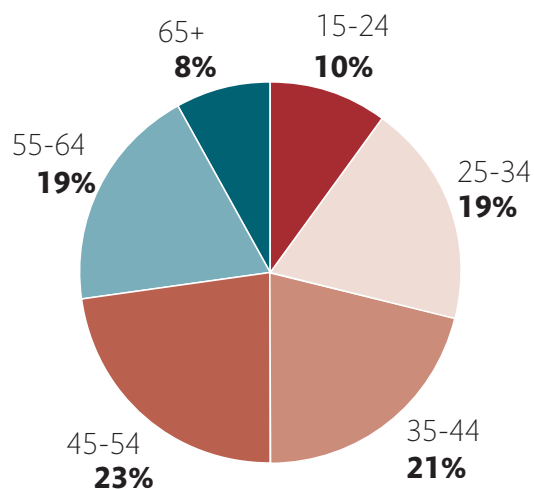
*The Strad* has been a central part of the diverse and international music community for over 120 years. We reach an audience of **over 80,000** top-level players, makers and enthusiasts of stringed instruments in our magazine, on our website and through our email newsletters

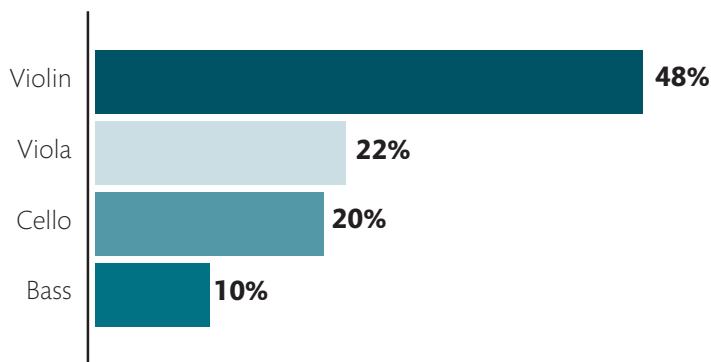
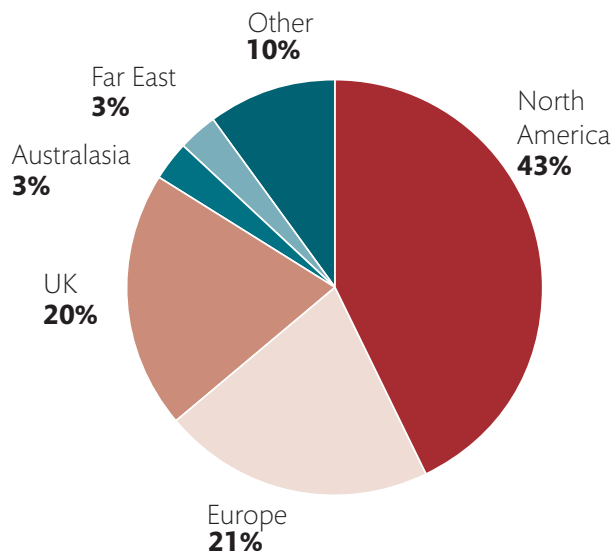
### PRINCIPAL OCCUPATION



**95%** of our readers play a stringed instrument

### AGE RANGE





We now live in an era where students can easily study in two or three different continents and end up earning their living somewhere else still. The Strad gives news of their activities and their friends - *Phillipe Graffin*

We fiddlers are a far-flung community made that much closer once a monthly reading The Strad magazine - *Arnold Steinhardt*

## WHAT OUR READERS SAY

'A very fine magazine, I really enjoy reading it.'

'I enjoy the magazine very much and think the quality of the writing far exceeds that of most other publications these days.'

'I think *The Strad* is an excellent magazine, and the only one that I would want to subscribe to. I look forward each month for it to come through my letterbox.'

'It is an excellent magazine. You have extremely good articles that continue to interest me.'

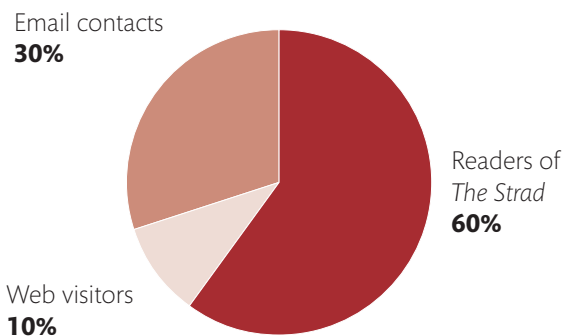
'It's a great magazine, well done!'

'A nice magazine that has managed to stay interesting in a volatile market.'

'As a maker with limited access to great instruments, I can't praise your articles on instruments and posters enough. Over recent years, both the accompanying text and the high quality photographs have been invaluable. Thanks very much!'

## WHY ADVERTISE IN THE STRAD?

### REACH A TOTAL AUDIENCE OF OVER 80,000



### ADVERTISING WITH THE STRAD WORKS

- 90%** have actively responded to ads
- 56%** have bought an advertised product or service
- 27%** have bought an instrument or bow (of these over 50% spent over US\$20,000 on their main instrument)

### ABOUT OUR ADVERTISERS

**60%** of our advertisers have used us for at least 5 years; several companies have advertised for **over 100**

**79%** of our online advertisers are repeat customers

2/3 of our print advertisers are repeat customers

The Strad has been the platform of choice for the best in the business for over 100 years

Paul Bailly, George Gemunder, Carlo Oddone, James Tubbs and Eugene Sartory are amongst those who advertised in the first 20 years of *The Strad*

Two thirds of the Triennale Competition gold medal winners from the last 20 years have advertised in *The Strad*

Recent Strad clients include 18 of the top 20 US Conservatoires



## 2012 SCHEDULE

ISSUES	COPY DEADLINES	SUPPLEMENTS & POSTERS	THEMES & FEATURES	TRADE SHOWS & EVENTS	ON SALE DATE
FEBRUARY 2012	9 <sup>th</sup> January				2 <sup>nd</sup> February
MARCH 2012	27 <sup>th</sup> January			ASTA Conference, Atlanta, GA; Musikmesse, Frankfurt; Piatigorsky International Cello Festival, Los Angeles, CA	23 <sup>rd</sup> February
APRIL 2012	24 <sup>th</sup> February	Cremona	German Focus		22 <sup>nd</sup> March
MAY 2012	30 <sup>th</sup> March	Degrees 2013 Poster		Musicora, Paris; Musikmesse NAMM Russia, Moscow	26 <sup>th</sup> April
JUNE 2012	27 <sup>th</sup> April				26 <sup>th</sup> May
JULY 2012	25 <sup>th</sup> May				22 <sup>nd</sup> June
AUGUST 2012 & Calendar 2013*	29 <sup>th</sup> June				26 <sup>th</sup> July
SEPTEMBER 2012	27 <sup>th</sup> July		Education Focus		23 <sup>rd</sup> August
OCTOBER 2012	31 <sup>st</sup> August	Accessories Poster		Mondomusica Cremona; Music China, Shanghai	27 <sup>th</sup> September
NOVEMBER 2012	28 <sup>th</sup> September		North American Focus	VSA Convention, Cleveland, OH	25 <sup>th</sup> October
DECEMBER 2012 & Directory 2013*	26 <sup>th</sup> October				22 <sup>nd</sup> November
JANUARY 2013	30 <sup>th</sup> November	Summerplus 2013		NAMM, Anaheim, CA	28 <sup>th</sup> December

\* Separate schedule will apply to the 2013 Calendar and Directory

## ADVERTISING RATES 2012

in Pounds Sterling (excluding VAT for UK advertisers)

DISPLAY AD	NUMBER OF INSERTIONS IN TWELVE MONTHS			
	SINGLE	FOUR	SIX	TWELVE
DPS	£4,430	£3,985	£3,780	£3,100
Page	£2,395	£2,160	£2,030	£1,680
Half page	£1,465	£1,315	£1,245	£1,020
Quarter page	£820	£735	£690	£570

COVERS	
Outside Back Cover	£3,100
Inside Front Cover	£2,820
Inside Back Cover	£2,680

### CLASSIFIED

1/8 page £270

1/16 page £140

Lineage - £26 up to 15 words; £1.20 per each extra word

### JOB ANNOUNCEMENTS

£32 per s.c.c. (minimum size 3x2)

### INSERTS, ADVERTORIALS, REPRINTS, DIGITAL ADVERTISING, TYPESETTING SERVICE

Price on application

### SPONSORSHIP OPPORTUNITIES

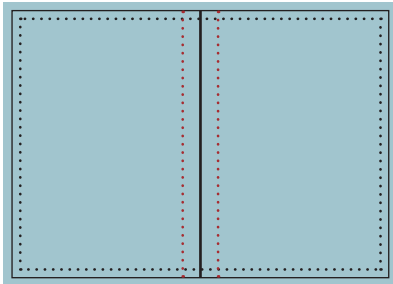
Price on application

### SUPPLEMENTS

Directory, Summerplus, Degrees, Cremona, Calendar, Accessories

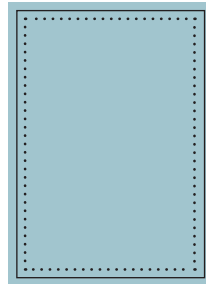
## SPECIFICATIONS

### DISPLAY ADS



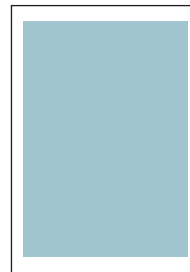
#### DOUBLE PAGE SPREAD

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



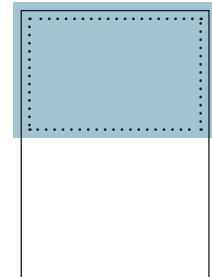
#### FULL PAGE BLEED

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



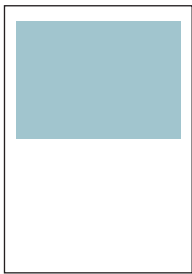
#### FULL PAGE

260mm (h) x 180mm (w)

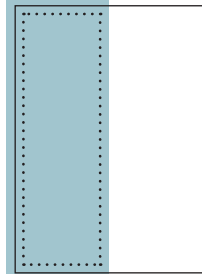


#### HALF PAGE HORIZONTAL BLEED

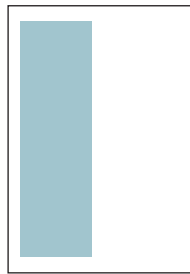
Trim 145mm (h) x 215mm (w)  
Bleed 148mm x 221mm  
Type area 127mm x 180mm



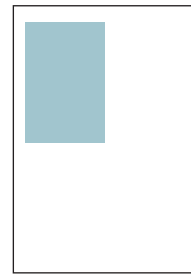
**HALF PAGE HORIZONTAL**  
127mm (h) x 180mm (w)



**HALF PAGE VERTICAL BLEED**  
Trim 295 mm (h) x 107mm (w)  
Bleed 301mm x 110mm  
Type area 260mm x 70mm



**HALF PAGE VERTICAL**  
260mm (h) x 86mm (w)



**QUARTER PAGE VERTICAL**  
127mm (h) x 86mm (w)



**QUARTER PAGE HORIZONTAL**  
62mm (h) x 180mm (w)

### CLASSIFIEDS/JOB ANNOUNCEMENTS

**1 column width 43mm**

**2 column width 90mm**

**3 column width 136mm**

**4 column width 183mm**

**12x2** 120mm(h) x 90mm(w) (1/4 pge equivalent)

**12x4** 120mm(h) x 183mm(w) (1/2 pge equivalent)

**6x2** 60mm(h) x 90mm(w) (1/8 pge equivalent)

**3x2** 30mm(h) x 90mm(w) (1/16 pge equivalent)

Please contact [advertising@thestrad.com](mailto:advertising@thestrad.com) for additional sizing options

#### 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.

#### 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 3064

Fax +44 (0)20 7618 3400

Email [production@thestrad.com](mailto:production@thestrad.com)

FTP <ftp.nqsm.com> **Username:** produp **Password:** produp

## INSERT RATES 2012

in Pounds Sterling (excluding VAT for UK advertisers)

FOR INSERTS UP TO 20g	
Full Run (12,000)	£1,764
Europe (6,500)	£1,030
North America (4,500)	£895
UK Only (3,500)	£580

FOR INSERTS OVER 20g ADD:	
Full Run (12,000)	£19.30/g
Europe (6,500)	£9.70/g
North America (4,500)	£8.30/g
UK Only (3,500)	£4.60/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 address:

Pitney Bowes International Mail Services,  
Units 6 - 8 Waterway Business Park,  
Swallowfield Way,  
Hayes UB3 1EY,  
United Kingdom

### 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.***

## DIRECTORY RATES 2013

in Pounds Sterling (excluding VAT for UK advertisers)

COVERS	
Front Cover	£4,780
Outside Back Cover	£3,860
Inside Front Cover	£3,100
Inside Back Cover	£2,780

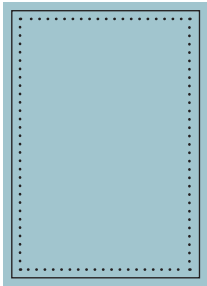
DISPLAY ADVERTISING	
Full Page (210 x 144 mm)	£2,395
Half Page (100 x 144 mm)	£1,465
Quarter Page (78 x 94 mm)	£820
Logo (15 x 40 mm)	£250

### DIVIDERS, BOOKMARKS & INSERTS

prices on application

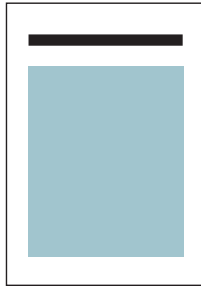


## DIRECTORY SPECIFICATIONS



### FULL PAGE BLEED

Type 210mm (h) x 144mm (w)  
Trim 260mm x 170mm  
Bleed 266mm x 176mm



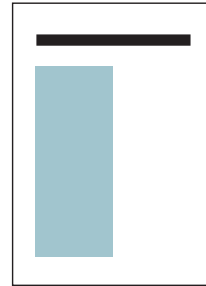
### FULL PAGE

210mm (h) x 144mm



### HALF PAGE HORIZONTAL

100mm (h) x 144mm (w)



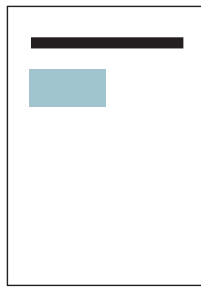
### HALF PAGE VERTICAL

150mm (h) x 94mm (w)



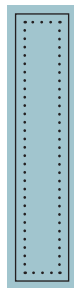
### QUARTER PAGE

78mm (h) x 94mm (w)



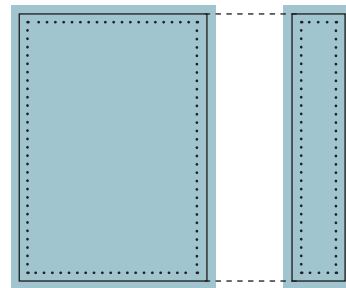
### LOGO

15mm (h) x 40mm (w)



### BOOKMARK

Type 243mm (h) x 43mm (w)  
Trim 250mm x 50mm  
Bleed 256mm x 56mm



### IBC & WING

Trim 260mm (h) x 170mm (w)  
Bleed 266mm x 176mm

### WING

Type 252mm (h) x 52mm (w)  
Trim 260mm x 60mm  
Bleed 266mm x 66mm

### 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.
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- > 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.
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### COLOUR PROOFS

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### PRODUCTION CONTACT DETAILS

Tel +44 (0)20 7618 3064  
Fax +44 (0)20 7618 3400  
Email [production@thestrad.com](mailto:production@thestrad.com)  
FTP <ftp.nqsm.com> Username: produp Password: produp

## ONLINE OPPORTUNITIES

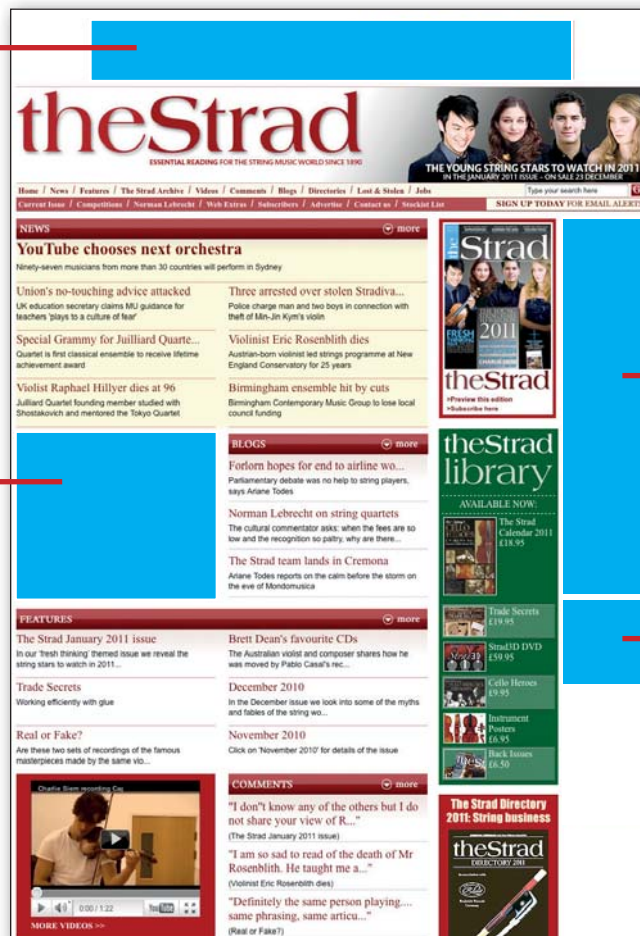
www.thestrad.com

### Leaderboard

728 x 90 pixels  
£570 per month

### MPU (Mid-page unit)

300 x 250 pixels  
£570 per month



### Skyscraper

125 x 600 pixels  
£570 per month

### Button

125 x 125 pixels  
£340 per month

### Key Facts

- Monthly unique users: 11,000
- Monthly page impressions: 52,000
- thestrad.com incorporates FREE listings from our Directory, Degrees and Summerplus supplements
- Our email database contains 26,000 addresses from the string community
- Exclusive online bookstore 'The Strad Library' is acknowledged as the leading source of rare stringed instrument books, posters, DVDs and CDs

### Commercial opportunities

- Sponsorship of site sections or directories
- Sponsorship of email alerts
- Banner advertising, available in multiple formats
- Enhanced listing in online directories
- Recruitment and classified advertising
- Bespoke opportunities for mini-sites and sponsored blogs
- Ideal promotional opportunity for all companies wishing to target our growing online audience worldwide

**92%** of readers visit  
thestrad.com

**74%** of readers say they  
found online adverts useful

## ONLINE DIRECTORIES


### Directory, Degrees, Summerplus


Our directories contain comprehensive listings of string-related businesses, instrument collections, auction houses, education institutions, instrument making courses and summer courses.

These listings are freely available to all visitors to thestrad.com, and this invaluable resource is searched daily by hundreds of people from the strings world.

From under £17 per month, your sponsored link on one of these pages connects our visitors straight to your website.

### The Strad Directory



In association with  
  
Rudolph Preussel  
Germany

Manufactured by the Strad Music Department & Export  
with Strad

Welcome to The Strad Directory, your essential reference for the string industry. The Directory lists hundreds of string businesses and organisations throughout the world. You can search it to find:

- Instrument makers, dealers, shops and wholesalers
- Publishers
- Auction houses
- Instrument collections
- Making schools and organisations

The paper version of Directory is distributed annually to subscribers of The Strad only with the December issue.

For advertising opportunities, email [advertising@thestrad.com](mailto:advertising@thestrad.com)  
To submit a listing for your Directory [click here](#)

[<< Back to directories](#)

**Search The Directory**

Business Name:

Country:


Type of Business:

Organisation:

Products Available:

Services Available:

Search results appear below sponsored links



www.davidpage.com


**Sponsored Links**




Scrollavezza & Zanrè  
Violin makers in Parma, Italy



Roger Hansell Violins Ltd  
Maker of concert violins and fine fittings  
A440 Violin Shop  
Violin shop in Chicago, IL



Alberti Design  
Precision tools for luthiers, violin makers & bow makers



Anmorly Orchestra Enterprise Company  
Violin company in South Taiwan




Atelier Constantin Popescu  
Violin shop in Greenwich/Cos Cob & Westport, CT




Bristol Violin Shop  
Violin shop in Bristol, UK



Calloendpins.com  
Precision made carbon fibre endpins




Consort International/Sofia Violins  
Group of violin makers selling globally




David Samuels  
Bowmaker




Edward Maday  
Violin and viol maker on Long Island, NY



Fritz Kollitz  
Tonewood suppliers in Weisendorf, Germany



Heyligers Violin House  
Violin makers in Cremona (Italy)



Hong Kong Strings Ltd.

**Sponsored link with logo**  
£255 per year

**Sponsored link standard**  
£200 per year

**Be a part of the strings online community worldwide!**

For advertising opportunities in print and online, please contact the advertising team:  
**Tel:** +44 (0)20 7618 3474 **Fax:** +44 (0)20 7618 3400 **E-mail:** [advertising@thestrad.com](mailto:advertising@thestrad.com)  
 The Strad, Newsquest Specialist Media Ltd, 2nd Floor, 30 Cannon Street, London EC4M 6YJ, UK

## SPONSORED EMAIL ALERTS

Email database of 26,000 records from the strings market worldwide

**theStrad**  
ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890  
www.thestrاد.com

**LATEST NEWS**

**String music news from The Strad**

**Clara Jumi-Kang wins in Indianapolis**  
German-Korean violinist takes gold medal at US competition

**Celloist is Germany's 'Citizen of the Year'**  
Thomas Beckmann is recognised for his charity work for the homeless

**Russian clean sweep at Kreutzer contest**  
Nikita Borisoglebsky heads prizewinners at Vienna violin competition

**The Strad heads for Cremona**  
We'll be travelling to Cremona this week for the Mondomusica Trade Show from 1-3 October. Come and see us there at Stand Number 235  
Visit [www.thestrاد.com](http://www.thestrاد.com) for all the latest news from the string music world.

**Auction News in Association with Tarisio**

**Tarisio's October 2010 London sale catalogue is online today**

The London office returns to operation with this exciting and high-quality sale. Browse the catalogue to find a discerning selection of items by:

- Carlo Giuseppe Testore
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- and more!

Browse the full catalogue online at [www.tarisio.com](http://www.tarisio.com) or download the PDF catalogue.

For more information call +44 20 7354 5763. The sale ends on 12 October

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