

theStrad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA INFORMATION

theStrad JANUARY 2012 VOL.123 NO.1401

REGGER MASTERCLASS **HARTMUT ROHDE** HOW TO PLAY **AS FAST AS HEIFETZ** JULIAN LLOYD WEBBER **DELIUS AT 150**

theStrad ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

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

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'

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

EDUCATION FOCUS CELLO PEDAGOGUE **ALDO PARISOT** REVEALS ALL TO **RALPH KIRSHBAUM** **RACHEL BARTON PINE** WHY I LOVE ETUDES HOW TO TALK TO YOUR STUDENTS EFFECTIVELY

31 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

BERNARD GREENHOUSE TRIBUTES TO THE LEGENDARY CELLIST

STRICTLY BALLROOM HOW DANCE CAN HELP YOUR BACH

PHOTOGRAPHING INSTRUMENTS A BEGINNER'S GUIDE **THROUGH THE ROOF** A HISTORY OF RECORD VIOLIN PRICES

FREE ACCESSORIES SUPPLEMENT Accessories 2011

FREE SUPPLEMENT Amore Stradivari 2011

ONLINE OPPORTUNITIES

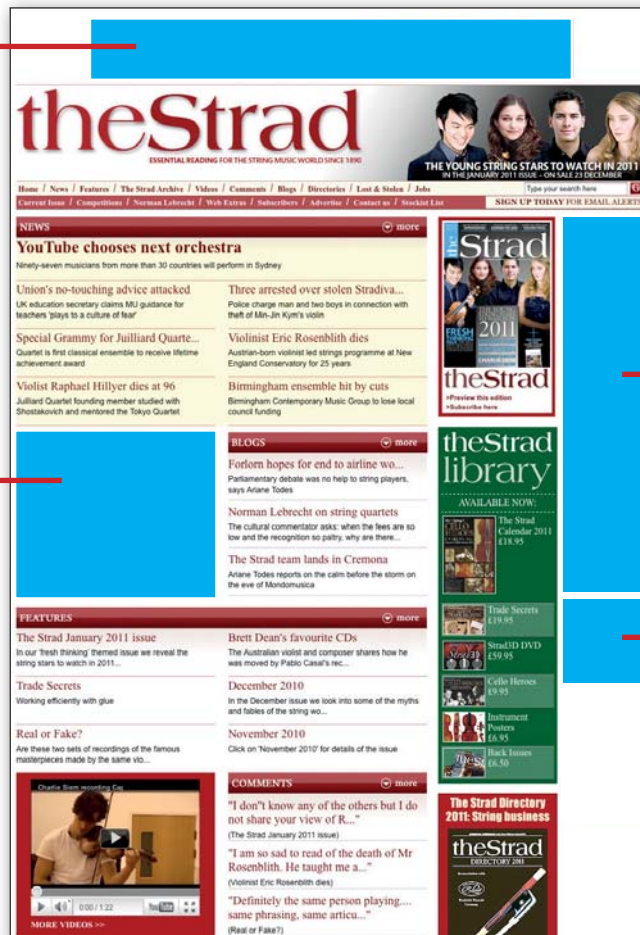
www.thestrad.com

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

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

The Strad, Newsquest Specialist Media Ltd, 2nd Floor, 30 Cannon Street, London EC4M 6YJ, UK

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



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
To submit a listing for your Directory [click here](#)
[<< Back to directories](#)

Search The Directory

Business Name:

Country:

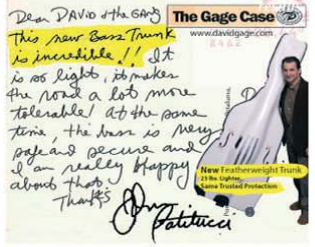
Type of Business:

Organisation:





Products Available:

Services Available:

Search results appear below sponsored links



Sponsored Links

- **Scrollavezza & Zanre**
Violin makers in Parma, Italy
- **Finest Fittings**
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**
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
Celloendpins.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**
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

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SPONSORED EMAIL ALERTS

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

theStrad
www.thestrاد.com
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LATEST NEWS

String music news from The Strad

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

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

Russian clean sweep at Kreisler 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 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
- Andrea Guarneri
- Giacomo Rivolta
- Giuseppe Sgarbi
- Marengo Romano Rinaldi
- Dominique Peccatte
- Eugene Sartory
- Tomasso Eberle
- and more!

Browse the full catalogue online at www.tarisio.com or download the PDF catalogue.

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

Tarisio
FINE INSTRUMENTS & BOWS

A subscription to The Strad magazine gets you closer to the best players, the finest instruments, and the most famous makers every month. If you're serious about strings, you need The Strad.
[Click here to start your subscription today](#)

Missed an issue of The Strad? Don't worry - you can order back issues [here](#).

For advertising opportunities in print and online, please contact us now.
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Sponsored sections

SYMPHONIC VOYAGES Immerse yourself in classical music aboard a luxury Caribbean cruise.

theStrad
www.thestrاد.com
VOICE OF THE STRING MUSIC WORLD SINCE 1890
theStrad 120th anniversary 1890-2010

The January issue of The Strad is out now, with a 'fresh thinking' focus:

Young stars of 2011
We showcase some of the exciting players set to make an impact in the coming years

Record yourself at home
Matthew Barley explains how you can make your own CDs with simple equipment

Classical improvisation
Tim Kilphuis on how making it up as you go along can raise your playing to another level

plus two new series:

The Bredon Mysteries
Amateur sleuth Lord Bredon Walmsley follows the trail of a 1708 Stradivari in our new detective serial

Teacher talk
Your chance to quiz our panel of teaching experts

plus:

Find a string course to go on with our free **Summerplus** listing

The Strad Recruitment Monthly

Guildhall SCHOOL of Music & Drama

Deputy Head of Strings
Salary range £42,470 - £48,510 pa (including inner London weighting, depending on experience)

The Guildhall School of Music and Drama is looking for a Deputy Head of Strings. The Strings Department provides world class teaching to both undergraduate and postgraduate strings students. Reporting to the Head of Strings, main responsibilities include supporting the Head of Department in the management of the Department and teaching according to specialisation and interest.

Candidates are invited to apply who have strong performance experience, a proven track record of teaching at the appropriate level, experience in the use of Information Technology and an interest in its use within teaching and team management, as well as some experience in academic and people management within a HE environment.

For more details and an application pack please visit our website.

Closing date: 12pm, Monday 24th January 2011

Message from our sponsors

Symphonic Voyages

Immerse yourself in classical music aboard a luxury Caribbean cruise.

Join a community of music lovers from 3 to 15 January 2011 for a unique vacation experience. Celebrity Cruises will host **Symphonic Voyages** aboard the luxurious **Celebrity Mercury**, sailing from Baltimore, Maryland to the islands of St Thomas, St Croix, St Kitts, Antigua, and St Maarten.

Performances will feature artists **Chaochang Liu, Susana Lozarte Duro, Larry Pacheco**, and a full on-board symphony orchestra.

Book your trip by 1 March, 2010 and receive a \$100 discount per berth. In addition, **Symphonic Voyages** will contribute \$100 to the performing arts organisation of your choice. Reserve your space today!

[Click here to find out more.](#)

Roby Lakatos & London Symphony Orchestra
Thu 4 Jun 7.30pm
Barbican
[Click to book online](#)

Recruitment Monthly

Button

Pricing

EDITORIAL EMAIL ALERT:

- **Sponsorship:** £1,280
- **Button** (200x200pixels): £340
- **Recruitment Monthly:** £390

THE STRAD LIBRARY ALERT:

- **Sponsorship:** £870
- **Button** (200x200pixels): £340

ADVERTISING EMAIL ALERT:

- **Sponsorship:** £620
- **Button** (200x200pixels): £210

For more tailor-made online options, please contact the advertising team.