

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.138)
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.136)
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.134)
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'
THE LUTHIER WHO SHOT HIS WIFE
TEXAS FOLK **QUEBE SISTERS**
PAUL ROLLAND HIS LIFE AND TEACHING LEGACY

theStrad (MAY 2011 VOL.117 NO.134)
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

2012 SCHEDULE

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

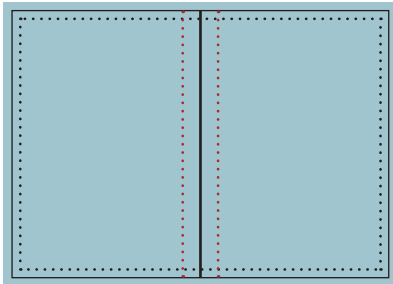
Price on application

SUPPLEMENTS

Directory, Summerplus, Degrees, Cremona, Calendar, Accessories

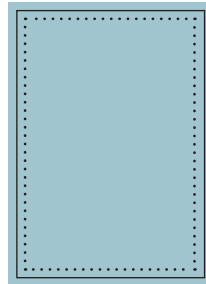
SPECIFICATIONS

DISPLAY ADS



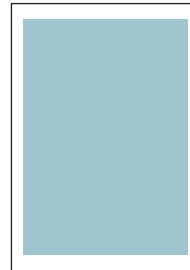
DOUBLE PAGE SPREAD

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



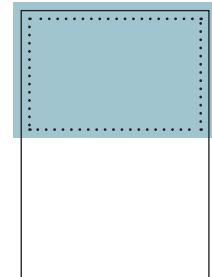
FULL PAGE BLEED

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Bleed 301mm x 221mm
Type area 260mm x 180mm



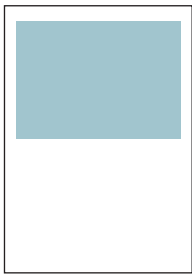
FULL PAGE

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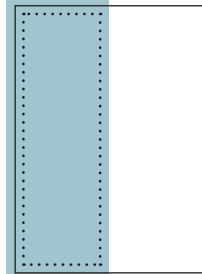


HALF PAGE HORIZONTAL BLEED

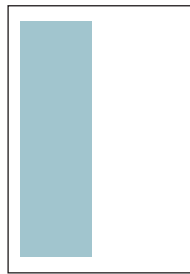
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Bleed 148mm x 221mm
Type area 127mm x 180mm



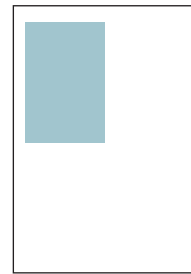
HALF PAGE HORIZONTAL
127mm (h) x 180mm (w)



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 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

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

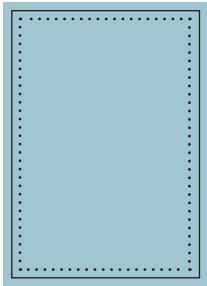
DISPLAY ADVERTISING	
Full Page (210 x 144 mm)	£2,395
Half Page (100 x 144 mm)	£1,465
Quarter Page (78 x 94 mm)	£820
Logo (15 x 40 mm)	£250

DIVIDERS, BOOKMARKS & INSERTS

prices on application

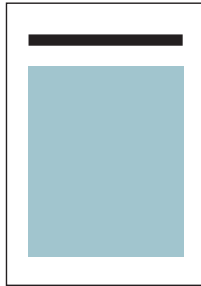


DIRECTORY SPECIFICATIONS



FULL PAGE BLEED

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



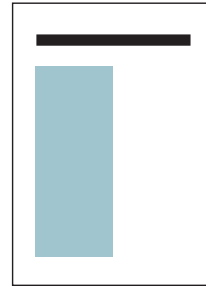
FULL PAGE

210mm (h) x 144mm



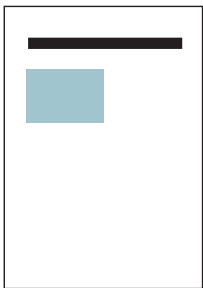
HALF PAGE HORIZONTAL

100mm (h) x 144mm (w)



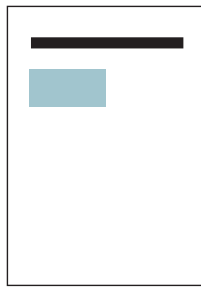
HALF PAGE VERTICAL

150mm (h) x 94mm (w)



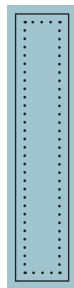
QUARTER PAGE

78mm (h) x 94mm (w)



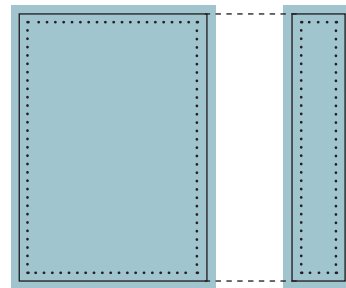
LOGO

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

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