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 a bow.

THE MAGAZINE

The Strad is the only monthly 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, ground-breaking 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 programmes, 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 PLATFORMS

The Strad digital platforms present a huge opportunity to reach our growing on-line audience of over 110,000 users. Readers are also kept up to date with our weekly email newsletters, these are sent to over 25,000 opt-in subscribers every Wednesday and Friday.

EVENTS

The Strad attends a range of events worldwide, from intimate masterclasses to international competitions, as well as exhibiting at key industry shows such as Mondomusica in Cremona, Musikmesse in Frankfurt and 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 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, calendars and programmes on behalf of our clients, ensuring the highest standards are achieved throughout the process, from design to delivery.
WHO READS THE STRAD?

The Strad has been a central part of the diverse and international music community for over 130 years. We reach an audience of over 150,000 top-level players, makers and enthusiasts of stringed instruments in our magazine, on our website and through our email newsletters.

PRINCIPAL OCCUPATION

- Player 45%
- Professional 60%
- Amateur 40%
- Teacher/Student 29%
- Maker/Repairer Luthier 19%
- Other 7%

95% of our readers play a stringed instrument

AGE RANGE

- 45-54 23%
- 35-44 21%
- 25-34 19%
- 15-24 10%
- 55-64 19%
- 65+ 8%
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!’

‘We now live in an era when 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’ – Philippe Graffin

‘We fiddlers are a far-flung community made that much closer once a month reading The Strad magazine’ – Arnold Steinhardt
REACH A TOTAL AUDIENCE OF OVER 150,000

Email contacts 13%
Readers of The Strad 26%
Web audience 61%

Social Media followers:
Facebook 85.6k followers
Instagram 26.2k followers
Twitter 22.5k followers

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 years)
• 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 130 years
• Paul Bailly, George Gemünder, Carlo Oddone, James Tubbs and Eugène Sartory are among those who advertised in the first 20 years of The Strad
• 2/3 of the Cremona Triennale Competition gold medal winners from the last 20 years have advertised in The Strad
• The Strad clients include 18 of the top 20 US conservatories
## 2022 Schedule

<table>
<thead>
<tr>
<th>Issues</th>
<th>Copy Deadlines</th>
<th>Supplements &amp; Posters</th>
<th>Themes &amp; Features</th>
<th>Trade Shows &amp; Events (All dates subject to change in view of the COVID-19 pandemic)</th>
<th>On Sale Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2022</td>
<td>17/12/2021</td>
<td></td>
<td>French focus</td>
<td>BVMA 20 February</td>
<td>26/01/2022</td>
</tr>
<tr>
<td>March 2022</td>
<td>25/01/2022</td>
<td></td>
<td></td>
<td>ASTA 16 – 19 March</td>
<td>23/02/2022</td>
</tr>
<tr>
<td>April 2022</td>
<td>23/02/2022</td>
<td></td>
<td>German focus</td>
<td>Musikmesse 29 April - 1 May</td>
<td>23/03/2022</td>
</tr>
<tr>
<td>May 2022</td>
<td>18/03/2022</td>
<td>Degrees</td>
<td></td>
<td></td>
<td>20/04/2022</td>
</tr>
<tr>
<td>June 2022</td>
<td>22/04/2022</td>
<td>Accessories</td>
<td></td>
<td>NAMM 3-5 June</td>
<td>18/05/2022</td>
</tr>
<tr>
<td>July 2022</td>
<td>19/05/2022</td>
<td>Poster</td>
<td></td>
<td></td>
<td>22/06/2022</td>
</tr>
<tr>
<td>August 2022</td>
<td>24/06/2022</td>
<td></td>
<td></td>
<td></td>
<td>18/07/2022</td>
</tr>
<tr>
<td>September 2022</td>
<td>22/07/2022</td>
<td>Education focus</td>
<td></td>
<td>Mondo Musica Cremona 23-25 Sept</td>
<td>18/08/2022</td>
</tr>
<tr>
<td>October 2022</td>
<td>17/08/2022</td>
<td></td>
<td></td>
<td>Music China 26-29 Oct</td>
<td>15/09/2022</td>
</tr>
<tr>
<td>November 2022</td>
<td>15/09/2022</td>
<td>Poster</td>
<td>North American focus</td>
<td>VSA 13 - 19 November</td>
<td>12/10/2022</td>
</tr>
<tr>
<td>December 2022</td>
<td>13/10/2022</td>
<td>Directory</td>
<td></td>
<td></td>
<td>9/11/2022</td>
</tr>
<tr>
<td>January 2023</td>
<td>10/11/2022</td>
<td>String Courses</td>
<td></td>
<td></td>
<td>7/12/2022</td>
</tr>
<tr>
<td>Calendar 2023</td>
<td>05/08/2022</td>
<td></td>
<td></td>
<td></td>
<td>7/09/22</td>
</tr>
<tr>
<td>Directory 2023</td>
<td>29/09/2022</td>
<td></td>
<td></td>
<td></td>
<td>9/11/22</td>
</tr>
</tbody>
</table>
**ADVERTISING RATES 2022**

in Pounds Sterling (excluding VAT).

<table>
<thead>
<tr>
<th>DISPLAY AD</th>
<th>NUMBER OF INSERTIONS IN TWELVE MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SINGLE</td>
</tr>
<tr>
<td>DPS</td>
<td>£6,000</td>
</tr>
<tr>
<td>Page</td>
<td>£3,300</td>
</tr>
<tr>
<td>Half page</td>
<td>£2,000</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£1,200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COVERS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>£4,200</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£3,800</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£3,700</td>
</tr>
</tbody>
</table>

**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
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 VERTICAL BLEED
Type area 260mm x 86mm
Trim 295mm (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 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
Tel  +44 (0)20 7618 3474
Email  advertising@thestrad.com
**INSERT RATES 2022**

in Pounds Sterling (excluding VAT for UK advertisers).

<table>
<thead>
<tr>
<th>FOR INSERTS UP TO 20g</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Run</strong> - 12,000 copies</td>
<td>£2,600</td>
</tr>
<tr>
<td><strong>UK Only</strong> - 3,600 copies</td>
<td>£1,100</td>
</tr>
<tr>
<td><strong>Europe (excl. UK)</strong> - 2,000 copies</td>
<td>£790</td>
</tr>
<tr>
<td><strong>North America</strong> - 4,000 copies</td>
<td>£1,400</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FOR INSERTS OVER 20g ADD:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Run</strong></td>
<td>£29p/g</td>
</tr>
<tr>
<td><strong>UK Only</strong></td>
<td>£10p/g</td>
</tr>
<tr>
<td><strong>Europe (excl. UK)</strong></td>
<td>£16p/g</td>
</tr>
<tr>
<td><strong>North America</strong></td>
<td>£24p/g</td>
</tr>
</tbody>
</table>

**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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>£5,900</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£4,700</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£3,800</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£3,500</td>
</tr>
</tbody>
</table>

## Display Advertising (H x W)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (224mm x 143mm)</td>
<td>£3,300</td>
</tr>
<tr>
<td>Half Page (110mm x 143mm)</td>
<td>£2,000</td>
</tr>
<tr>
<td>Quarter Page (110mm x 94mm)</td>
<td>£1,200</td>
</tr>
<tr>
<td>Logo (25mm x 45mm)</td>
<td>£340</td>
</tr>
</tbody>
</table>

## Dividers, Bookmarks

£3,800/each
DIRECTORY SPECIFICATIONS

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
Tel    +44 (0)20 7618 3474
Email  advertising@thestrad.com
Reach the global strings market instantly across all media platforms.

Reach a total digital audience of more than 120,000 per month

The Strad Digital Platforms 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

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
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

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**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

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**DESKTOP/TABLET**

- MASTER LEADERBOARD: £29/000
  - 728 x 90 pixels

**MOBILE**

- MPUs: £29/000
  - 300 x 75 pixels
  - 300 x 250 pixels

**DOUBLE-SIZED DIGITAL BANNERS FOR DESKTOP**

- DOUBLE BILLBOARD: £48/000
  - 970 x 250 pixels

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Minimum order: 20,000 impressions/month

For digital specifications please see page 19

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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
THE STRAD EMAIL ALERT

TOP BANNER
640 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
640 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
640 x 120 pixels
£1750 per e-alert

MID-BOX MPU
300 x 250 pixels
£800 per e-alert

BOTTOM BANNER
640 x 350 pixels
£1750 per e-alert

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.

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 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.
Fill your vacancy fast and cost-effectively with The Strad’s multi-tiered recruitment package, reaching out to 150,000 potential job-seekers.

### Packages

<table>
<thead>
<tr>
<th>Platinum</th>
<th>£4,700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page print advertisement (260mm h x 183mm w)</td>
<td></td>
</tr>
<tr>
<td>MPU + 150 word description on 2 x e-alerts</td>
<td></td>
</tr>
<tr>
<td>Logo + 150-word description on The Strad’s jobs board</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gold</th>
<th>£2,600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page print advertisement (120mm h x 183mm w)</td>
<td></td>
</tr>
<tr>
<td>MPU + 150 word description on 1 x e-alert</td>
<td></td>
</tr>
<tr>
<td>Logo + 150-word description on The Strad’s jobs board</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Silver</th>
<th>£1,600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page print advertisement (120mm h x 90mm w)</td>
<td></td>
</tr>
<tr>
<td>MPU + 150 word description on 1 x e-alert</td>
<td></td>
</tr>
<tr>
<td>Logo + 150-word description on The Strad’s jobs board</td>
<td></td>
</tr>
</tbody>
</table>

### Smaller Size Advertisements

<table>
<thead>
<tr>
<th>Single column cm rate</th>
<th>£47</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum size</td>
<td>3cm x 2col</td>
</tr>
<tr>
<td>Format</td>
<td>26cm h x 4 col (183mm)</td>
</tr>
<tr>
<td>Column widths</td>
<td>1 col: 43mm</td>
</tr>
</tbody>
</table>
DIGITAL SPECIFICATIONS
WIDTH X HEIGHT

Masthead and footer leaderboards
- Desktop / Tablet Landscape: 468 x 60 pixels, 728 x 90 pixels, 970 x 90 pixels, 970 x 250 pixels
- Tablet - Portrait: 468 x 60 pixels, 728 x 90 pixels
- Small Tablet - Portrait: 468 x 60 pixels
- Mobile: 300 x 50 pixels, 300 x 75 pixels, 320 x 50 pixels

MPUs
- Desktop / Tablet Landscape: 300 x 600, 300 x 250
- Tablet - Portrait: 300 x 250
- Small Tablet - Portrait: 300 x 250
- Mobile: 300 x 50, 300 x 75, 320 x 50, 300 x 250

Sponsored links with logo
- Creative size (pixels): GIF/JPEG/PNG only
  - Logo: 190 x 110
  - Text: Max 30 words

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

E-mail alerts
- Creative size (pixels): GIF/JPEG only, An actively URL must be supplied for the ad to link to.
  - Top Banner: 640 x 120
  - Mid-box MPU: 300 x 250
  - Bottom Banner: 640 x 350max

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

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.