# the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

# MEDIA INFORMATION 2018

READERSHIP | PUBLISHING SCHEDULE | PRINT RATES | PRINT SPECS | DIRECTORY | DIGITAL | RECRUITMENT

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# 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 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.

DISTRIBUTED IN **OVER 70 COUNTRIES** WORLDWIDE

## 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 represent a great opportunity to reach *The Strad* audience on the move. An ever increasing digital offering means that *The Strad* has expanded its online presence on TheStrad.com which now spans across mobile for smartphone users and tablet platforms. In addition to the website, *The Strad* has its very own digital edition, which is available to read via *The Strad* App and readers can be kept up to date via weekly and monthly e-alerts. The combined digital audience is over 150,000.

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

## 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.

DIGITAL AUDIENCE OF **OVER 150,000**

## 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.

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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 Specialist Media Ltd, 120 Leman Street, London E1 8EU, UK

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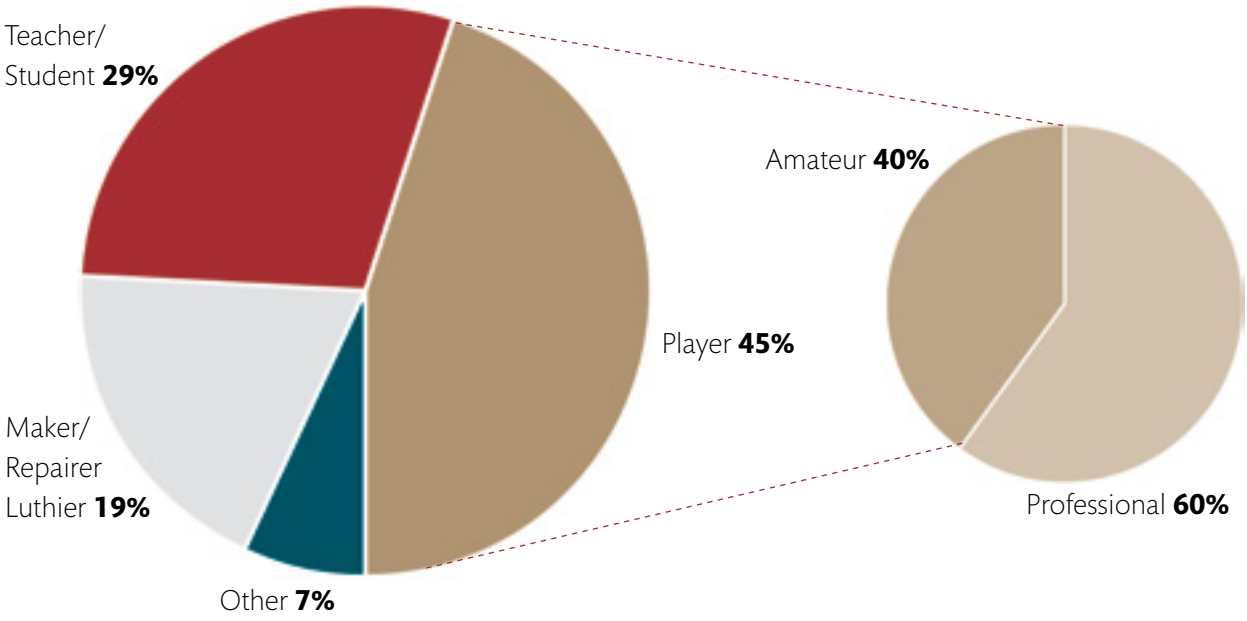
# WHO READS THE STRAD?

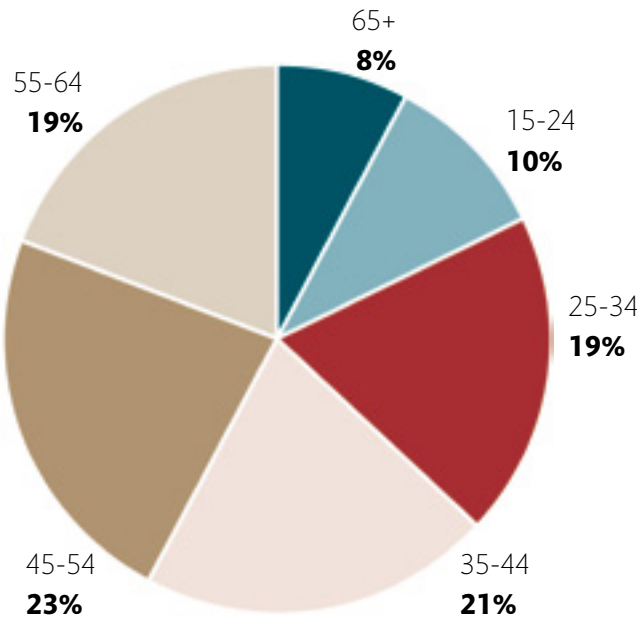
*The Strad* has been a central part of the diverse and international music community for over 125 years. We reach an audience of **over 89,000** top-level players, makers and enthusiasts of stringed instruments in our magazine, on our website and through our email newsletters.

## PRINCIPAL OCCUPATION




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

## AGE RANGE



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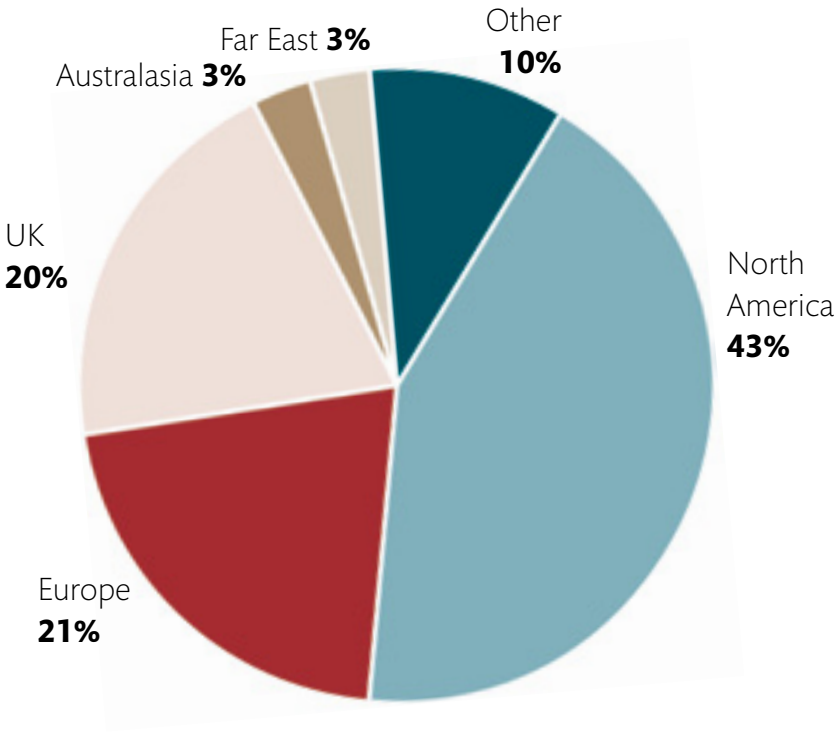


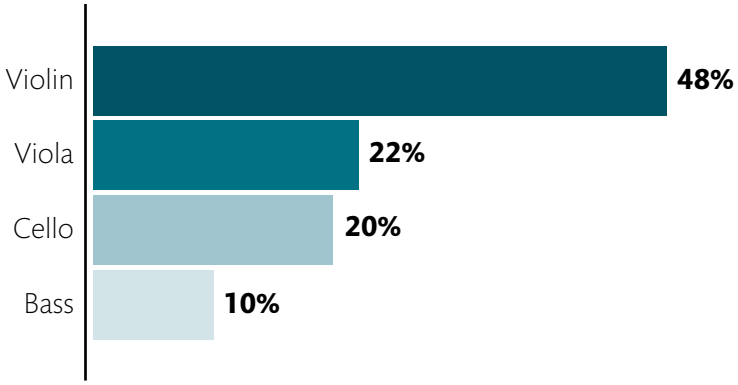


'We now live in an era when students can easily study in two or three different continents and end up earning their living somewhere else still. *The Strad* gives news of their activities and their friends' – ***Philippe Graffin***

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

## 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!'



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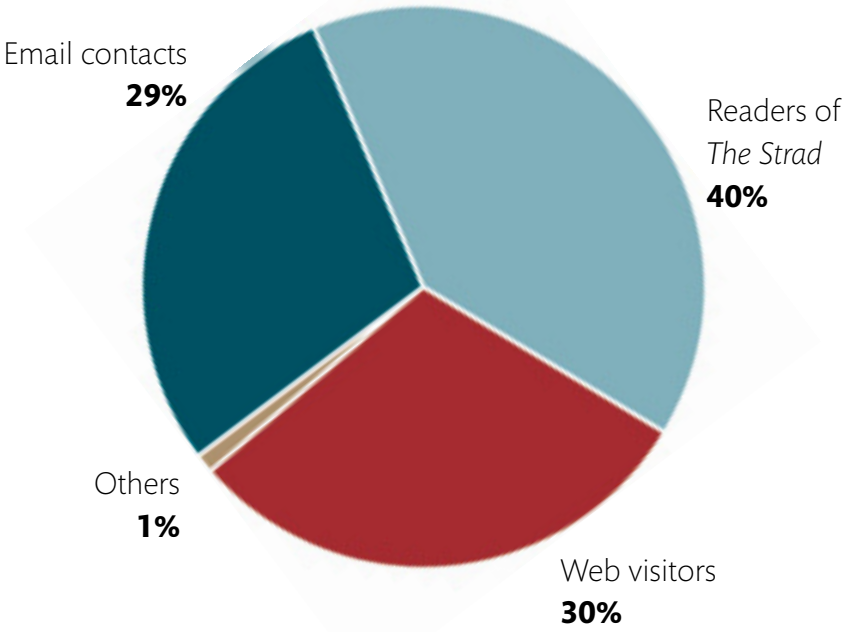
## REACH A TOTAL AUDIENCE OF OVER 89,000




## 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

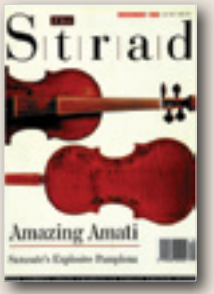
- **60%** of our advertisers have used us for at least 5 years (several companies have advertised for over 100 years)
- **79%** of our online advertisers are repeat customers
- **2/3** of our print advertisers are repeat customers
- *The Strad* has been the platform of choice for the best in the business for over 125 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 conservatoires

1890

1968

1979

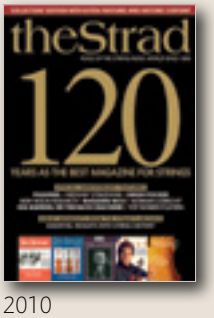
1984



1991

2000

2005



2010

2016



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