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.

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.

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 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

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

### AGE RANGE

- **15-24** 10%
- **25-34** 19%
- **35-44** 21%
- **45-54** 23%
- **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 89,000

Email contacts 29%
Readers of The Strad 40%
Web visitors 30%
Others 1%

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 conservatories

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
<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</th>
<th>ON SALE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY 2019</td>
<td>14/12/2018</td>
<td></td>
<td>French focus</td>
<td>BVMA Makers' Day 3 Feb Music &amp; Education Expo 6 &amp; 7 March</td>
<td>23/01/2019</td>
</tr>
<tr>
<td>MARCH 2019</td>
<td>22/01/2019</td>
<td></td>
<td></td>
<td>ASTA Convention 6 to 9 March Music &amp; Education Expo 6 &amp; 7 March</td>
<td>20/02/2019</td>
</tr>
<tr>
<td>APRIL 2019</td>
<td>20/02/2019</td>
<td></td>
<td>German focus</td>
<td>Musikmesse 2 to 5 April</td>
<td>20/03/2019</td>
</tr>
<tr>
<td>MAY 2019</td>
<td>22/03/2019</td>
<td>Degrees</td>
<td></td>
<td>ESTA 25 April to 1 May</td>
<td>17/04/2019</td>
</tr>
<tr>
<td>JUNE 2019</td>
<td>24/04/2019</td>
<td>Accessories</td>
<td></td>
<td>Musicora 3 to 5 May</td>
<td>23/05/2019</td>
</tr>
<tr>
<td>JULY 2019</td>
<td>20/05/2019</td>
<td></td>
<td></td>
<td></td>
<td>19/06/2019</td>
</tr>
<tr>
<td>AUGUST 2019</td>
<td>21/06/2019</td>
<td></td>
<td></td>
<td></td>
<td>17/07/2019</td>
</tr>
<tr>
<td>SEPTEMBER 2019</td>
<td>19/07/2019</td>
<td>Calendar</td>
<td>Education focus</td>
<td>Mondonusica Cremona 27 to 29 Sep</td>
<td>14/08/2019</td>
</tr>
<tr>
<td>OCTOBER 2019</td>
<td>21/08/2019</td>
<td>Cremona</td>
<td></td>
<td>MusicChina 10 to 13 Oct</td>
<td>18/09/2019</td>
</tr>
<tr>
<td>NOVEMBER 2019</td>
<td>19/09/2019</td>
<td></td>
<td>North American focus</td>
<td>VSA Convention 6 to 10 Nov</td>
<td>16/10/2019</td>
</tr>
<tr>
<td>DECEMBER 2019</td>
<td>17/10/2019</td>
<td>Directory</td>
<td></td>
<td></td>
<td>13/11/2019</td>
</tr>
<tr>
<td>JANUARY 2020</td>
<td>21/11/2019</td>
<td>String Courses</td>
<td></td>
<td>The Namm Show TBC</td>
<td>18/12/2019</td>
</tr>
<tr>
<td>CALENDAR 2020</td>
<td>2/08/2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIRECTORY 2020</td>
<td>4/10/2019</td>
<td></td>
<td></td>
<td>On sale with Strad December 2019</td>
<td></td>
</tr>
</tbody>
</table>
## ADVERTISING RATES 2019

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>£5,400</td>
</tr>
<tr>
<td>Page</td>
<td>£2,900</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,800</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£1,000</td>
</tr>
</tbody>
</table>

### COVERS

- Outside Back Cover: £3,800
- Inside Front Cover: £3,400
- Inside Back Cover: £3,300

### CLASSIFIEDS

- 6x2 (60mm high x 90mm wide): £320 (1/8 page equivalent)
- 3x2 (30mm high x 90mm wide): £170 (1/16 page equivalent)

Lineage (text only) – £28 up to 15 words, £1.40 per each extra word

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

Price on application

### SPONSORSHIP OPPORTUNITIES

Price on application

### SUPPLEMENTS

Directory, String Courses, Degrees, Cremona, Calendar, Accessories, Poster
SPECIFICATIONS

DISPLAY ADVERTS

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 VERTICAL BLEED
Trim 295mm (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
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 300dpi; Greyscale bitmap images – effective resolution 1200dpi; 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
IN S E R T  R A T E S  2 0 1 9
in Pounds Sterling (excluding VAT for UK advertisers).

<table>
<thead>
<tr>
<th>INSERTS UP TO 20g</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Run</strong> - 12,000 copies</td>
<td>£2,400</td>
</tr>
<tr>
<td><strong>UK Only</strong> - 3,600 copies</td>
<td>£950</td>
</tr>
<tr>
<td><strong>Europe (excl. UK)</strong> - 2,000 copies</td>
<td>£700</td>
</tr>
<tr>
<td><strong>North America</strong> - 4,000 copies</td>
<td>£1,200</td>
</tr>
</tbody>
</table>

| INSERTS OVER 20g ADD:                                  |
|--------------------------------------------------------|-------|
| **Full Run**                                          | £27p/g|
| **UK Only**                                           | £8p/g |
| **Europe (excl. UK)**                                 | £14p/g|
| **North America**                                     | £22p/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 addresses:

FAO Gary Whittington / Lisa Brookman
CitySprint
Unit 8
Quadrant Court
Crossways Business Park
Dartford DA9 9AY

For US Subs copies (1,100)
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:
Higgs International Publishing Logistics,
Unit Q2, QED Distribution Park,
Purfleet bypass,
Purfleet,
Essex RM19 1NA

**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.
## 2020 Directory Rates

in Pounds Sterling (excluding VAT for UK advertisers).

### Covers

<table>
<thead>
<tr>
<th>Cover Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>£5,300</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£4,300</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£3,400</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£3,100</td>
</tr>
</tbody>
</table>

### Display Advertising (H x W)

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (224mm x 143mm)</td>
<td>£2,900</td>
</tr>
<tr>
<td>Half Page (110mm x 143mm)</td>
<td>£1,800</td>
</tr>
<tr>
<td>Quarter Page (110mm x 94mm)</td>
<td>£1,000</td>
</tr>
<tr>
<td>Logo (25mm x 45mm)</td>
<td>£300</td>
</tr>
</tbody>
</table>

### Dividers, Bookmarks & Inserts

prices on application
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 300dpi; Greyscale bitmap images – effective resolution 300dpi; Monochrome bitmap images (linework) – effective resolution 1200dpi; 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

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
THE STRAD DIGITAL PLATFORMS

Reach the global strings market instantly across all media platforms.

The Strad Digital Platforms reach a total digital audience of around 150,000 per month

The Strad Website
- thestrad.com
- directories.thestrad.com/servicescourses
- thestrad.com/directories/jobs

One click away from The Strad readers!

The Strad Email Alerts
- Monthly/Wednesday & Friday News

The Strad App & Digital Editions
- for Apple and Android operating systems
- Print edition comes alive!

Extend your promotion in print with a presence on The Strad Digital Platforms and benefit from full exposure on all The Strad's media channels.
A dedicated website delivering the latest news, blogs, information, features, analyses, jobs and comments to the international string community.

**Statistics**
- 100,000 unique visitors each month
- 250,000 monthly page impressions
- accessed by users from more than 180 countries
- 92% of readers visit thestrad.com
- 74% of readers say they found online advertisements useful

**The Benefits**
- A model clearly focused on heightening brand awareness and delivering your advertising message
- Turn highly targeted audiences into potential customers with advertisements placed directly next to specific editorial sections
- Drive high numbers to the brand with total transparency
- Flexibility, accountability and control

**Desktop/Tablet**
- **Master Leaderboard**: 728 x 90 pixels, £27/000
- **MPUs**: 300 x 250 pixels, £27/000

**Mobile**
- **Master Leaderboard**: 320 x 50 pixels, £27/000
- **MPUs**: 300 x 250 pixels, £27/000

Minimum spend £540/month
DOUBLE-SIZED DIGITAL BANNERS FOR DESKTOP

DOUBLE BILLBOARD
970 x 250 pixels
£44/000

DOUBLE MPU
300 x 600 pixels
£44/000

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
The Strad Directories
http://directories.thestrad.com/servicescourses/

IN PRINT...

...AND ONLINE

The Strad Directory and String Courses are comprehensive listings of education institutions, instrument making courses, string-related businesses, instrument collections, auction houses, summer courses, masterclasses and other strings related events worldwide.

STRING COURSES

DIRECTORY

DEGREES

SPONSORED LINK
£800 for the whole year

SPONSORED LINK
£660 for the whole year

PREMIUM LISTING
£2,500 for the whole year including logo, pictures, video, additional text, location

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
THE STRAD EMAIL ALERT

TOP BANNER
730 x 120 pixels
£700 per e-alert

MID-BOX MPU
300 x 250 pixels
£540 per e-alert

BOTTOM BANNER
730 x 350 pixels
£580 per e-alert

Reach The Strad audience in an instant by sponsoring an email alert

FULL EMAIL ALERT SPONSORSHIP
includes:
- TOP BANNER
  730 x 120 pixels
  £700 per e-alert
- MID-BOX MPU
  300 x 250 pixels
  £540 per e-alert
- BOTTOM BANNER
  730 x 350 pixels
  £580 per e-alert

The Strad has a dedicated online audience with over 16,000 email addresses and contacts from the string market worldwide

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
RECRUITMENT

www.thestrad.com/directories/jobs
All recruitment advertising in the print magazine will also appear on The Strad’s jobs page online. Online-only job advertisements are also available.

**RECRUITMENT ADVERTISING COSTS**

**THE STRAD MAGAZINE**

<table>
<thead>
<tr>
<th>Page</th>
<th>260mm h x 183mm w</th>
<th>£3,700</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ page</td>
<td>120mm h x 183mm w</td>
<td>£1,700</td>
</tr>
<tr>
<td>¼ page</td>
<td>120mm h x 90mm w</td>
<td>£860</td>
</tr>
</tbody>
</table>

**Single column cm rate**

- £36

**Minimum size**

- 3cm x 2col

**Format**

- 26cm h x 4 col (183mm)

**Column widths**

- 1 col: 43mm
- 2 col: 90mm
- 3 col: 136mm
- 4 col: 183mm

**THE STRAD JOBS PAGE**

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
**Masthead and footer leaderboards**

**Desktop / Tablet Landscape**
- 468x60 pixels
- 728x90 pixels
- 970x90 pixels
- 970x250 pixels

**Tablet - Portrait**
- 468x60 pixels
- 728x90 pixels

**Small Tablet - Portrait**
- 468x60 pixels

**Mobile**
- 300x50 pixels
- 300x75 pixels
- 320x50 pixels

**MPUs**

**Desktop / Tablet Landscape**
- 300x600
- 300x250

**Tablet - Portrait**
- 300x250

**Small Tablet - Portrait**
- 300x250

**Mobile**
- 300x50
- 300x75
- 320x50
- 300x250

**Sponsored links with logo**

**Creative size (pixels)** GIF/JPEG/PNG only

**Logo**
- 190x110

**Text**
- Max 30 words

**Jobs online page**

**Creative size (pixels)** GIF/JPEG/PNG only

**Logo**
- 250x300

**Text**
- Max 30 words

**E-mail alerts**

**Creative size (pixels)**
- GIF/JPEG only. An active URL must be supplied for the ad to link to.

**Top Banner**
- 730x120

**Mid-box MPU**
- 300 x 250

**Bottom Banner**
- 730x350 max

**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