

2020 DIRECTORY RATES

in Pounds Sterling (excluding VAT for UK advertisers).

COVERS	
Front Cover	£5,300
Outside Back Cover	£4,300
Inside Front Cover	£3,400
Inside Back Cover	£3,100

DISPLAY ADVERTISING (H X W)	
Full Page (224mm x 143mm)	£2,900
Half Page (110mm x 143mm)	£1,800
Quarter Page (110mm x 94mm)	£1,000
Logo (25mm x 45mm)	£300

DIVIDERS, BOOKMARKS & INSERTS

prices on application



READERSHIP

PUBLISHING
SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT

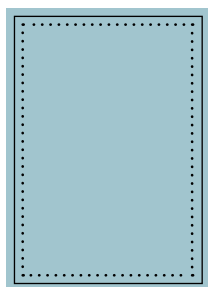


For advertising opportunities in print and online, please contact the advertising team:

Tel: +44 (0)20 7618 3474 Email: advertising@thestrad.com

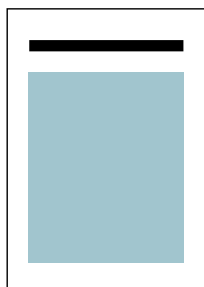
The Strad, Newsquest Specialist Media Ltd, 120 Leman Street, London E1 8EU, UK

DIRECTORY SPECIFICATIONS



FULL PAGE BLEED

Type 210mm (h) x 143mm (w)
Trim 260mm x 170mm
Bleed 266mm x 176mm



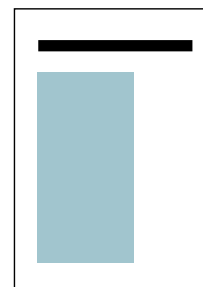
FULL PAGE

224mm (h) x 143mm (w)



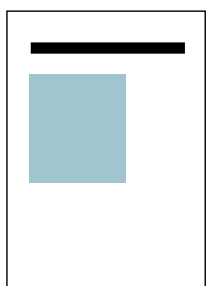
HALF PAGE HORIZONTAL

110mm (h) x 143mm (w)



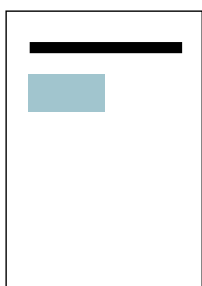
HALF PAGE VERTICAL (2 COLS)

224 (h) x 94mm (w)



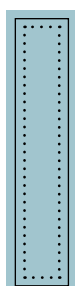
QUARTER PAGE (2 COLS)

110mm (h) x 94mm (w)



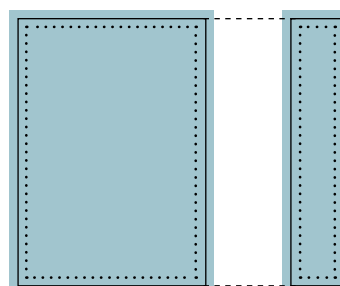
LOGO (1 COL)

25mm (h) x 45mm (w)



BOOKMARK

Type 243mm (h) x 43mm (w)
Trim 250mm x 50mm
Bleed 256mm x 56mm



IBC & WING

Trim 260mm (h) x 167mm (w)
Bleed 266mm x 173mm

WING

Type 252mm (h) x 52mm (w)
Trim 260mm x 60mm
Bleed 266mm x 66mm

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@thestrads.com



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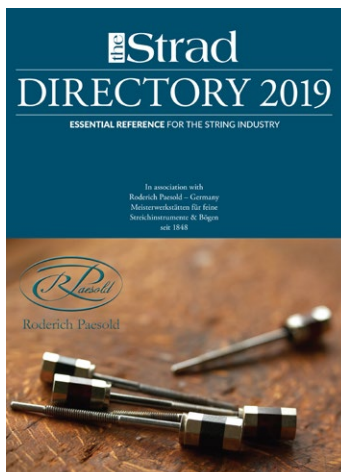
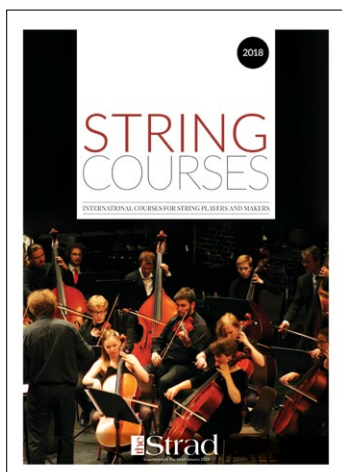
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The Strad, Newsquest Specialist Media Ltd, 120 Leman Street, London E1 8EU, UK

THE STRAD DIRECTORIES

<http://directories.thestrads.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

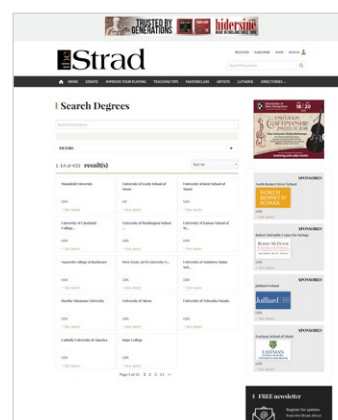
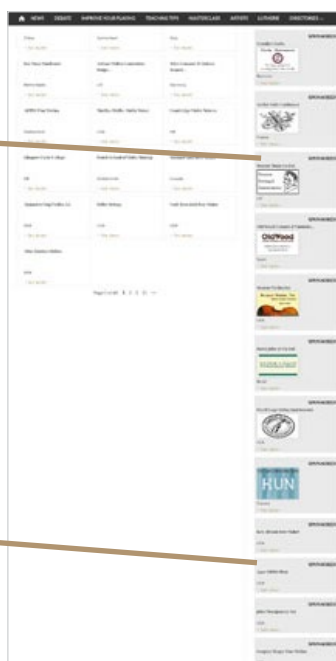
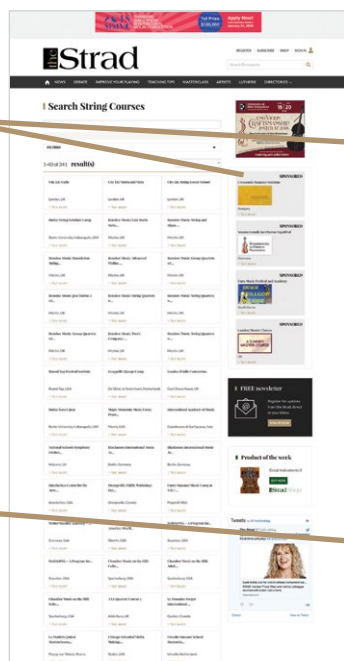
DEGREES

SPONSORED LINK WITH LOGO

£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