

2019 SCHEDULE

ISSUES	COPY DEADLINES	SUPPLEMENTS & POSTERS	THEMES & FEATURES	TRADE SHOWS & EVENTS	ON SALE DATE
FEBRUARY 2019	14/12/2018		French focus	BVMA Makers' Day 3 Feb Music & Education Expo 6 & 7 March	23/01/2019
MARCH 2019	22/01/2019			ASTA Convention 6 to 9 March Music & Education Expo 6 & 7 March	20/02/2019
APRIL 2019	20/02/2019		German focus	Musikmesse 2 to 5 April	20/03/2019
MAY 2019	22/03/2019	Degrees		ESTA 25 April to 1 May	17/04/2019
JUNE 2019	24/04/2019	Accessories		Musicora 3 to 5 May	23/05/2019
JULY 2019	20/05/2019				19/06/2019
AUGUST 2019	21/06/2019				17/07/2019
SEPTEMBER 2019	19/07/2019	Calendar	Education focus	Mondomusica Cremona 27 to 29 Sep	14/08/2019
OCTOBER 2019	21/08/2019	Cremona		MusicChina 10 to 13 Oct	18/09/2019
NOVEMBER 2019	19/09/2019		North American focus	VSA Convention 6 to 10 Nov	16/10/2019
DECEMBER 2019	17/10/2019	Directory			13/11/2019
JANUARY 2020	21/11/2019	String Courses		The Namm Show TBC	18/12/2019
CALENDAR 2020	2/08/2019				
DIRECTORY 2020	4/10/2019			On sale with Strad December 2019	

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

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

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

ADVERTISING RATES 2019

in Pounds Sterling (excluding VAT).

DISPLAY AD	NUMBER OF INSERTIONS IN TWELVE MONTHS			
	SINGLE	FOUR	SIX	TWELVE
DPS	£5,400	£4,900	£4,600	£3,800
Page	£2,900	£2,600	£2,500	£2,000
Half page	£1,800	£1,600	£1,500	£1,200
Quarter page	£1,000	£900	£840	£700

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

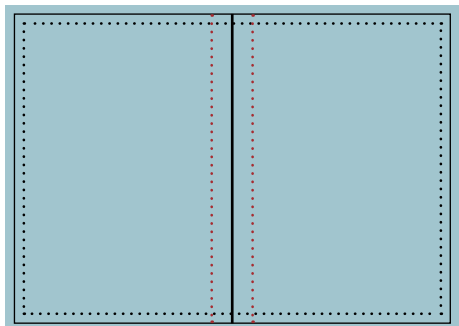
Price on application

SUPPLEMENTS

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

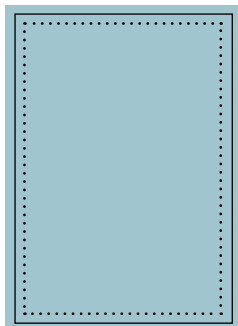
SPECIFICATIONS

DISPLAY ADVERTS



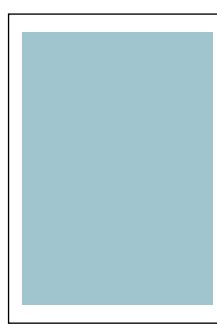
DOUBLE PAGE SPREAD

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



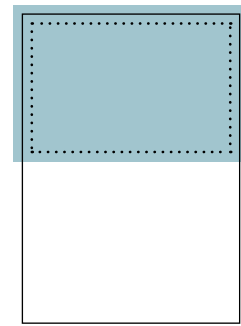
FULL PAGE BLEED

Trim 295mm (h) x 215mm (w)
Bleed 301mm x 221mm
Type area 260mm x 180mm



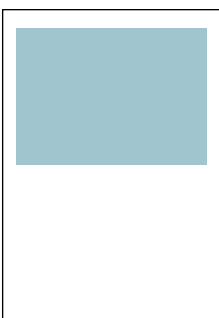
FULL PAGE

260mm (h) x 180mm (w)



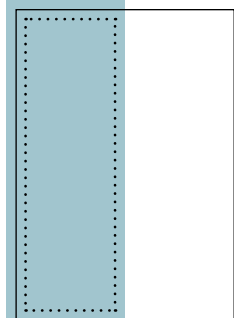
HALF PAGE HORIZONTAL BLEED

Trim 145mm (h) x 215mm (w)
Bleed 148mm x 221mm
Type area 127mm x 180mm



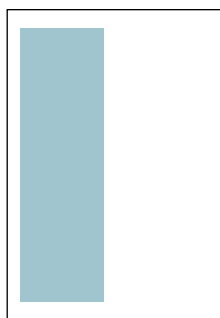
HALF PAGE HORIZONTAL

127mm (h) x 180mm (w)



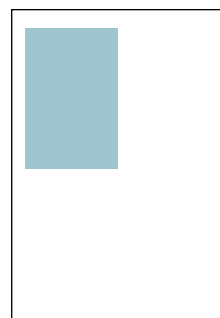
HALF PAGE VERTICAL BLEED

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)

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@thestrاد.com

INSERT RATES 2019

in Pounds Sterling (excluding VAT for UK advertisers).

FOR INSERTS UP TO 20g	
Full Run - 12,000 copies	£2,400
UK Only - 3,600 copies	£950
Europe (excl. UK) - 2,000 copies	£700
North America - 4,000 copies	£1,200
FOR 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	
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

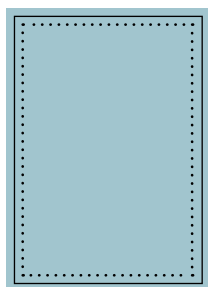


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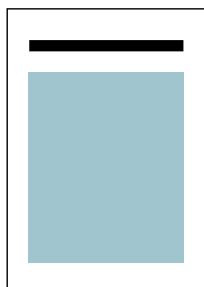
The Strad, Newsquest Specialist Media Ltd, 120 Leaman Street, London E1 8EU, UK

DIRECTORY SPECIFICATIONS



FULL PAGE BLEED

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



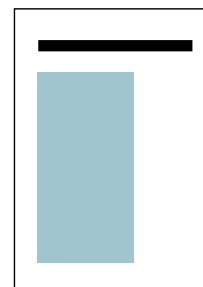
FULL PAGE

224mm (h) x 143mm (w)



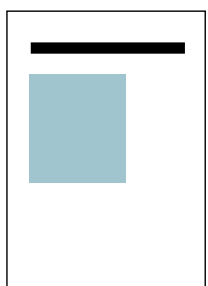
HALF PAGE HORIZONTAL

110mm (h) x 143mm (w)



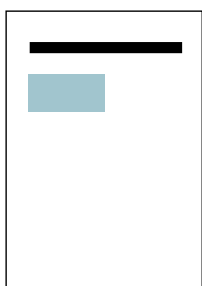
HALF PAGE VERTICAL (2 COLS)

224 (h) x 94mm (w)



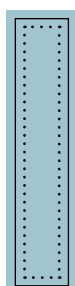
QUARTER PAGE (2 COLS)

110mm (h) x 94mm (w)



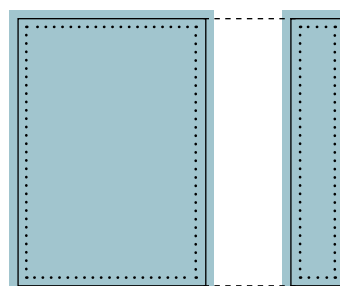
LOGO (1 COL)

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

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