

## 2020 SCHEDULE

ISSUES	COPY DEADLINES	SUPPLEMENTS & POSTERS	THEMES & FEATURES	TRADE SHOWS & EVENTS	ON SALE DATE
FEBRUARY 2020	14/12/2019		French focus	BVMA 9 February	23/01/2020
MARCH 2020	21/01/2020			Music & Education Expo 4 & 5 March ASTA Convention 4 - 7 March	19/02/2020
APRIL 2020	19/02/2020	Cremona	German focus	Musikmesse 1 - 4 April ESTA 16 - 20 April	18/03/2020
MAY 2020	18/03/2020	Degrees		Musicora 8 - 10 May	20/04/2020
JUNE 2020	22/04/2020	Accessories Poster			22/05/2020
JULY 2020	18/05/2020				17/06/2020
AUGUST 2020	19/06/2020				15/07/2020
SEPTEMBER 2020	17/07/2020	Calendar	Education focus	Mondomusica Cremona 25 - 27 Sep	12/08/2020
OCTOBER 2020	19/08/2020			MusicChina 28 - 31 Oct	21/09/2020
NOVEMBER 2020	17/09/2020		North American focus	VSA Convention 8 - 13 Nov	14/10/2020
DECEMBER 2020	15/10/2020	Directory Poster			11/11/2020
JANUARY 2021	19/11/2020	String Courses		The Namm Show 21 - 24 Jan	16/12/2020
CALENDAR 2021	30/07/2020				
DIRECTORY 2021	02/10/2020				On sale with Strad December 2020

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

**Tel:** +44 (0)20 7618 3474 **Email:** [advertising@thestrاد.com](mailto:advertising@thestrاد.com)

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

# ADVERTISING RATES 2020

in Pounds Sterling (excluding VAT).

DISPLAY AD	NUMBER OF INSERTIONS IN TWELVE MONTHS			
	SINGLE	FOUR	SIX	TWELVE
DPS	£5,700	£5,200	£4,800	£4,000
Page	£3,100	£2,700	£2,600	£2,100
Half page	£1,900	£1,700	£1,600	£1,300
Quarter page	£1,100	£950	£900	£750

COVERS	
Outside Back Cover	£4,000
Inside Front Cover	£3,600
Inside Back Cover	£3,500

## CLASSIFIEDS

<b>6x2</b> (60mm high x 90mm wide)	£340 (1/8 page equivalent)
<b>3x2</b> (30mm high x 90mm wide)	£180 (1/16 page equivalent)

**Lineage** (text only) – £29 up to 15 words, £1.50 per each extra word

## REPRINTS

Price on application

## SUPPLEMENTS

String Courses, Degrees, Cremona, Accessories  
Rates as per above

Calendar – Instrument/month sponsor £3,100

Poster – Sponsorship £2,100

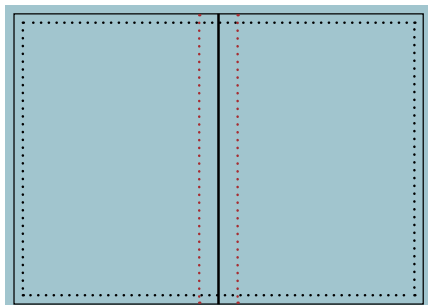
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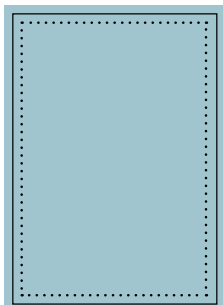
The Strad, Newsquest Specialist Media Ltd, 120 Leaman Street, London E1 8EU, UK

## SPECIFICATIONS

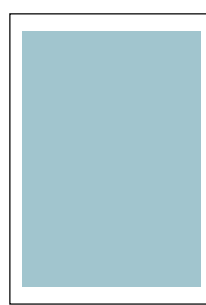
### DISPLAY ADVERTS



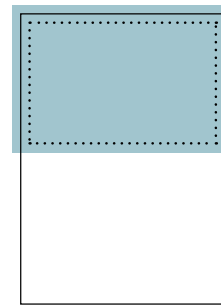
**DOUBLE PAGE SPREAD**  
 Trim 295mm (h) x 430mm (w)  
 Bleed 301mm x 436mm  
 Type area 260mm x 394mm  
 Gutter 50mm (25mm on each page)



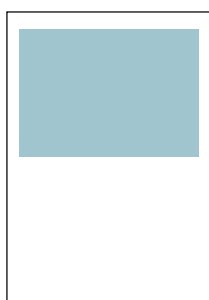
**FULL PAGE BLEED**  
 Trim 295mm (h) x 215mm (w)  
 Bleed 301mm x 221mm  
 Type area 260mm x 180mm



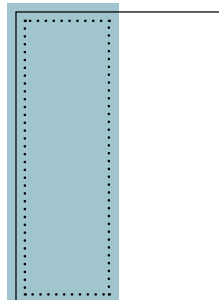
**FULL PAGE**  
 260mm (h) x 180mm (w)



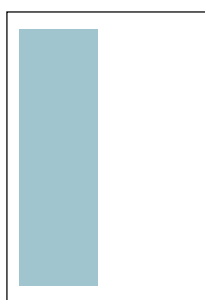
**HALF PAGE HORIZONTAL BLEED**  
 Trim 145mm (h) x 215mm (w)  
 Bleed 148mm x 221mm  
 Type area 127mm x 180mm



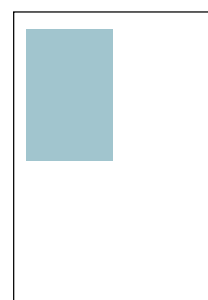
**HALF PAGE HORIZONTAL**  
 127mm (h) x 180mm (w)



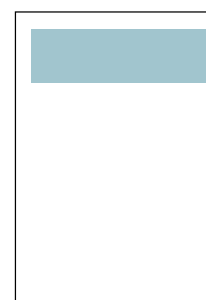
**HALF PAGE VERTICAL BLEED**  
 Trim 295 mm (h) x 107mm (w)  
 Bleed 301mm x 110mm  
 Type area 260mm x 70mm



**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

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 Email [advertising@thestrads.com](mailto:advertising@thestrads.com)

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## INSERT RATES 2020

in Pounds Sterling (excluding VAT for UK advertisers).

FOR INSERTS UP TO 20g	
Full Run - 12,000 copies	£2,500
UK Only - 3,600 copies	£1,000
Europe (excl. UK) - 2,000 copies	£750
North America - 4,000 copies	£1,300
FOR INSERTS OVER 20g ADD:	
Full Run	£28p/g
UK Only	£9p/g
Europe (excl. UK)	£15p/g
North America	£23p/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  
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.**

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## 2020 DIRECTORY RATES

in Pounds Sterling (excluding VAT for UK advertisers).

COVERS	
Front Cover	£5,600
Outside Back Cover	£4,500
Inside Front Cover	£3,600
Inside Back Cover	£3,300

DISPLAY ADVERTISING (H X W)	
Full Page (224mm x 143mm)	£3,100
Half Page (110mm x 143mm)	£1,900
Quarter Page (110mm x 94mm)	£1,100
Logo (25mm x 45mm)	£320

### DIVIDERS, BOOKMARKS

£3,600/each

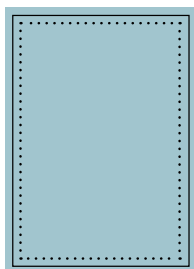


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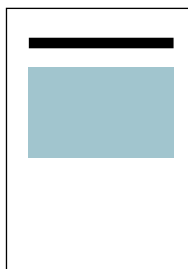
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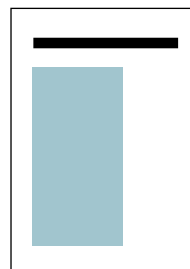
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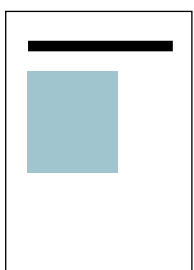
**FULL PAGE BLEED**  
Type 210mm (h) x 143mm (w)  
Trim 260mm x 170mm  
Bleed 266mm x 176mm



**HALF PAGE HORIZONTAL**  
110mm (h) x 143mm (w)



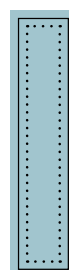
**HALF PAGE VERTICAL  
(2 COLS)**  
224 (h) x 94mm (w)



**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

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