

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



READERSHIP

PUBLISHING
SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT

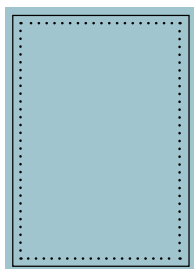


For advertising opportunities in print and online, please contact the advertising team:

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

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

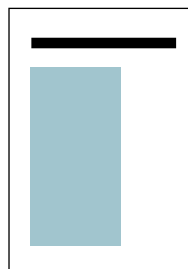
DIRECTORY SPECIFICATIONS



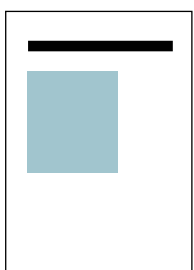
FULL PAGE BLEED
 Type 210mm (h) x 143mm (w)
 Trim 260mm x 170mm
 Bleed 266mm x 176mm



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



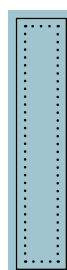
**HALF PAGE VERTICAL
 (2 COLS)**
 224 (h) x 94mm (w)



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

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.

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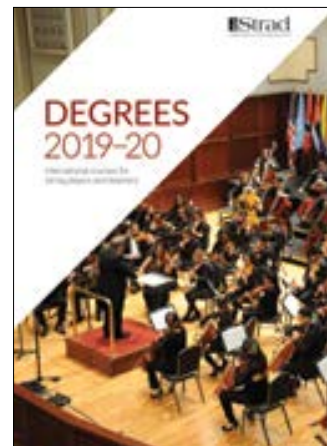
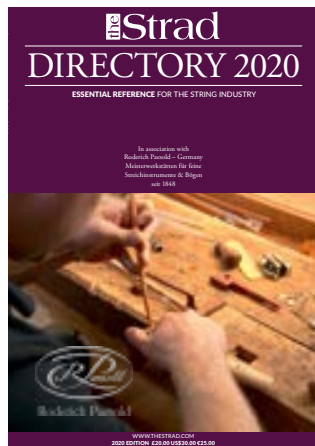
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THE STRAD DIRECTORIES

<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
£850 for the whole year

SPONSORED LINK
£700 for the whole year



PREMIUM LISTING
£2,650 for the whole year including logo, pictures, video, additional text, location



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