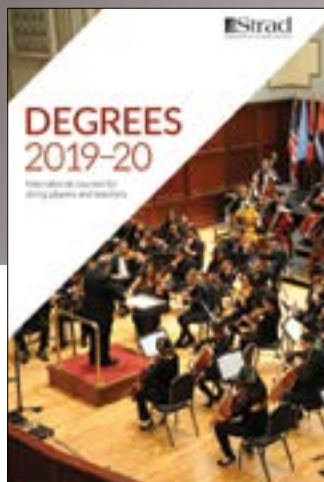
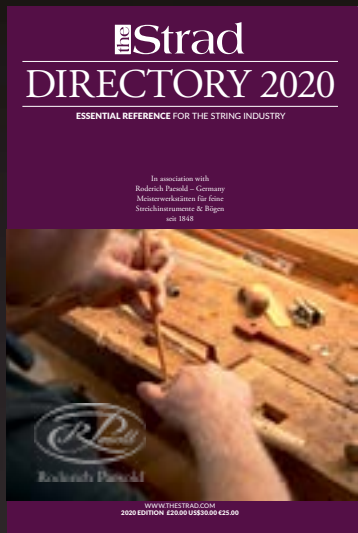




the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA INFORMATION 2020



READERSHIP

PUBLISHING SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

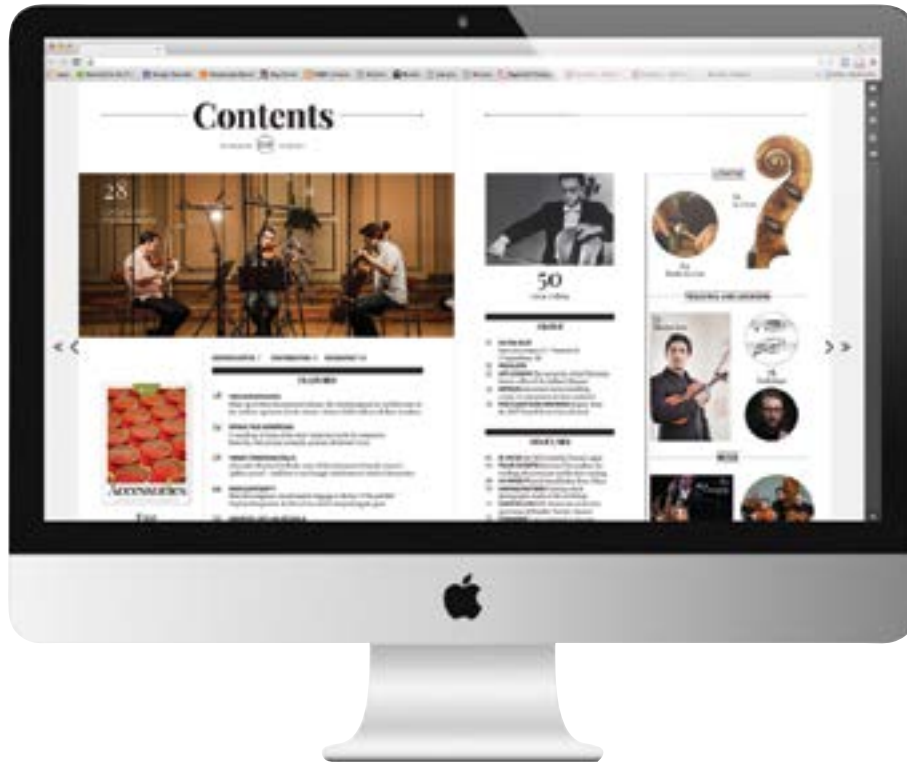
DIGITAL

RECRUITMENT



THE STRAD DIGITAL PLATFORMS

Reach the global strings market instantly across all media platforms.



The Strad Digital Platforms

reach a total digital audience of more than **120,000** per month

The Strad Website

thestrad.com
directories.thestrad.com/
services/courses
thestrad.com/
directories/jobs

*One click away from
The Strad readers!*

The Strad Email Alerts

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.

THE STRAD WEBSITE

www.thestrاد.com

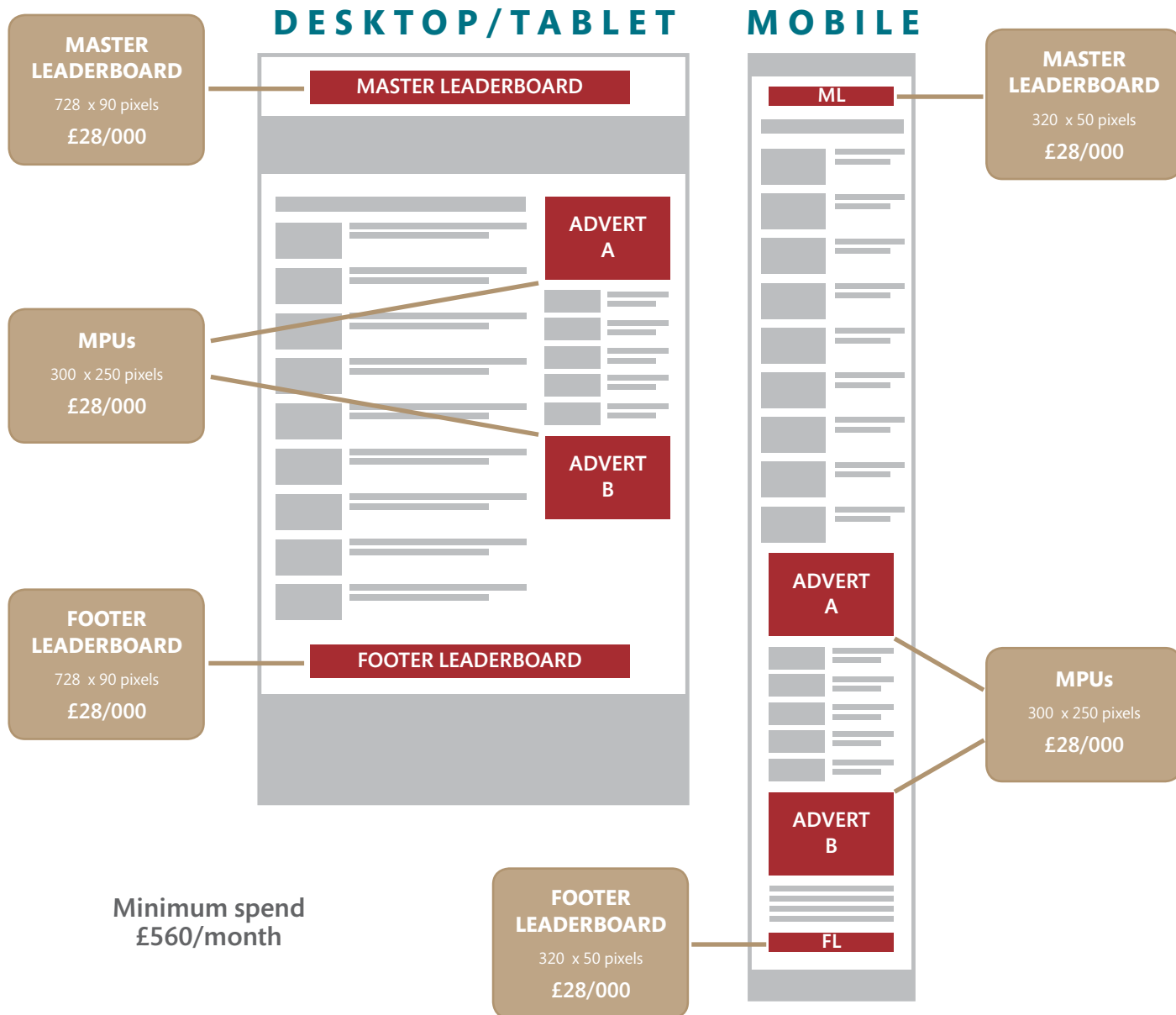
A dedicated website delivering the latest news, blogs, information, features, analyses, jobs and comments to the international string community.

STATISTICS

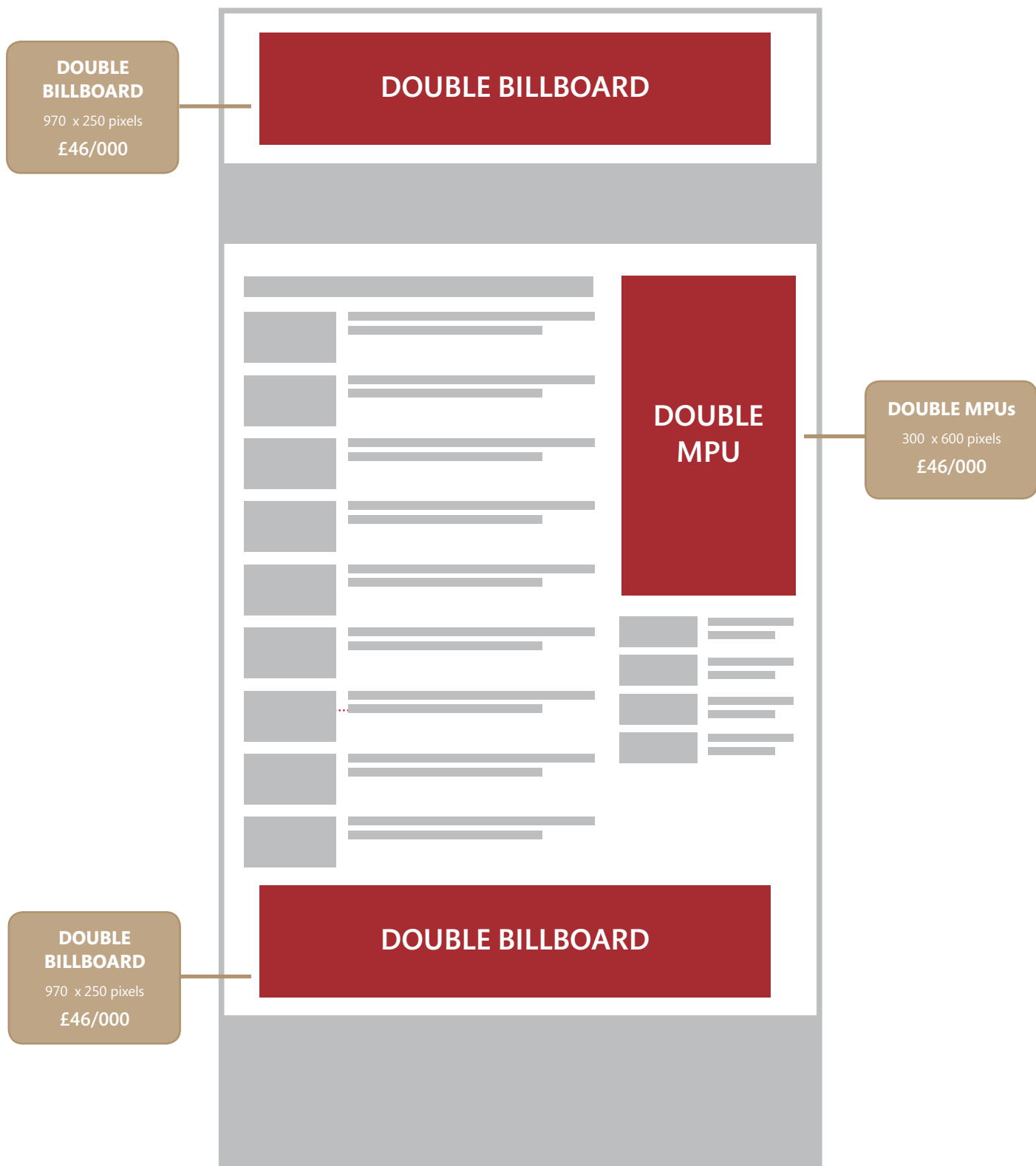
- 100,000 unique visitors each month
- 250,000 monthly page impressions
- accessed by users from more than 180 countries
- 92% of readers visit thestrad.com
- 74% of readers say they found online advertisements useful

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



DOUBLE-SIZED DIGITAL BANNERS FOR DESKTOP



READERSHIP

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SCHEDULE

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

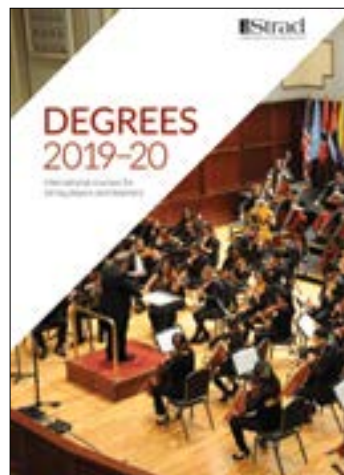
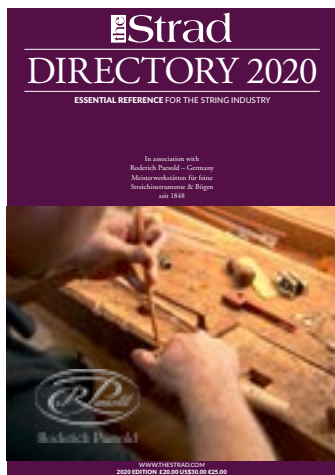
Tel: +44 (0)20 7618 3474 **Email:** advertising@thestrad.com

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

THE STRAD DIRECTORIES

<http://directories.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



READERSHIP

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

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

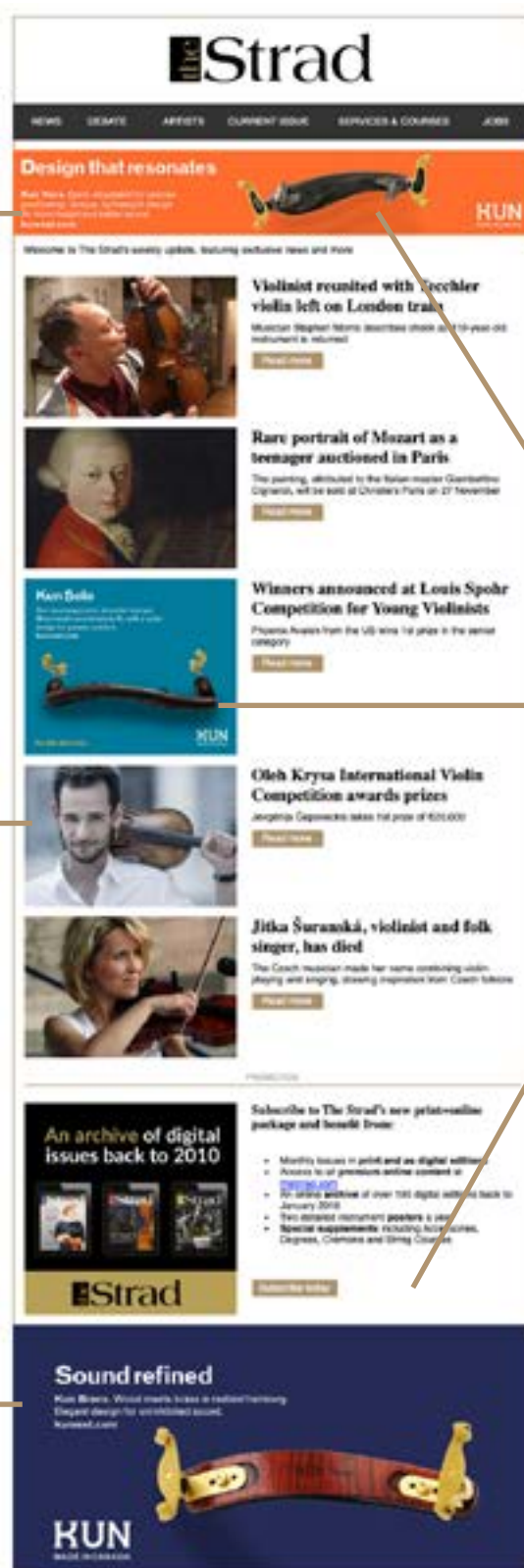
The Strad, Newsquest Specialist Media Ltd, 120 Leaman Street, London E1 8EU, UK

THE STRAD EMAIL ALERT

TOP BANNER
730 x 120 pixels
£740 per e-alert

MID-BOX MPU
300 x 250 pixels
£570 per e-alert

BOTTOM BANNER
730 x 350 pixels
£610 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
MID-BOX MPU
300 x 250 pixels
BOTTOM BANNER
730 x 350 pixels
£1650 per e-alert

The Strad has a
dedicated online
audience with
over **19,000** email
addresses and
contacts from
the string market
worldwide

DIGITAL SPECIFICATIONS

WIDTH X HEIGHT

Masthead and footer leaderboards

Desktop / Tablet Landscape	Tablet - Portrait	Small Tablet - Portrait	Mobile
468x60 pixels 728x90 pixels 970x90 pixels 970x250 pixels	468x60 pixels 728x90 pixels	468x60 pixels	300x50 pixels 300x75 pixels 320x50 pixels

MPUs

Desktop / Tablet Landscape	Tablet - Portrait	Small Tablet - Portrait	Mobile
300x600 300x250	300x250	300x250	300x50 300x75 320x50 300x250

Sponsored links with logo

Creative size (pixels) GIF/JPEG/PNG only	Logo	Text
	190x110	Max 30 words

Jobs online page

Creative size (pixels) GIF/JPEG/PNG only	Logo	Text
	250x300	Max 300 words

E-mail alerts

Creative size (pixels)	Top Banner	Mid-box MPU	Bottom Banner
	730x120	300 x 250	730x350max

GIF/JPEG only. An active URL must be supplied for the ad to link to.

WE NO LONGER ACCEPT FLASH/SWF CREATIVE

HTML5

The preferred method of receiving HTML5 creative is through 3rd party ad tags. Newsquest accept most code from 3rd party vendors. Here is a link to a complete list:

https://support.google.com/dfp_premium/answer/177366

If you wish to supply HTML5 files with Java/images (not through a vendor), please supply your creative early so we can test it.

Overview

HTML5 ads are expected to be larger than their Flash predecessors as Flash allows for better compressed and optimised single file delivery. However, owing to the nature of JavaScript, performance should remain a priority area for focus.

The initial file load size should not exceed 100KB. This is the size of the index.html file that is initially fetched from the ad server. It should contain the required code for the ad and manage asset loading. You should measure the ad file size after compressing it to a zip file. The archive must include all the assets and libraries used by the creative. If the ad contains multimedia formats (e.g. video/audio) the overall size should not exceed 10MB. This restriction is changed to 1.5MB if the multimedia assets are loaded from YouTube or any other optimised video delivery platform.

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 a 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@thestrads.com