




the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

MEDIA INFORMATION 2022

the Strad
DIRECTORY 2022
ESSENTIAL REFERENCE FOR THE STRING INDUSTRY

In association with
Rudolph & Paul - Germany
Moserwerkstätten für Feine
Sachinstrumente & Bögen
seit 1848



WWW.THESTRAD.COM
2022 EDITION £20.00 US\$30.00 €25.00

the Strad



CAUGHT IN THE BUBBLE
HOW DOES IT FEEL TO BE TRAPPED IN THE MIDDLE OF THE COVID PANDEMIC?

Accessories

ONLINE CHAIRS PLAYING // REMOTE LEARNING // SHIPPING INSTRUMENTS // TALENTS AND TONE QUALITY

Alexander technique: it's all in the mind | Copying Stradivari's 1715 'Titian' violin | Francesca DeGo Mozart Masterclass

the Strad
SINCE 1890
JANUARY 2022 VOL.133 NO.1581
thestrad.com



Spotlight on the 1773 'Cozio' Guadagnini viola

Opportunities for young musicians post-Covid

STEVEN ISSERLIS

THE CELLIST DISCUSSES HIS NEW BACH COMPANION AND RECORDING AN ALBUM OF SOLO WORKS BY BRITISH COMPOSERS

2022

STRING COURSES

INTERNATIONAL COURSES FOR STRING PLAYERS AND MAKERS

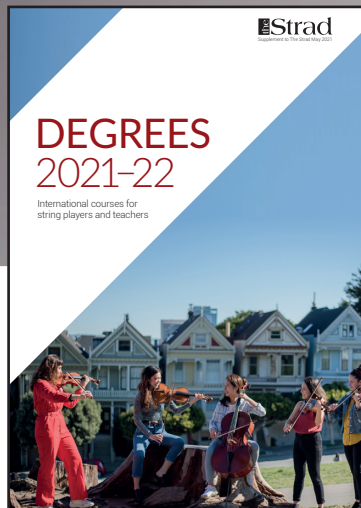


the Strad

the Strad
Established in The Strad May 2021

DEGREES 2021-22

International courses for string players and teachers



the Strad


NEWS DEBATE ARTISTS CURRENT ISSUE SERVICES & COURSES JOBS

Design that resonates

Kun Voice. Easily adjustable for precise positioning. Unique, lightweight design for more height and better sound.
kunrest.com

MADE IN CANADA

Welcome to The Strad's weekly update, featuring exclusive news and more



Violinist reunited with Tecchler violin left on London train

Musician Stephen Morris describes shock as 310-year-old instrument is returned

MacBook Pro

READERSHIP

PUBLISHING SCHEDULE

PRINT RATES

PRINT SPECS

DIRECTORY

DIGITAL

RECRUITMENT



THE STRAD PORTFOLIO

The voice of the string world since May 1890, *The Strad* reaches an influential audience of professionals and amateurs, experts and enthusiasts of all stringed instruments played with a bow.



THE MAGAZINE

The Strad is the only monthly magazine for stringed instruments with a truly international audience and has a reputation for the highest quality editorial content. Authoritative, trusted and influential, *The Strad* keeps readers informed about the latest news, ground-breaking research and techniques in all aspects of playing and making stringed instruments.



SUPPLEMENTS

The Strad publishes market-leading supplements and brand extensions which include a business directory, guides to summer events and degree courses, festival and event programmes, an annual instrument calendar and a special focus on accessories. We also produce sponsored special editions, posters and bookazines, all with promotional opportunities available.

DIGITAL PLATFORMS

The Strad digital platforms present a huge opportunity to reach our growing on-line audience of over 110,000 users. Readers are also kept up to date with our weekly email newsletters, these are sent to over 25,000 opt-in subscribers every Wednesday and Friday.



EVENTS

The Strad attends a range of events worldwide, from intimate masterclasses to international competitions, as well as exhibiting at key industry shows such as Mondomusica in Cremona, Musikmesse in Frankfurt and the ASTA and VSA conventions and Music China. This ensures *The Strad* is seen by the widest possible audience within the stringed instrument community. We also partner with events such as the Piatigorsky International Cello Festival, using our expertise to maximise attendance and publicity for these events.



CONTRACT PUBLISHING

The Strad has unique experience in producing top-quality products for a discerning audience of stringed instrument enthusiasts. We produce bespoke newsletters, flyers, bookazines, calendars and programmes on behalf of our clients, ensuring the highest standards are achieved throughout the process, from design to delivery.



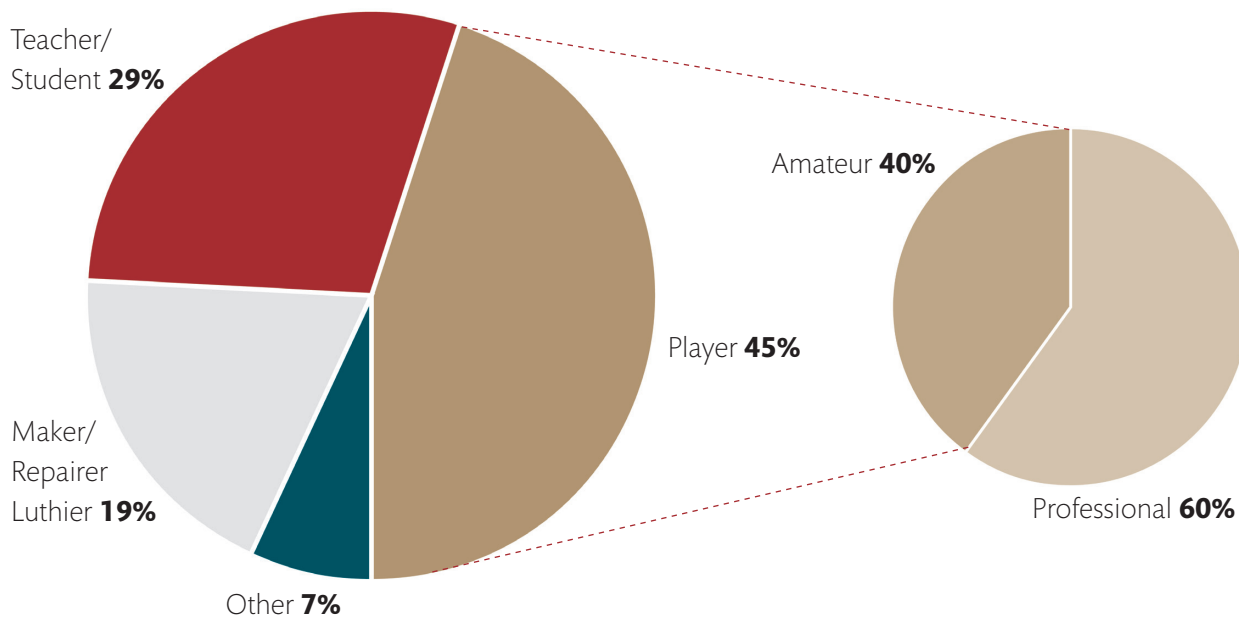
DISTRIBUTED
IN **OVER 70**
COUNTRIES
WORLDWIDE

DIGITAL
AUDIENCE OF
OVER 120,000

WHO READS THE STRAD?

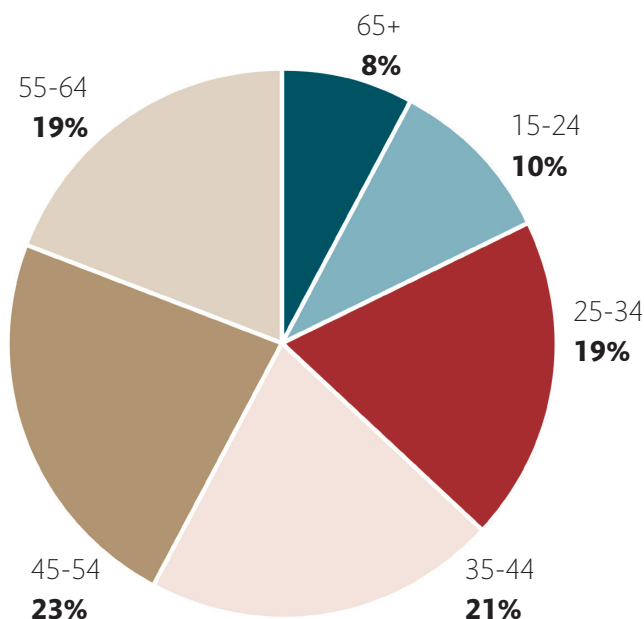
The Strad has been a central part of the diverse and international music community for over 130 years. We reach an audience of over 150,000 top-level players, makers and enthusiasts of stringed instruments in our magazine, on our website and through our email newsletters.

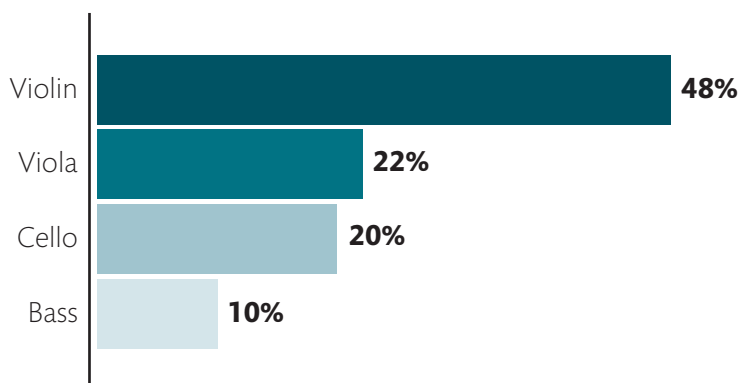
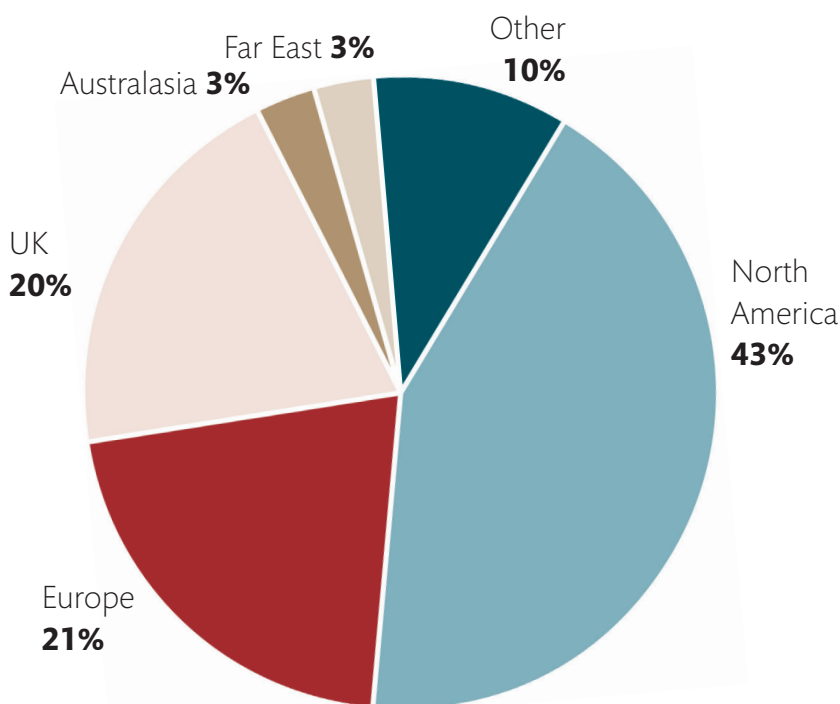
PRINCIPAL OCCUPATION



95% of our readers play a stringed instrument

AGE RANGE





WHAT OUR READERS SAY

'A very fine magazine, I really enjoy reading it.'

'I enjoy the magazine very much and think the quality of the writing far exceeds that of most other publications these days.'

'I think *The Strad* is an excellent magazine, and the only one that I would want to subscribe to. I look forward each month for it to come through my letterbox.'

'It is an excellent magazine. You have extremely good articles that continue to interest me.'

'It's a great magazine, well done!'

'A nice magazine that has managed to stay interesting in a volatile market.'

'As a maker with limited access to great instruments, I can't praise your articles on instruments and posters enough. Over recent years, both the accompanying text and the high quality photographs have been invaluable. Thanks very much!'

'We now live in an era when students can easily study in two or three different continents and end up earning their living somewhere else still. *The Strad* gives news of their activities and their friends' – *Philippe Graffin*

'We fiddlers are a far-flung community made that much closer once a month reading *The Strad* magazine' – *Arnold Steinhardt*



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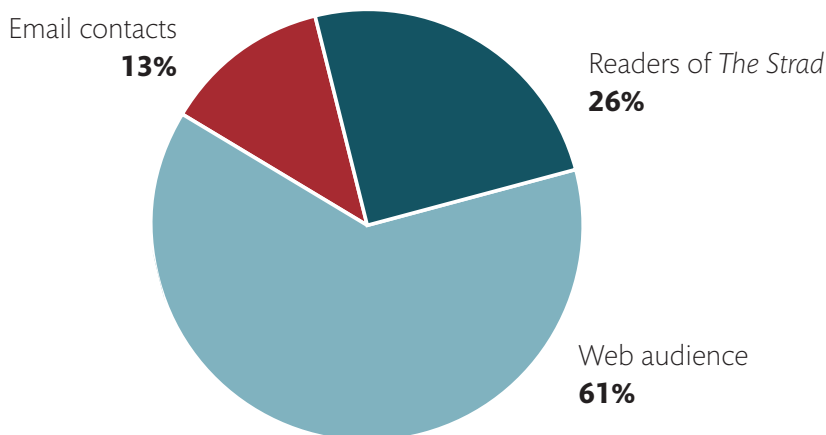


For advertising opportunities in print and online, please contact the advertising team:

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

The Strad, Newsquest Media Group, 4th Floor Queens House, 55-56 Lincolns Inn Fields, London WC2A 3LJ. UK

REACH A TOTAL AUDIENCE OF OVER 150,000



Social Media followers:

 **85.6k** followers  **26.2k** followers  **22.5k** followers

ADVERTISING WITH THE STRAD WORKS

90% have actively responded to ads

56% have bought an advertised product or service

27% have bought an instrument or bow (of these over 50% spent over US\$20,000 on their main instrument)

ABOUT OUR ADVERTISERS

- **60%** of our advertisers have used us for at least 5 years (several companies have advertised for over 100 years)
- **79%** of our online advertisers are repeat customers
- **2/3** of our print advertisers are repeat customers
- *The Strad* has been the platform of choice for the best in the business for over 130 years
- Paul Bailly, George Gemünder, Carlo Oddone, James Tubbs and Eugène Sartory are among those who advertised in the first 20 years of *The Strad*
- **2/3** of the Cremona Triennale Competition gold medal winners from the last 20 years have advertised in *The Strad*
- *The Strad* clients include 18 of the top 20 US conservatoires



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2022 SCHEDULE

ISSUES	COPY DEADLINES	SUPPLEMENTS & POSTERS	THEMES & FEATURES	TRADE SHOWS & EVENTS (ALL DATES SUBJECT TO CHANGE IN VIEW OF THE COVID-19 PANDEMIC)	ON SALE DATE
FEBRUARY 2022	17/12/2021		French focus	BVMA 20 February	26/01/2022
MARCH 2022	25/01/2022			ASTA 16 - 19 March	23/02/2022
APRIL 2022	23/02/2022		German focus	Musikmesse 29 April - 1 May	23/03/2022
MAY 2022	18/03/2022	Degrees			20/04/2022
JUNE 2022	22/04/2022	Accessories		NAMM 3-5 June	18/05/2022
JULY 2022	19/05/2022	Poster			22/06/2022
AUGUST 2022	24/06/2022				18/07/2022
SEPTEMBER 2022	22/07/2022		Education focus	Mondo Musica Cremona 23-25 Sept	18/08/2022
OCTOBER 2022	17/08/2022			Music China 26-29 Oct	15/09/2022
NOVEMBER 2022	15/09/2022	Poster	North American focus	VSA 13 - 19 November	12/10/2022
DECEMBER 2022	13/10/2022	Directory			9/11/2022
JANUARY 2023	10/11/2022	String Courses			7/12/2022
CALENDAR 2023	05/08/2022				7/09/22
DIRECTORY 2023	29/09/2022				9/11/22



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ADVERTISING RATES 2022

in Pounds Sterling (excluding VAT).

DISPLAY AD	NUMBER OF INSERTIONS IN TWELVE MONTHS			
	SINGLE	FOUR	SIX	TWELVE
DPS	£6,000	£5,500	£5,000	£4,200
Page	£3,300	£2,800	£2,700	£2,200
Half page	£2,000	£1,800	£1,700	£1,400
Quarter page	£1,200	£1,000	£900	£800

COVERS	
Outside Back Cover	£4,200
Inside Front Cover	£3,800
Inside Back Cover	£3,700

CLASSIFIEDS

6x2 (60mm high x 90mm wide)	£360 (1/8 page equivalent)
3x2 (30mm high x 90mm wide)	£190 (1/16 page equivalent)

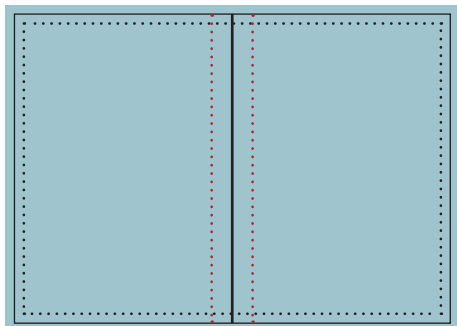
Lineage (text only) – £31 up to 15 words, £1.60 per each extra word

SUPPLEMENTS

String Courses, Degrees, Cremona, Accessories
 Rates as per above
 Calendar – Instrument/month sponsor £3,300
 Poster – Sponsorship £2,200

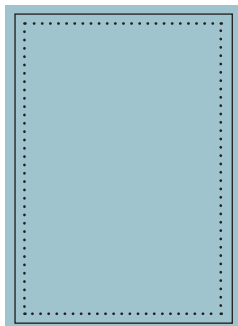
SPECIFICATIONS

DISPLAY ADVERTS



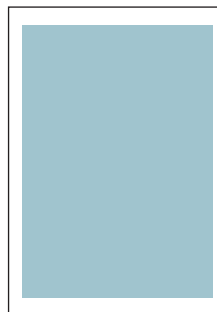
DOUBLE PAGE SPREAD

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



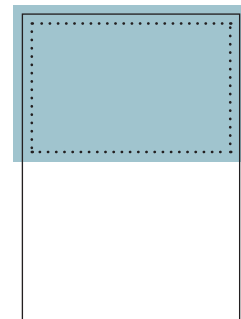
FULL PAGE BLEED

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



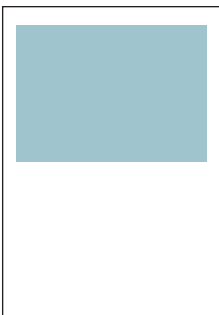
FULL PAGE

260mm (h) x 180mm (w)



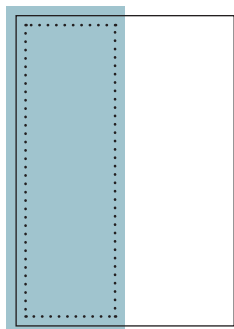
HALF PAGE HORIZONTAL BLEED

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



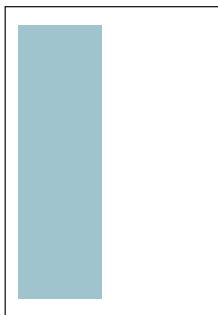
HALF PAGE HORIZONTAL

127mm (h) x 180mm (w)



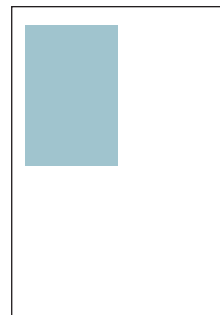
HALF PAGE VERTICAL BLEED

Type area 260mm x 86mm
 Trim 295 mm (h) x 107mm (w)
 Bleed 301mm x 110mm



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



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INSERT RATES 2022

in Pounds Sterling (excluding VAT for UK advertisers).

FOR INSERTS UP TO 20g	
Full Run - 12,000 copies	£2,600
UK Only - 3,600 copies	£1,100
Europe (excl. UK) - 2,000 copies	£790
North America - 4,000 copies	£1,400
FOR INSERTS OVER 20g ADD:	
Full Run	£29p/g
UK Only	£10p/g
Europe (excl. UK)	£16p/g
North America	£24p/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.

2022 DIRECTORY RATES

in Pounds Sterling (excluding VAT for UK advertisers).

COVERS	
Front Cover	£5,900
Outside Back Cover	£4,700
Inside Front Cover	£3,800
Inside Back Cover	£3,500

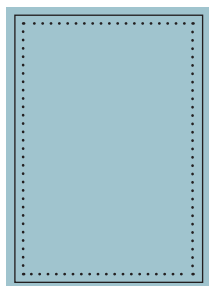
DISPLAY ADVERTISING (H X W)	
Full Page (224mm x 143mm)	£3,300
Half Page (110mm x 143mm)	£2,000
Quarter Page (110mm x 94mm)	£1,200
Logo (25mm x 45mm)	£340

DIVIDERS, BOOKMARKS

£3,800/each



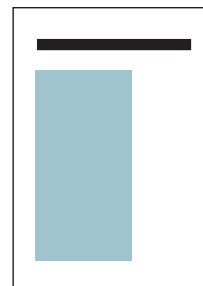
DIRECTORY SPECIFICATIONS



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)



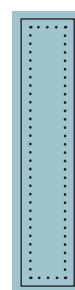
**HALF PAGE VERTICAL
 (2 COLS)**
 224 (h) x 94mm (w)



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

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COLOUR PROOFS

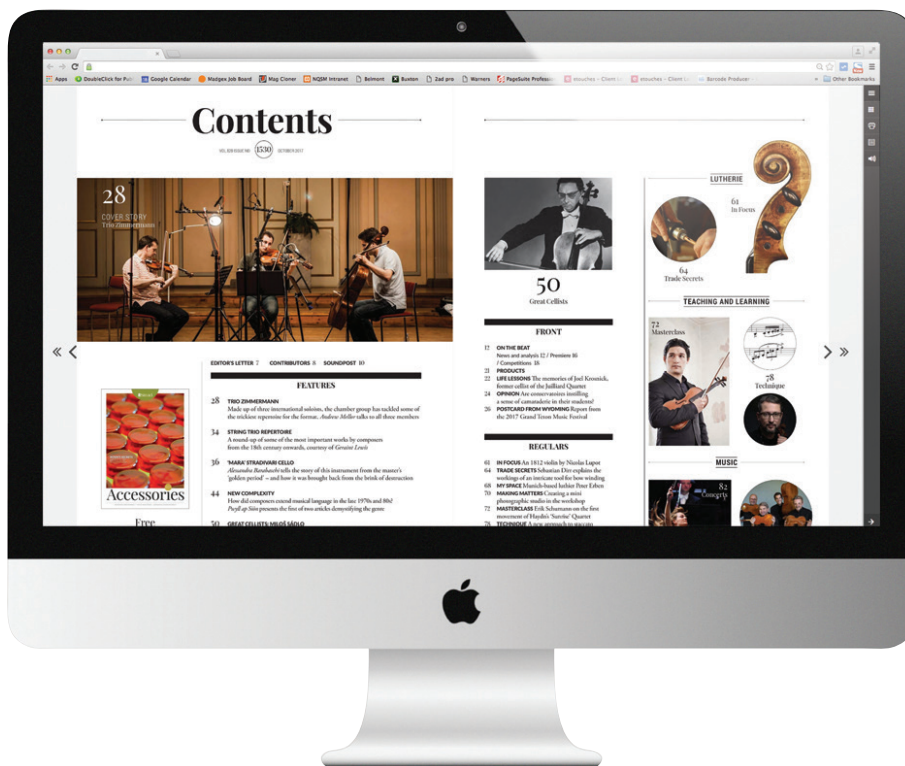
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PRODUCTION CONTACT DETAILS

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 Email advertising@thestrads.com

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



brings together leading string courses and degrees from around the world. This fully searchable database of over 650 listings is an invaluable tool for students - and an excellent platform to promote conservatories, schools, summer courses and masterclasses.



is the essential search resource for the string music world, with over 2,300 listings providing information on string businesses from around the globe. The Strad Directory provides the best link between you and your market when readers are looking to buy.

The Strad Email Alerts

Wednesday & Friday News

25,000+ subscribers



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THE STRAD WEBSITE

www.thestrاد.com

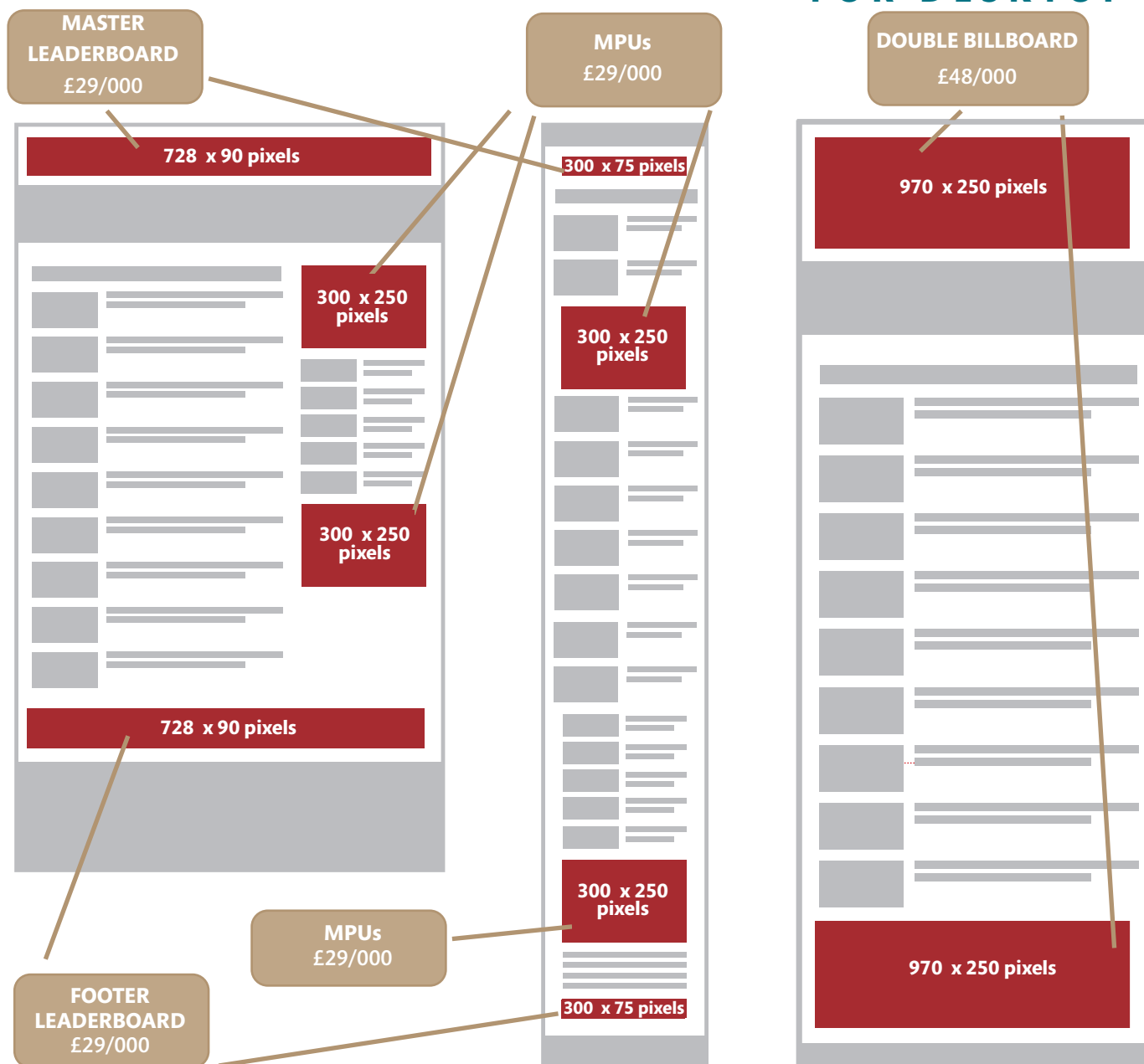
A dedicated website delivering the latest news, podcasts, features, analyses and archive to the international string community.

● 110,000 unique visitors each month ● 240,000 monthly page impressions

DESKTOP/TABLET

MOBILE

DOUBLE-SIZED DIGITAL BANNERS FOR DESKTOP



minimum order: 20,000 impressions/month
For digital specifications please see page 19

THE STRAD EMAIL ALERT

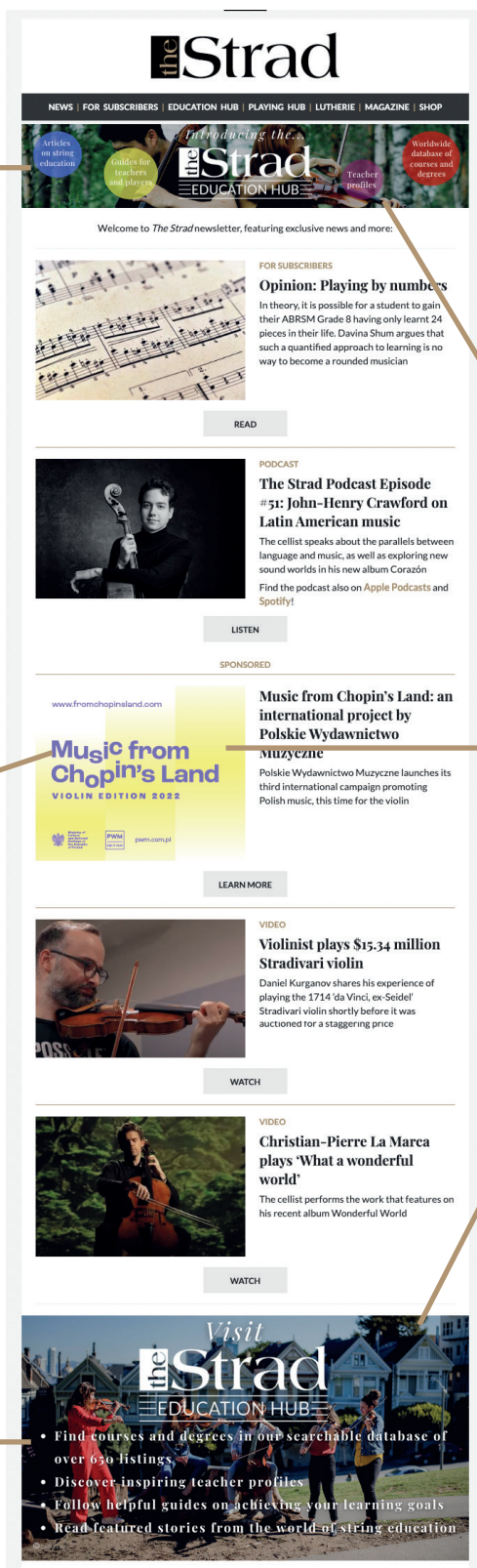
TOP BANNER
640 x 120 pixels
£780 per e-alert

Over 25,000 email addresses and contacts from the global strings community

MID-BOX MPU
+ 50 words
300 x 250 pixels
£800 per e-alert
MPU only £600

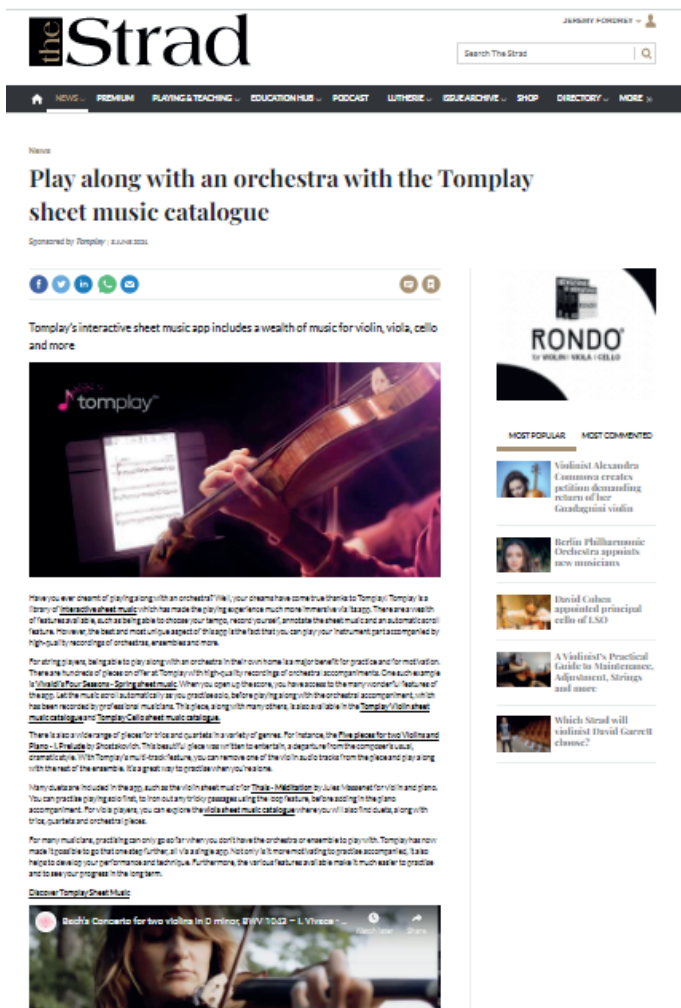
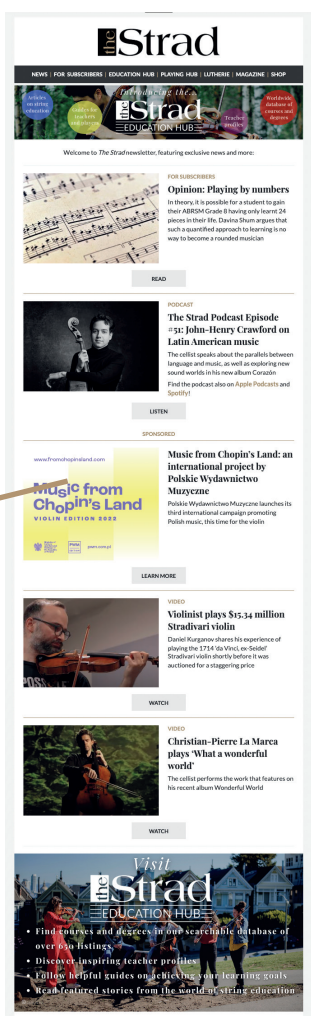
FULL EMAIL ALERT SPONSORSHIP
includes:
TOP BANNER
640 x 120 pixels
MID-BOX MPU
300 x 250 pixels
BOTTOM BANNER
640 x 350 pixels
£1750 per e-alert

BOTTOM BANNER
640 x 350 pixels
£650 per e-alert



CONTENT MARKETING

is a highly effective tool for creating clear distinction between you and your competitors. We can help you achieve your marketing aims with stand-out, engaging content delivered to The Strad's on-line audience through all available digital channels



Your content marketing journey starts with an article hosted on The Strad's home page and promoted through all our social media channels and e-newsletter. It then transfers to the news or playing pages (depending on subject) where it can be accessed via our search engine in perpetuity.

We need approximately 500 words, illustrations, logo and either an image 300 x 250 or an MPU advertisement to that format, and URL. As part of the content marketing service we will edit your words into Strad style, without changing any essential elements of your message.

Cost: £2,000

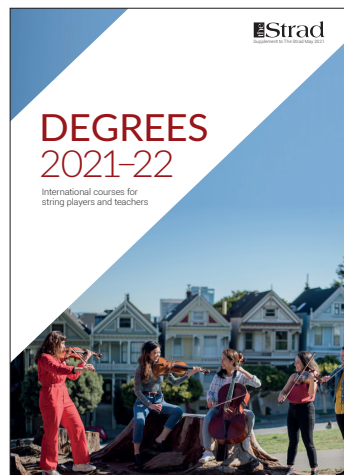
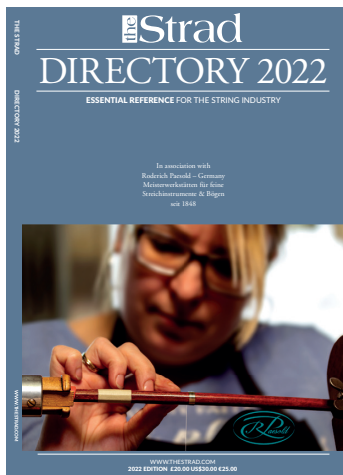
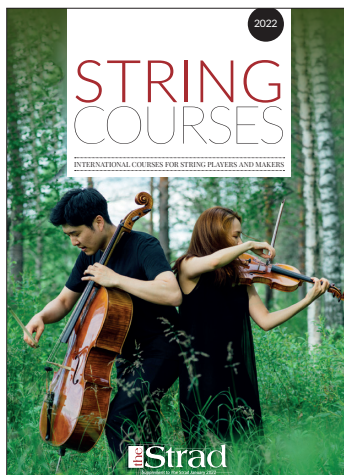


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THE STRAD DIRECTORIES

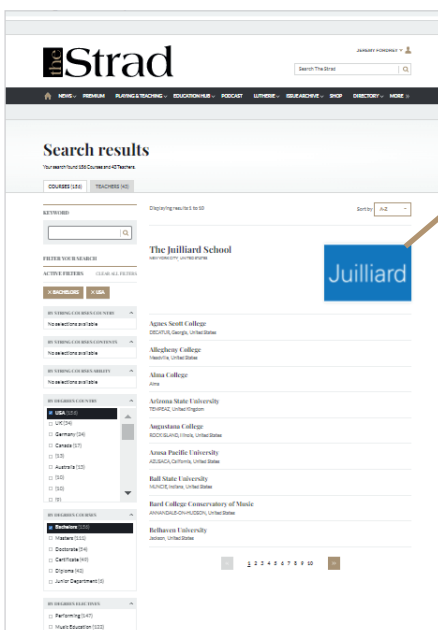
IN PRINT...



...AND ONLINE

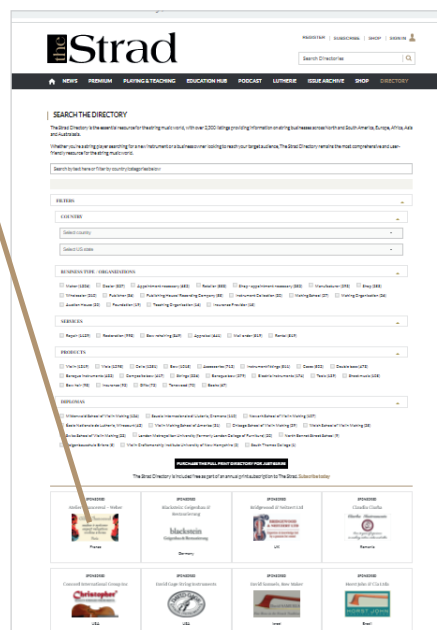
The Strad Directory and guides to Degrees and String Courses have undergone a complete redesign to improve overall user experience and to make searching and responding easier than ever. With literally thousands of businesses and schools listed we have created a range of options to help you stand out and be noticed.

STRING COURSES GUIDE



SPONSORED LINK WITH LOGO
£850 for the whole year

DIRECTORY



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DEGREES GUIDE

Video & Profile

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

Linked articles from The strad

Teacher Profiles

Contact page

Guide to courses and extended text links

	Premium Listing £2,800	Listing with logo £900
Logo on search land page	✓	✓
Priority listing	✓	✓
Overview with video link + full profile	✓	
Standard overview		✓
Teacher Profiles	✓	
Course descriptions	✓	
Linked articles from The Strad	✓	
Contact form	✓	✓

RECRUITMENT

www.thestrad.com/directory/jobs

Fill your vacancy fast and cost-effectively with *The Strad's* multi-tiered recruitment package, reaching out to 150,000 potential job-seekers.

PACKAGES	
Platinum £4,700	Full page print advertisement (260mm h x 183mm w) MPU + 150 word description on 2 x e-alerts Logo + 150-word description on The Strad's jobs board
Gold £2,600	Half page print advertisement (120mm h x 183mm w) MPU + 150 word description on 1 x e-alert Logo + 150-word description on The Strad's jobs board
Silver £1,600	Quarter page print advertisement (120mm h x 90mm w) MPU + 150 word description on 1 x e-alert Logo + 150-word description on The Strad's jobs board

SMALLER SIZE ADVERTISEMENTS				
Single column cm rate	£47			
Minimum size	3cm x 2col			
Format	26cm h x 4 col (183mm)			
Column widths	1 col: 43mm	2 col: 90mm	3 col: 136mm	4 col: 183mm

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 Media Group, 4th Floor Queens House, 55-56 Lincolns Inn Fields, London WC2A 3LJ. UK

DIGITAL SPECIFICATIONS

WIDTH X HEIGHT

Masthead and footer leaderboards

Desktop / Tablet Landscape	Tablet - Portrait	Small Tablet - Portrait	Mobile
468 x 60 pixels 728 x 90 pixels 970 x 90 pixels 970 x 250 pixels	468 x 60 pixels 728 x 90 pixels	468 x 60 pixels	300 x 50 pixels 300 x 75 pixels 320 x 50 pixels

MPUs

Desktop / Tablet Landscape	Tablet - Portrait	Small Tablet - Portrait	Mobile
300 x 600 300 x 250	300 x 250	300 x 250	300 x 50 300 x 75 320 x 50 300 x 250

Sponsored links with logo

Creative size (pixels) GIF/JPEG/PNG only	Logo	Text
	190 x 110	Max 30 words

Jobs online page

Creative size (pixels) GIF/JPEG/PNG only	Logo	Text
	239 x 159	Max 300 words

E-mail alerts

Creative size (pixels)	Top Banner	Mid-box MPU	Bottom Banner
	640 x 120	300 x 250	640 x 350max

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