

FASTENER + FIXING MAGAZINE



Published by
**verulam
MEDIA**



**CONNECTING
THE GLOBAL
FASTENER
INDUSTRY FOR
OVER 25 YEARS**

MEDIA PACK 2024

www.fastenerandfixing.com

ABOUT US

Connecting the global fastener industry

First published in 1998, **Fastener + Fixing Magazine** is the leading publication for the fastener industry. An unrivalled reputation for comprehensive coverage and perspective on the global industry makes the magazine essential reading for everyone involved in the fastener and fixing market.

Fastener + Fixing Magazine is free to qualifying individuals within the industry; and we make sure it goes directly to the decision makers – managing directors, owners and senior buyers – in fastener companies throughout the European and global markets.

GETTING OUT INTO THE INDUSTRY

Our policy of engaging with and understanding the market is always attracting new readers who recognise the importance of the magazine. A presence at exhibitions, interviews with opinion leaders, and factory visits, gives readers a trusted global perspective on their industry.



EDITORIAL CONTENT

Our editorial policy is to provide comprehensive, in-depth coverage of the fastener, fixing and related markets and present a magazine genuinely worthy of being read by the industry's decision makers. In this way we ensure each issue is welcomed, read, passed to colleagues and retained for future reference.

Fastener + Fixing Magazine is divided into key sections that focus on every aspect of the fastener and fixing industry:

Features

The magazine's respected reputation within the industry enables it to gain special access to leading companies and decision makers globally, helping it to provide exclusive:

- + **Insight** – a unique look at manufacturing and distribution operations.
- + **Face2Face** – interviews with industry leaders and opinion setters.
- + **Technical** – in-depth studies of fastening technologies and applications.
- + **Special features** – comprehensive market and product reviews, such as Made in Germany and Made in Italy.

News

A main trademark for Fastener + Fixing Magazine is its comprehensive and in-depth coverage of key industry news, such as trade defence developments, regulation updates, raw material analysis and recent acquisitions and mergers.

Application Technology

News on application specific fastening components and the solutions they provide for all industries – including rail, automotive, aerospace, offshore, power generation, electrical and electronics, plus construction and civil engineering.

Construction Fixings

Technical information, news and profiles dedicated to the construction fixing products sector.

Manufacturing Technology

Comprehensive coverage of the fastener manufacturing process: Raw materials; forming processes; machinery and tooling; testing and inspection; surface finishing; weighing, counting and packing.

Fastener Testing

A key part of the production and supply of fasteners and fixings is the numerous tests involved to ensure the quality and reliability of fasteners. In this section we focus on the machinery and equipment used to carry out a variety of tests, including metallurgical, mechanical, performance and application, corrosion, and coating thickness, as well as dimensional testing.

Product + Tools

The latest product and technology developments, launches, and range expansions in the industry. This also includes the latest tool news. Tools are integral to the safe and efficient installation of fastening systems, and are stocked and sold by many fastener distributors. Our news and product coverage focuses specifically on fastener and fixing relevant tools.

Management + Systems

Expert insight into system developments and management issues affecting the fastener sector. Includes inventory management, logistics and warehousing, manufacturing software and Business Intelligence.

Exhibitions

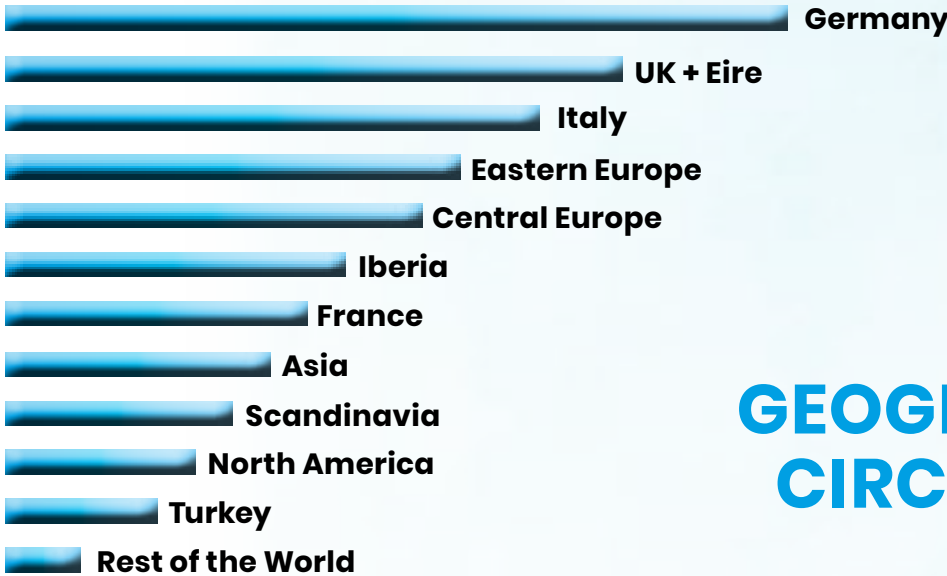
Previews and reviews of international trade fairs across North America, Europe and Asia. As part of Mack Brooks, Fastener + Fixing Magazine also has a close partnership with all Fastener Fair shows globally.



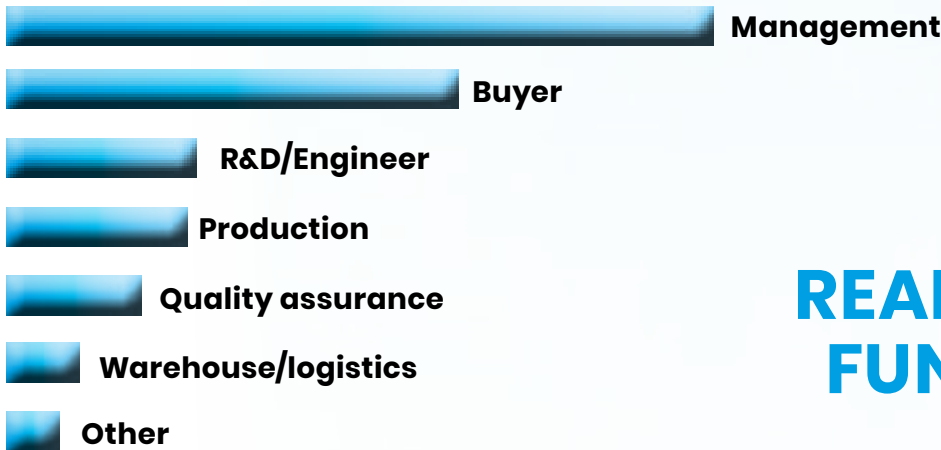
PRINT CIRCULATION



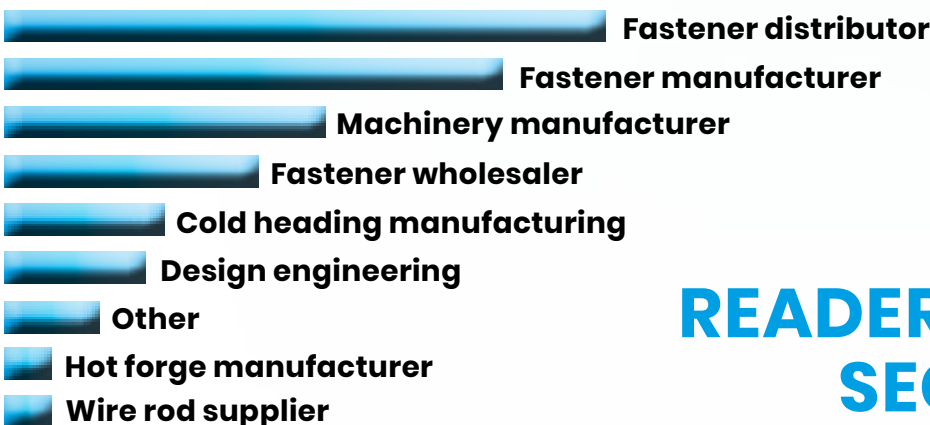
With over 25 years of experience, **Fastener + Fixing Magazine** has the most established fastener specific global circulation with a readership exceeding 50,000.



GEOGRAPHICAL CIRCULATION



READER JOB FUNCTION



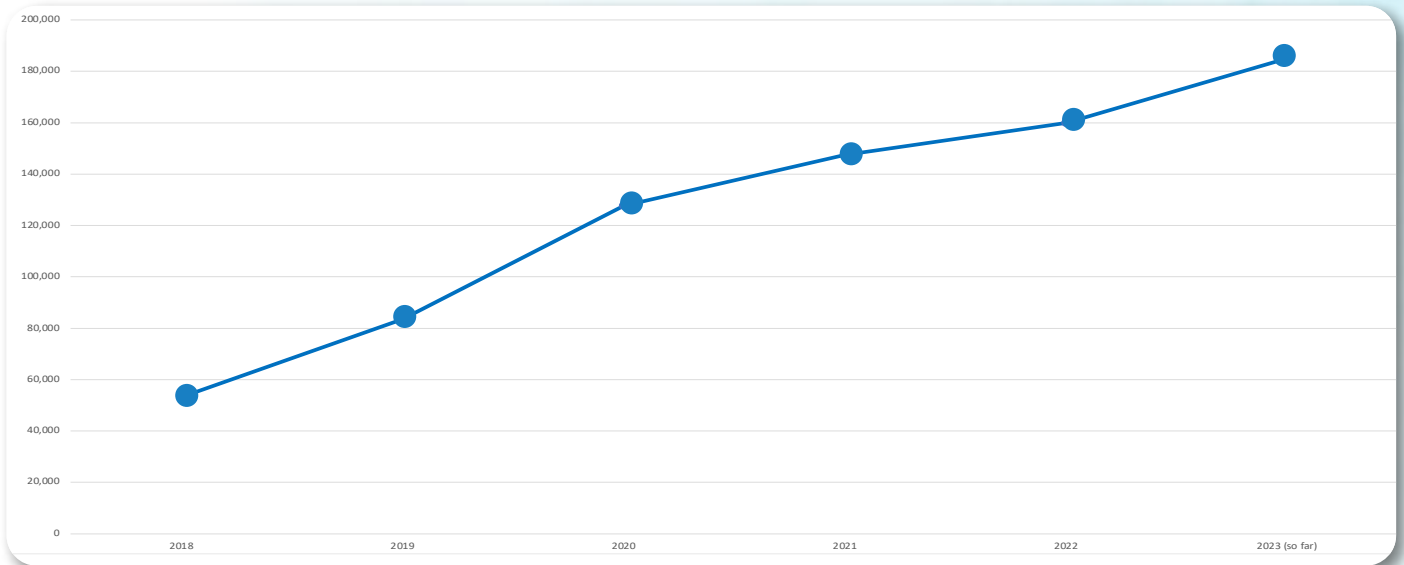
READER INDUSTRY SECTORS

ONLINE READERSHIP

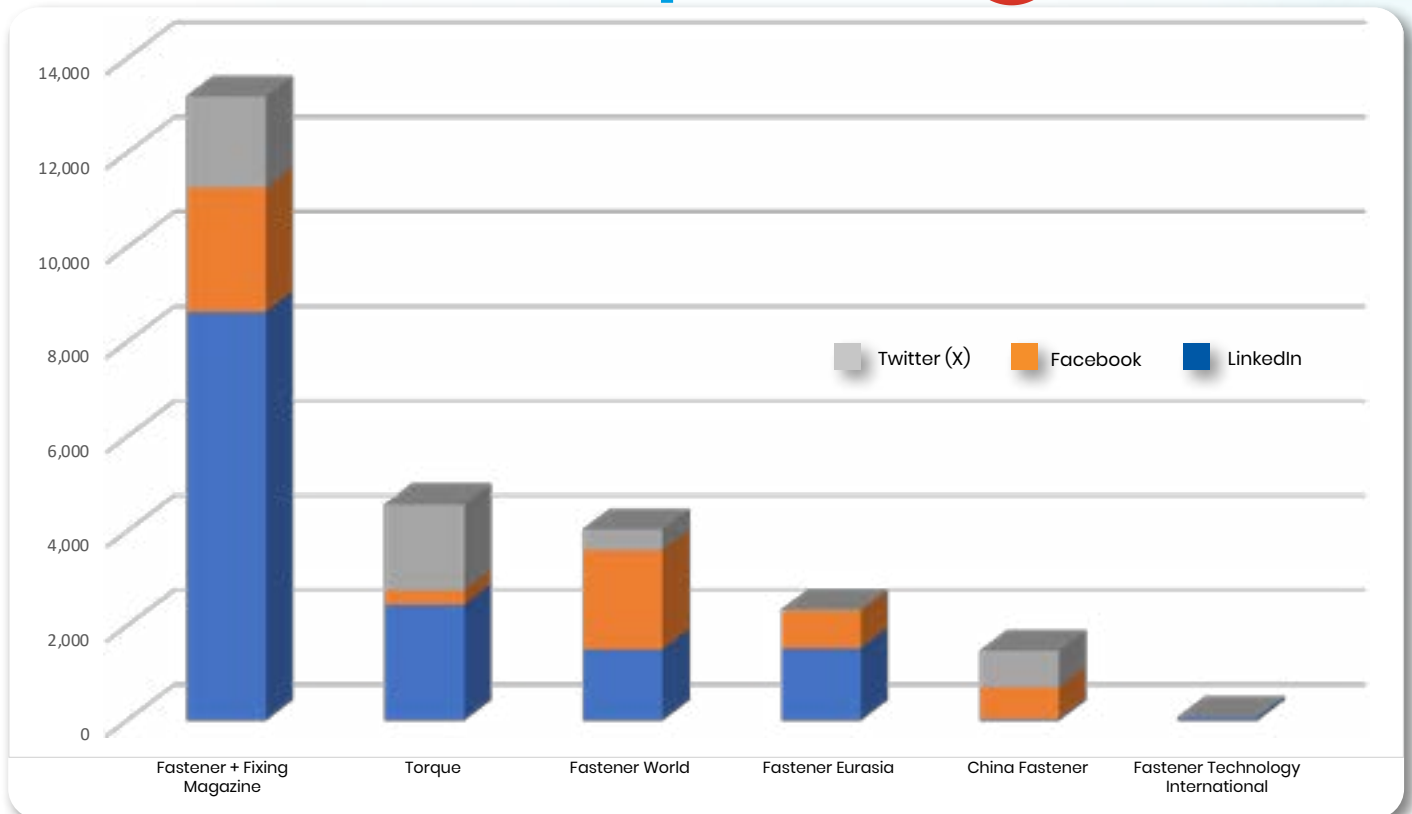
In addition to this targeted print and digital circulation, the magazine also has a strong online presence with **fastenerandfixing.com** and across social media platforms with over 292,000 impressions in 2022. Fastener + Fixing Magazine is also distributed to visitors at important exhibitions, promoting the magazine and its advertisers, widening awareness, and expanding the readership.



Our website visitors



Social media comparison



Data correct as of 04/10/23

FEATURES CALENDAR

To submit an article for consideration in any of our issues, please email editor@verulammedia.com



ISSUE 145: JANUARY 2024

SPECIAL FEATURE: Janus Perspective

EXHIBITION PREVIEW	EISENWARENMESSE
CONSTRUCTION FIXINGS	Chemical anchors + resins
MANUFACTURING TECHNOLOGY	Steel + alloy wire rod bar
FASTENER TESTING	Metallurgical testing
MANAGEMENT + SYSTEMS	Supply chain management
APPLICATION TECHNOLOGY	Aerospace
PRODUCTS + TOOLS	Stainless steel fasteners / Torque wrenches
Editorial/Advertising deadline: 08.12.23	

ISSUE 146: MARCH 2024

SPECIAL FEATURES: Fastener Machinery Spotlight / Made In India

EXHIBITION PREVIEWS	wire® Düsseldorf / Fastener Fair USA
EXHIBITION REPORT	EISENWARENMESSE
CONSTRUCTION FIXINGS	Structural steel + cladding fasteners
MANUFACTURING TECHNOLOGY	Heading + forging
FASTENER TESTING	Mechanical testing
MANAGEMENT + SYSTEMS	Manufacturing software
APPLICATION TECHNOLOGY	Electrical + Electronics
PRODUCTS + TOOLS	Rivets + rivet nuts / Battery powered installation tools
Editorial/Advertising deadline: 9.02.24	



ISSUE 147: MAY 2024

SPECIAL FEATURE: Heavy-Duty anchors

EXHIBITION PREVIEW	Fastener Fair India
EXHIBITION REPORT	wire® Dusseldorf
CONSTRUCTION FIXINGS	Heavy-duty anchors
MANUFACTURING TECHNOLOGY	Threading, machining + secondary operations
FASTENER TESTING	Hardness testing
MANAGEMENT + SYSTEMS	Business intelligence
APPLICATION TECHNOLOGY	Marine
PRODUCTS + TOOLS	Security screws
Editorial/Advertising deadline: 12.04.24	



FEATURES CALENDAR



ISSUE 148: JULY 2024	
SPECIAL FEATURE: Fastener Distribution	
EXHIBITION REPORTS	Fastener Fair USA / Fastener Fair India
CONSTRUCTION FIXINGS	Light-duty fixings
MANUFACTURING TECHNOLOGY	Tooling, dies + punches
FASTENER TESTING	Performance + application testing
MANAGEMENT + SYSTEMS	Inventory + warehouse management
APPLICATION TECHNOLOGY	Automotive
PRODUCTS + TOOLS	Nuts, washers + locking systems / Sockets + wrenches
Editorial/Advertising deadline: 07.06.24	

ISSUE 149: SEPTEMBER 2024	
SPECIAL FEATURE: Made In Italy / Fastener Fair Italy preview	
EXHIBITION REPORTS	EuroBLECH 
CONSTRUCTION FIXINGS	ETAs 
MANUFACTURING TECHNOLOGY	Coatings, lubrication + locking technologies
FASTENER TESTING	Corrosion + coating thickness testing
MANAGEMENT + SYSTEMS	Mobile technology
APPLICATION TECHNOLOGY	Rail
PRODUCTS + TOOLS	Collated fasteners, nailers, staplers + systems / Drill + drill bits
Editorial/Advertising deadline: 16.08.24	

ISSUE 150: NOVEMBER 2024	
SPECIAL FEATURE: Made In Eastern Europe	
EXHIBITION PREVIEW	BAU 2025
EXHIBITION REPORT	Fastener Fair Italy report / EuroBLECH
CONSTRUCTION FIXINGS	Sealants + adhesives
MANUFACTURING TECHNOLOGY	Inspection + packing
FASTENER TESTING	Dimensional testing
MANAGEMENT + SYSTEMS	Storage systems + material handling
APPLICATION TECHNOLOGY	Renewable energy
PRODUCTS + TOOLS	Tapes + adhesives
Editorial/Advertising deadline: 11.10.24	



ADVERTISING OPPORTUNITIES

Advertising across the **Fastener + Fixing** platforms reaches a specific and relevant audience. A well thought out campaign offers a cost-effective way to establish the value of your company, product and services in the customers' mind. We can work with you to plan an individually tailored media presence that will create awareness, boost your company profile, and highlight crucial buying factors that can tip the balance in winning or retaining business. In addition to the print publication of Fastener + Fixing Magazine, we provide a flexible and diverse range of online marketing opportunities across three web platforms.



Welcome to the NEW Fastener + Fixing Magazine Newsletter, providing you with key news and developments from the fastener and fixing industry.

This newsletter will be sent bi-monthly and underlines our commitment to provide comprehensive coverage and perspective on the global fastener industry.

INDUSTRY NEWS



Würth Group satisfied with performance during pandemic

The Würth Group reported sales of €6.9 billion in the first half of 2020, down 3.1% over the same period last year, however its eBusiness share increased 20%...

[Read more...](#)



Trifast reports resilient performance

In preliminary results published on 28th July,



Bulten moves and expands its manufacturing facility in Taiwan

Bulten has signed a lease contract on a



200 fastener companies participate in China Fastener Show

On 10th August 2020 China Fastener Show

ADVERTISE IN PRINT



Fastener + Fixing Magazine is published six times a year – January, March, May, July, September and November. Bespoke advertising packages are available to meet customers' demands. For more information contact: sales@verulammedia.com

	Number of insertions (price per insertion)					
	1	2	3	4	5	6
Full Page	€4,000	€3,800	€3,600	€3,500	€3,300	€3,200
Half Page	€2,700	€2,500	€2,400	€2,300	€2,250	€2,200
Quarter Page	€1,900	€1,850	€1,800	€1,750	€1,700	€1,600

Guaranteed page position: +10%

Special positions							
Front Cover	€8,000	Back Cover	€5,250	Inside Front Cover	€5,000	Inside Back Cover	€4,750

For inserts, gatefolds and special features, please contact sales@verulammedia.com

Print artwork guidelines

Print advert dimensions

Full Page

210mm x 297mm – plus 3mm full bleed
190mm x 277mm – safe visible area

Half Page – Horizontal

210mm x 148mm – plus 3mm full bleed
190mm x 135mm – safe visible area

Half Page – Vertical

102mm x 297mm – plus 3mm full bleed
92mm x 277mm – safe visible area

Quarter Page

92mm x 135mm – no bleed required

Accepted artwork formats

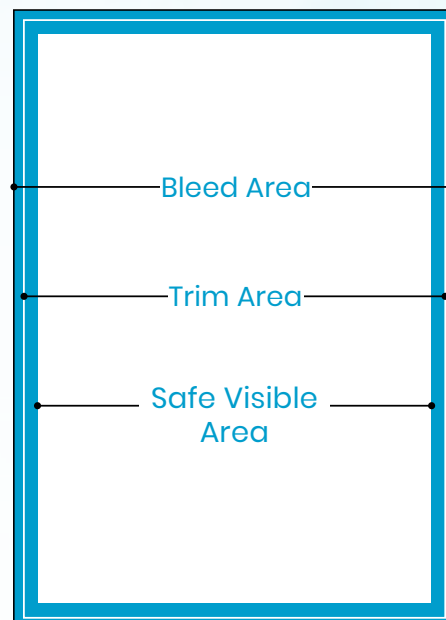
- Adobe PDF – CMYK. No spot colour.
- Please ensure that NO Overprint is set to colours other than black.
- Adobe Photoshop – 4 colour CMYK, at a minimum resolution of 300 dpi, and saved as JPEG or PSD format.

Supplying your artwork

Finished artwork must be supplied via email to production@verulammedia.com

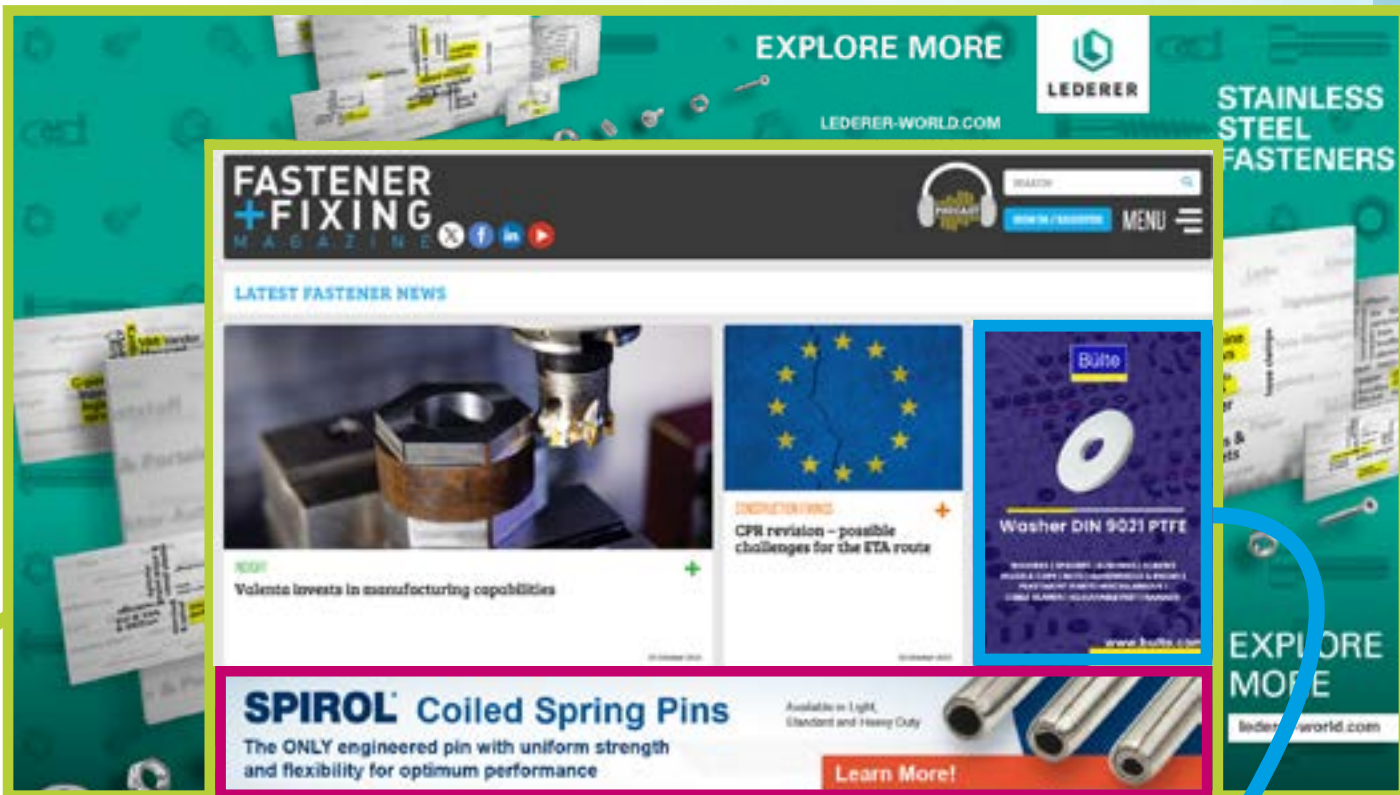
If the file is too large for email please send via WeTransfer or other large format sites.

Dimensions are given in mm and require 3mm full bleed on all edges where indicated. Safe Visible Areas are provided for your guidance – we advise that text, product images and company branding is kept within 10mm of the trim edge and therefore within the Safe Visible Area.



ADVERTISE ONLINE

Attracting 11,500+ unique visitors every month, the premier advertising positions on **fastenerandfixing.com** guarantee you the attention of industry specific professionals from around the world.



Homepage takeovers

With only six homepage takeovers a year, these are the 'front covers' of Fastener + Fixing's digital platforms. These high profile exclusive wallpapers record an average 4,000 views a month.

2 month cycle: €2,800

- + Header: Static, animated or video.
- + Skin graphic / wallpaper: All directly linked to chosen URL
- + Skin dimensions: Width: 1,920px x Height: 1,080px
- + Banner dimensions: Width: 1,354px x Height: 180px
- + Gap dimensions: Width: 1,354px Height: 1,080px

Section takeovers

Section takeovers provide an opportunity to target a specific audience, be that to your industry or to a high traffic section of the website.

Two month cycle: €1,450

- + Header: Static, animated or video.
- + Skin graphic / wallpaper: All directly linked to chosen URL
- + Skin dimensions: Width: 1,920px x Height: 1,080px
- + Banner dimensions: Width: 1,354px x Height: 1,080px
- + Gap dimensions: Width: 1,354px x Height: 1,080px

Mid Page Unit (MPU)

These adverts deliver a cost-effective way to increase your market presence across a range of industry sections and targeted high traffic features throughout the site.

2 month cycle: €1,250 (homepage), €850 (sections)

- + MPU: Static, animated or video. Direct link to chosen URL
- + Dimensions: Width: 275px x Height: 390px

In-site banner

Banner advertising opportunities that deliver prominent positioning throughout site. Offering placements on multiple pages to keep your company in the customer's mind.

2 month cycle: €900 (homepage), €600 (sections)

- + In-site banner: Static, animated or video. Direct link to chosen URL
- + Dimensions: Width: 1,354px x Height: 180px

All online artwork should be supplied as either a JPEG, PNG or animated GIF.



DIGITAL ADVERTISING



Fastener + Fixing Magazine also has a range of digital promotions offering companies the opportunity to develop their online profile and maintain their presence in the newly emerging and exciting digital market. Our digital portfolio gives you choices in how you want to reach your market: Be that through targeting the thousands of regular listeners to the **Fastener Talk Podcast** or cost-effective sponsorship of the newsletter received by over 13,000 subscribers.

Fastener Talk Podcast



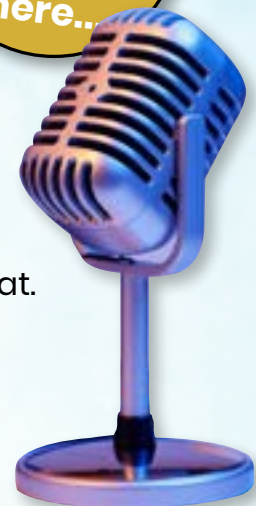
Launched in 2020, Fastener Talk delivers insightful and intelligent interviews with fastener industry business leaders and technology innovators.

Per podcast:
30 second advert + sponsor banner: 3 for €2,000

Tech details: Audio should be supplied in a WAV or MP3 format.

[Click here to see an example...](#)

Listen to the latest episode here...



FFM Newsletter



These newsletters deliver a content rich round up of the latest news. Sent in alternating months to the printed magazine, the newsletters provide a cost-effective way to maintain a strong and consistent presence in the market.

Per newsletter:
+ Top banner: €1,500
+ Bottom banner: €1,250

Dimensions:
Width: 600px x Height: 100px

Click here to see an example...



Available both in Print and Online, FastFixSearch provides:

- + Organised & effective simple search options – by product or company
- + Comprehensive A-Z product guide – fast and straightforward search functions, in print and online
 - + Search via DIN, ISO, product, country or company
- + In-depth company profiles with quick reference product listings and contact information
 - + Online product search by languages
 - + Mapping option to find closest supplier
 - + Personal and secure online booking

[Click an option below to see examples](#)

Standard: €495 Super: €995



FastFixTechnology.com is an online platform specifically for engineers in end user markets. This site provides technical information and news on application specific fastening components and solutions for engineering across all industries, including:

- + Automotive
- + Rail
- + Electrical + Electronics
- + Aerospace
- + Offshore
- + Power Generation
- + Construction + Civil Engineering
- ...as well as other sectors.

[Click here to see advertising options](#)



FASTENER + FIXING

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