

MEDIA INFORMATION



Connecting the global fastener industry

Fastener + Fixing Magazine is the leading European publication for the fastening industry. Our unrivalled reputation for comprehensive coverage and perspective on the global fastener 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.

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.

Features

- **Insight** - A unique look at manufacturing and distribution operations.
- **Face 2 Face** - Interviews with industry leaders and opinion setters.
- **Technical** - In-depth studies of fastening technologies and applications.
- **Special features** - Comprehensive market and product reviews.

News

- Industry news
- Appointments
- Legislation
- Acquisitions + mergers

Products

- Launches
- Range expansion
- Reviews
- Innovation + development

Application Technology

The latest on technologies delivering new efficiencies and productivity in fastener and fixing applications.

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.

Tools

Tools are integral to the safe and efficient installation of fastening systems, and 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 systems developments and management issues affecting the fastener sector. Includes inventory management, logistics and warehousing, communications and regulations.

Exhibitions

Previews and reviews of international trade exhibitions. The magazine exhibits at worldwide shows including:

- International Hardware Fair Cologne
- Fastener Fair Stuttgart
- Fastener Fair Brasil
- Fastener Fair India
- Fastener Fair Hannover
- Fastener Fair Thailand
- Fastener Fair Russia
- WIRE - Germany
- National Industrial Fastener & Mill Supply Expo - Las Vegas
- International Hardware Fair - China



Circulation

Fastener + Fixing Magazine has the best established, fastener industry specific circulation in Europe with over 13,500 targeted copies, and a readership exceeding 30,000 (based on reader reply card data).

As well as the readers of the printed publication, over 5,500 international subscribers receive Fastener + Fixing Digital online. Using digital technology that precisely replicates the print version, Fastener + Fixing Digital answers the growing global demand for the magazine.

In addition to this targeted circulation, Fastener + Fixing Magazine is distributed to visitors at important trade exhibitions. This promotes the magazine and its advertisers, widens awareness, and expands the readership.

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

Printed distribution

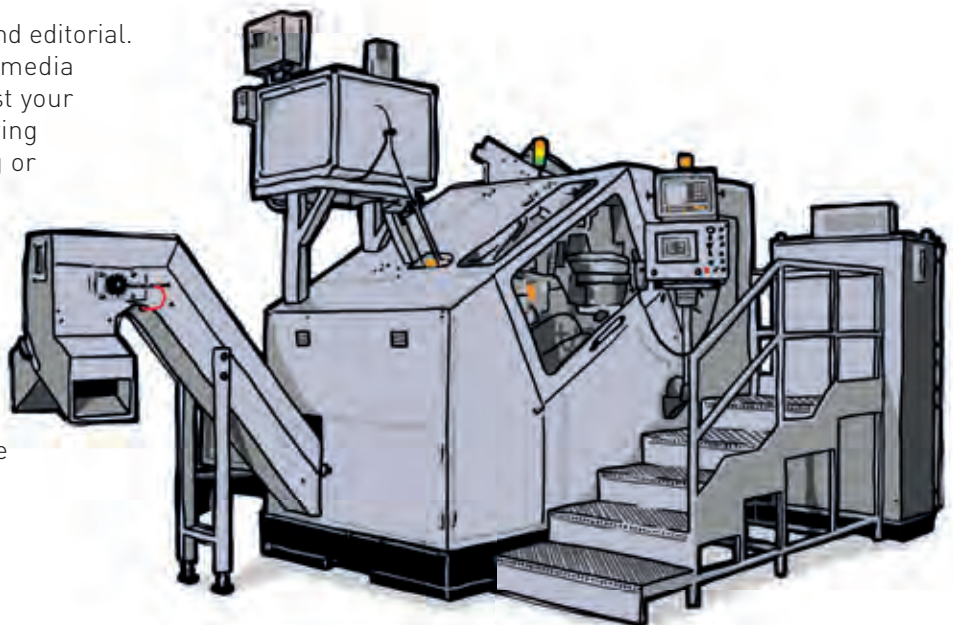


Advertising opportunities

Advertising in Fastener + Fixing Magazine reaches a specific and relevant audience across the fastener industry. A well thought out advertising campaign offers a cost effective way to establish the value of your company, product and services in the customer's mind.

Each issue carefully balances advertising and editorial. We can work with you to plan an effective 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.

Advertising packages are tailored specifically to meet individual budgets and marketing campaigns; anything ranging from high profile display advertising to "Focus on..." and "Catalogue Rack" features. These adverts provide an extremely cost effective presence in Fastener + Fixing Magazine, as an entry point leading onto higher impact feature advertising campaigns.



ADVERTISING RATES

Display advertising rates

Prices are per insertion. Fastener + Fixing Magazine is published six times a year. Series insertions must appear consecutively.

Number of insertions	1	2	3	4	5	6
Full Page, 4/C	€ 2,835	€ 2,730	€ 2,575	€ 2,450	€ 2,310	€ 2,295
Half Page, 4/C	€ 1,850	€ 1,785	€ 1,715	€ 1,680	€ 1,610	€ 1,560
Quarter Page, 4/C	€ 1,365	€ 1,285	€ 1,260	€ 1,220	€ 1,180	€ 1,095
Catalogue Rack	€ 295					
Focus On	€ 515					

Special positions

Front Cover	€ 4,675	Back Cover	€ 3,570
Inside Front Cover	€ 3,120	Inside Back Cover	€ 3,120

Dimensions and bleed

Full Page

216mm x 303mm - including 3mm bleed
190mm x 277mm - visible print/type area

1/2 Page Horizontal

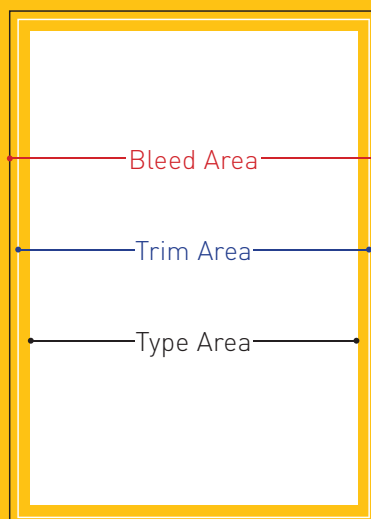
216mm x 151mm - including 3mm bleed
190mm x 135mm - visible print/type area

1/2 Page Vertical

108mm x 303mm - including 3mm bleed
92mm x 277mm - visible print/type area

1/4 Page

92mm x 135mm - visible print/type area



Accepted formats

- Adobe PDF.
- Adobe Photoshop - (files must be supplied as CMYK, at a minimum resolution of 300 dpi, and saved as TIFF, JPEG or PSD format.
- Adobe Illustrator - (files must be flattened and images embedded).

Supplying your artwork

'FINISHED' digital artwork must be supplied via email or on disc. If supplying your advert as InDesign, Quark, Illustrator or an unflattened Photoshop PSD file, please supply all fonts used. Please also supply a hard-copy proof of your advert where possible.

Dimensions are given in mm and include a 3mm bleed on all edges where appropriate. Visible print areas are provided for your guidance. Please ensure that text is not placed within 10mm of the trim edge and that text is kept within the visible print/type area.

