





FastFixTechnology.com 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.

Through case studies, technical articles, and news from leading joining technology suppliers and experts, FastFixTechnology.com reinforces the critical value of integrating fastening technologies into the design process and adopting their intelligent use for in-place cost reductions, continuous product improvements, as well as safety and performance enhancement.

Ways we reach your target audience

FastFixTechnology.com provides a powerful and unique platform from which to target key markets. Attracting over 20,000+ annual users, the site delivers dedicated content supporting engineers, designers and end users who are searching for the latest developments and joining solutions as and when they need them. The website is divided into industry relevant sections, enabling users to find the news most relevant to their market. A technical section gives users access to expert white papers that cover key products, technologies and installation processes – providing crucial insight for users across all industries.

FastFixTechnology.com also has a consistent presence on social media sites including Twitter, LinkedIn and facebook. In addition to regular postings on homepages, FastFixTechnology.com also has special access to 'member only' industry sector and engineering groups – meaning relevant articles can be targeted at exactly the right users.



Advertising opportunities

FastFixTechnology.com is a uniquely focused platform that delivers to a specific and relevant audience across a wide range of industries. Advertising opportunities on the website range from high profile brand marketing such as headline banners, homepage takeovers, and MPUs, to proactive email marketing directly into the users inboxes, as well as exclusive advertising in the monthly newsletter that is sent to over 7,500 'opt-in' members.

Some of our newsletter readers...



With over 20,000 annual users, the premier advertising positions on FastFixTechnology.com guarantee the attention of engineers, designers and specifiers from around the world

ADVERTISE ON
FASTFIXTECHNOLOGY.COM

Wallpaper



Header Banner

900px x 150px

Header banner

Prominent position at the top of every website page.

Includes:

- + Static banner on rotation
- + Direct link to chosen url

Display period: 12 months

- + Rotation 1: **£1,500**
- + Rotation 2: **£1,200**
- + Rotation 3: **£900**
- + Rotation 4: **£600**

Homepage Takeover

1,500px x 320px

Homepage + Section takeovers

Elite advertising that provides maximum exposure.

Includes:

- + Video/animated header
- + Wallpaper of your choosing
- + All directly linked to chosen url

Display period: 3 months

- + Homepage: **£2,400**
- + Sections: **£1,200**

Mid Page Unit (MPU)

Exclusive advertising opportunity within News segments.

Includes:

- + Fixed MPU
- + Direct link to chosen url

Display period: 3 months

- + Homepage: **£750**
- + Sections: **£500**

MPU

450px x 325px

Editorial links

Include website and email links on all submitted articles.

- + Price: **£800 per annum**

Example of newsletter

FastFixTechnology.com has an active database of 7,500+ 'opt-in' named engineering professionals, all who receive a monthly newsletter focusing on the top articles published online in the previous month.



Top banner

600px x 100px

Top banner package

- + 3 newsletters: €2,400 (€800 each)
- + 6 newsletters: €3,900 (€650 each)
- + 12 newsletters: €6,000 (€500 each)

Featured: New silicone conformal coatings

In tests, Techsil has found its new silicone conformal coating formulations – manufactured by Momentive – out-perform other conformal coating materials for corrosion prevention, including acrylics, polyurethane, polyolefin and competitor silicone formulations...

[READ MORE](#)

Newsletter priority

Guarantee that your article features as one of the five key links in the monthly newsletter.

- + 3 newsletters: €1,500 (€500 each)
- + 6 newsletters: €2,700 (€450 each)
- + 12 newsletters: €4,800 (€400 each)



Bottom banner package

- + 3 newsletters: €1,800 (€600 each)
- + 6 newsletters: €2,700 (€450 each)
- + 12 newsletters: €3,600 (€300 each)

Increasing performance and production efficiency

When designing a new project, manufacturers in many cases will focus on 'high value' components, however the importance of specifying the correct fasteners for the type of application can be of great

[READ MORE](#)

Bottom banner

600px x 100px



Direct html email campaigns enable you to target readers in specific industries and countries.

With a marketing database of over 7,500 subscribers you go straight into the inbox of the key decision makers within the fastener and fixing industry. Each campaign will be supported with an analytics report that gives details on the amount of opens – broken down geographically – as well as the amount of individual clicks for links within every email.

For details on a personalised direct marketing campaign contact sales@fastfixtechnology.com

DIRECT MARKETING DATABASE	
INDUSTRY BREAKDOWN	
Rail	32%
Automotive	16%
Machine or Plant Engineering	11%
Electrical + Electronics	7%
Construction – Commercial & Residential	5%
Agriculture + Heavy-Duty Vehicles	3%
Power Generation	3%
Aerospace	2%
Shipbuilding/Offshore	2%
White Goods	1%
Others	20%

The direct marketing database includes:



