



+
FASTFIX
TECHNOLOGY.COM

FASTENER ENGINEERING DEVELOPMENTS
MEDIA PACK 2020

[FastFixTechnology.com](https://www.FastFixTechnology.com)

Part of the Mack Brooks Group

 **RELX™**

WHO ARE WE?

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 33,000+ 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.



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 6,000 'opt-in' members.

A selection of subscribers...



Mercedes-Benz



Panasonic



SIEMENS

VOLVO



Balfour Beatty

NISSAN



BOMBARDIER



NEWSLETTER

FastFixTechnology.com has an active database of 6,000+ 'opt-in' named engineering professionals, all who receive a monthly newsletter focusing on the top articles published online in the previous month.

Top banner package

- + 1 newsletter: €1,000
- + 3 newsletters: €2,700
- + 6 newsletters: €4,500
- + 12 newsletters: €7,200


Newsletter priority

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

- + 1 newsletter: €700
- + 3 newsletters: €1,800
- + 6 newsletters: €3,300
- + 12 newsletters: €6,000

Bottom banner package

- + 1 newsletter: €850
- + 3 newsletters: €2,100
- + 6 newsletters: €3,300
- + 12 newsletters: €4,800



FASTFIX

TECHNOLOGY.COM

INDUSTRY EXPO

Top banner

600px x 100px



FastFixTechnology.com presents the latest fastener engineering concepts to designers, engineers and production managers in key industries. Here is the latest fastener technology news from the last month:

Featured
Providing technical knowledge and support
As a distributor in today's market it is not enough to simply supply a product, you need to be able to offer something unique. Thanks to its technical knowledge and flexibility, Star Fasteners can suggest exclusive solutions for specific applications, as well as work on bespoke products for critical applications. Here Director Daniel Starbuck talks about the capabilities of vibration resistant, direct tension lockbolts.
[Read more >>](#)



Optimas simplifies fastener requirements
Simplifying the fastener requirements of a multi-billion-dollar automotive assembly supplier demands a consistent approach - a methodology that Optimas refers to as a global component standard.
[Read more >>](#)



Euro Bottom banner

600px x 100px

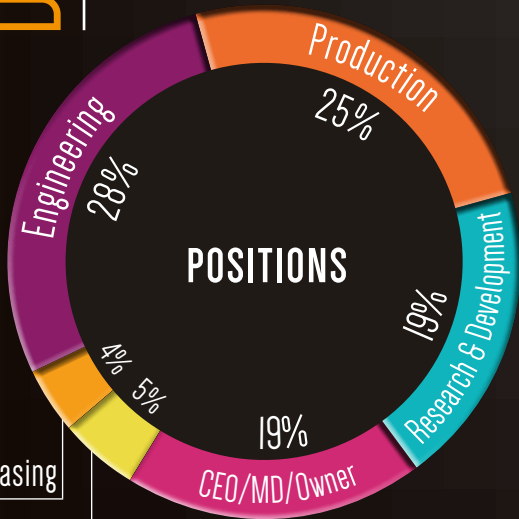
INTERNATIONAL EXHIBITION FOR THE FASTENER AND NUTS INDUSTRY
18-21 March 2018
Hague Rijnveld 1 Drenth

DIRECT MARKETING

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

With a marketing database of over 7,650 subscribers you go straight into the inbox of engineers, designers and end-users in key markets. 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



INDUSTRY BREAKDOWN

Rail	25%
Automotive	19%
Machine or Plant Engineering	11%
Electrical	9%
Construction	7%
Power Generation	5%
Agriculture + Heavy-Duty Vehicles	4%
Aerospace	4%
White Goods	2%
Shipbuilding/Offshore	2%
Education	1%
Others	11%

COUNTRY

Germany	25%
United Kingdom (UK)	19%
France	11%
Italy	9%
Central Europe	7%
Asia	5%
Eastern Europe	4%
USA	4%
South America	2%
Scandinavia	2%
ROW	1%

The direct marketing database includes:



ONLINE ADVERTISING

With over 33,000 annual users, the premier advertising positions on FastFixTechnology.com guarantee the attention of engineers, designers and specifiers from around the world.



Homepage + section takeovers

Elite advertising for maximum exposure.

3 month package includes:

- + Header: Static, animated or video
- + Skin graphic / wallpaper
- + All directly linked to chosen url
- + **Homepage: €2,800**
- + **Sections: €1,500**

Skin dimensions: Width: 1,920px X Height: 1,080px

Banner dimensions: Width: 1,170px X Height: 220px



Mid Page Unit (MPU)

Exclusive opportunities throughout site.

3 month package includes:

- + MPU: Static, animated or video
- + Direct link to chosen url
- + **Homepage: €1,250**
- + **Sections: €850**

Dimensions: Width: 275px X Height: 390px



In-site banner

Prominent positioning throughout site.

3 month package includes:

- + Banner: Static, animated or video
- + Direct link to chosen url
- + **Homepage: €900**
- + **Sections: €600**

Dimensions: Width: 1,170px X Height: 220px



FASTENER + FIXING MAGAZINE

- + Breaking news
- + Intelligent content
- + Exclusive interviews
- + Comprehensive industry coverage
- + Regulation updates



fastenerandfixing.com

+ FASTFIX SEARCH.COM

FastFixSearch.com, the industry's most reliable sourcing tool in print and online, provides a comprehensive and cost-effective platform to target fastening industry professionals.



FastFixSearch.com

+ FASTFIX TECHNOLOGY.COM

FastFixTechnology.com – Part of the Mack Brooks Group

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