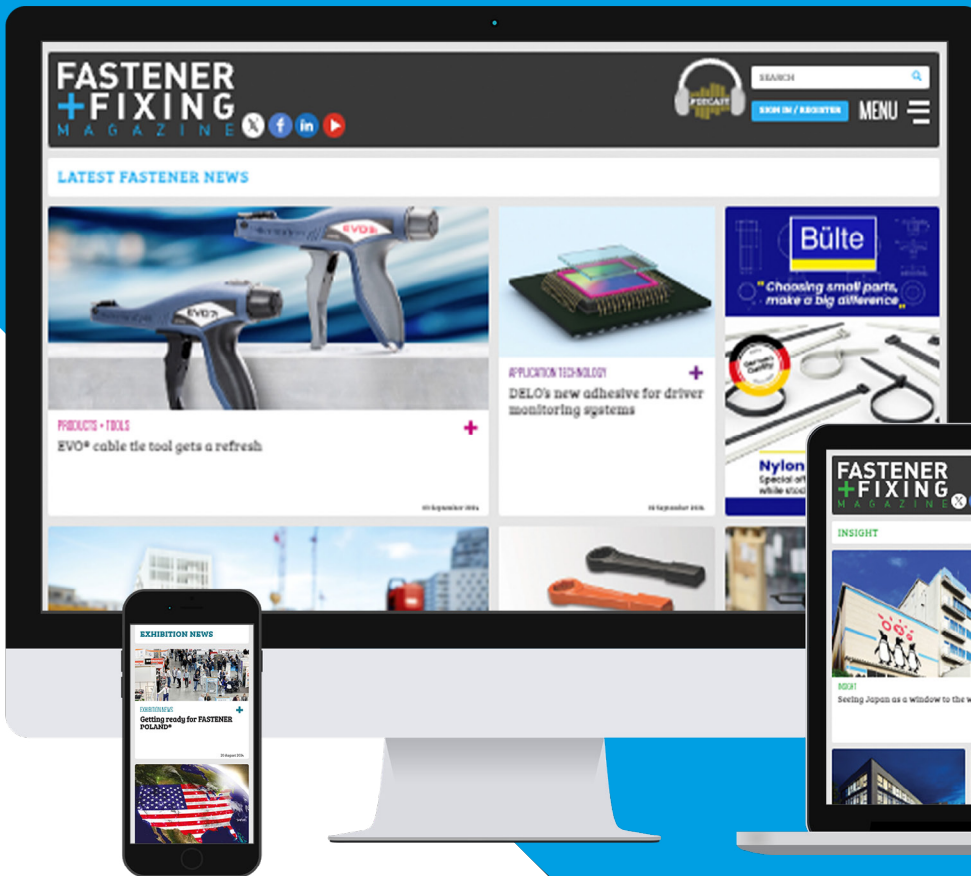


# FASTENER +FIXING MAGAZINE

Published by  
**verulam  
MEDIA**

CONNECTING THE GLOBAL FASTENER  
INDUSTRY FOR OVER **26 YEARS**



# MEDIA PACK 2025

[www.fastenerandfixing.com](http://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.

As part of RX Global, **Fastener + Fixing Magazine** also has a close partnership with all Fastener Fair shows globally, including a stand drop at the Fastener Fair Global and Fastener Fair Italy shows.





# 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

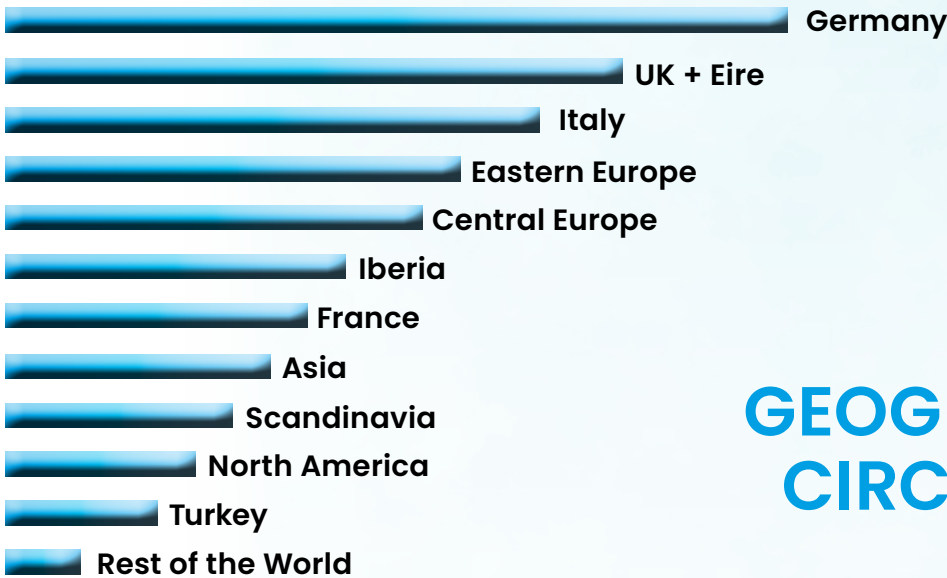
Previews and reviews of international trade fairs across North America, Europe and Asia.



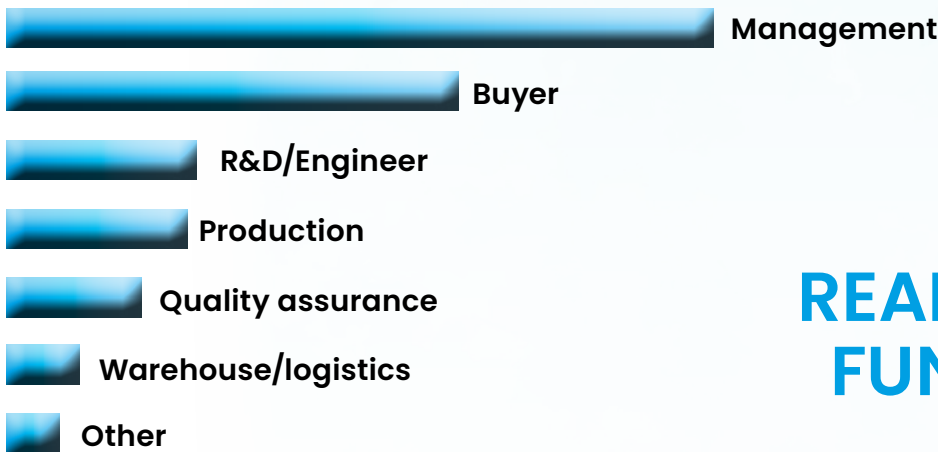
# PRINT CIRCULATION



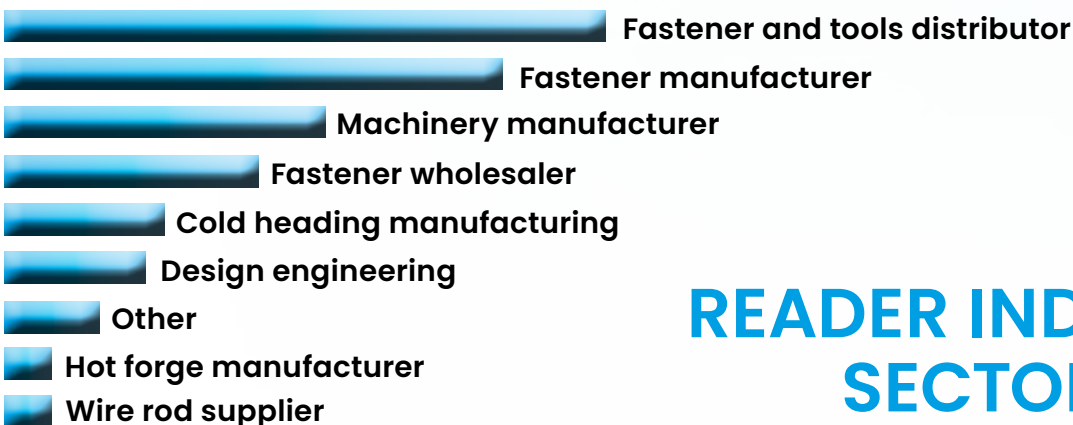
With over 26 years of experience, **Fastener + Fixing Magazine** has the most established fastener specific global circulation with a readership exceeding 50,000.



## GEOGRAPHICAL CIRCULATION



## READER JOB FUNCTION



## READER INDUSTRY SECTORS

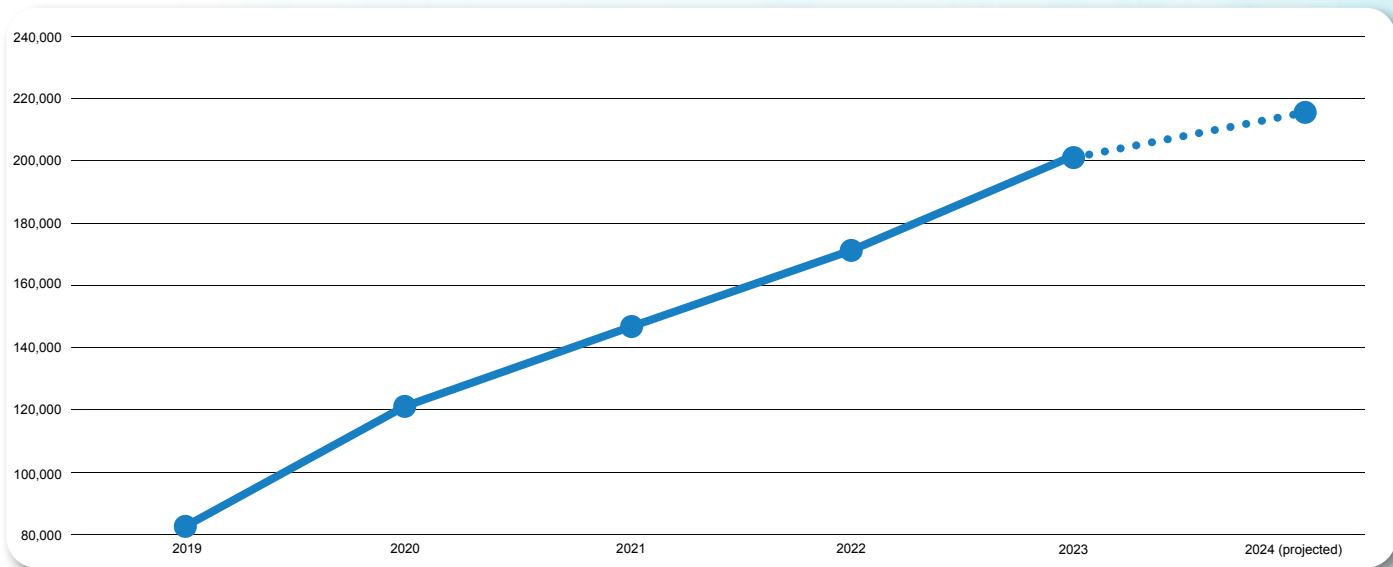




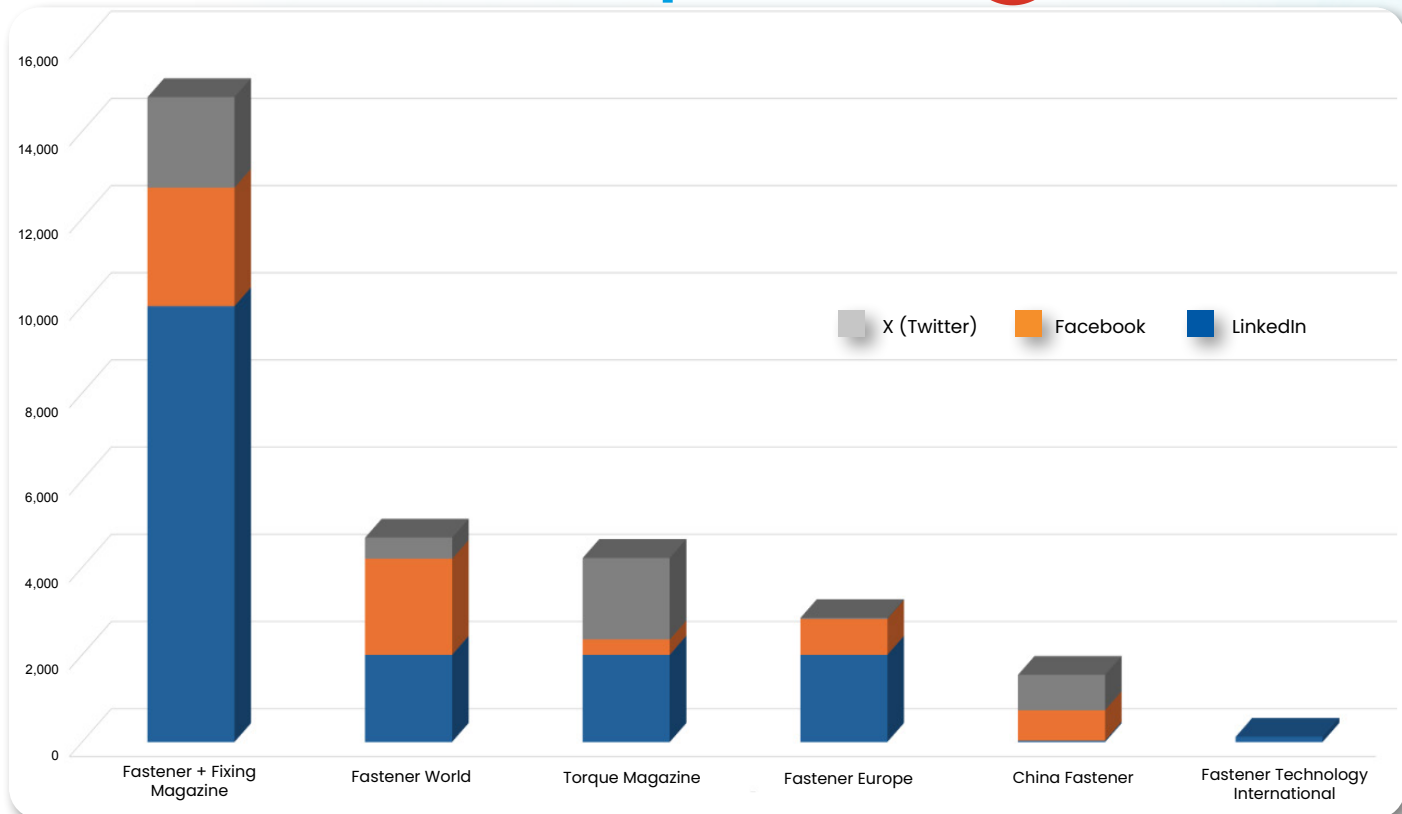
# ONLINE READERSHIP

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 14,000 followers in 2024. 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 04/09/24

# FEATURES CALENDAR



To submit an article for consideration in any of our issues, please email [editor@verulammedia.com](mailto:editor@verulammedia.com)

**ISSUE 151: JANUARY – FEBRUARY 2025**

**SPECIAL FEATURES: Fastener Fair Global Preview \ Route to Fastener Innovation 2025 Made in Taiwan**

EXHIBITION PREVIEW	BAU 2025	
EXHIBITION REPORTS	Fastener Fair Italy / Adhesives & Bonding Expo Europe	
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 deadline: 06.12.24 / Advertising deadline: 02.01.25

**ISSUE 152: MARCH – APRIL 2025**

**SPECIAL FEATURE: Fastener Fair Global Show Issue**

EXHIBITION PREVIEWS	International Hardware Fair Italy / Fastener Fair USA	
EXHIBITION REPORT	BAU 2025	
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 deadline: 14.02.25 / Advertising deadline: 13.02.25

**ISSUE 153: MAY – JUNE 2025**

**SPECIAL FEATURES: Fastener Fair Global – Report CBAM READY**

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 deadline: 18.04.25 / Advertising deadline: 24.04.25



# FEATURES CALENDAR



## ISSUE 154: JULY – AUGUST 2025

### SPECIAL FEATURE: Sustainability

EXHIBITION REPORTS	International Hardware Fair Italy / Fastener Fair USA
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 deadline: 20.06.25 / Advertising deadline: 19.06.25

## ISSUE 155: SEPTEMBER – OCTOBER 2025

### SPECIAL FEATURE: Construction Focus

EXHIBITION PREVIEW	parts2clean
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 deadline: 15.08.25 / Advertising deadline: 21.08.25

## ISSUE 156: NOVEMBER – DECEMBER 2025

### SPECIAL FEATURE: Made In Germany

EXHIBITION REPORT	parts2clean
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 deadline: 17.10.25 / Advertising deadline: 23.10.25



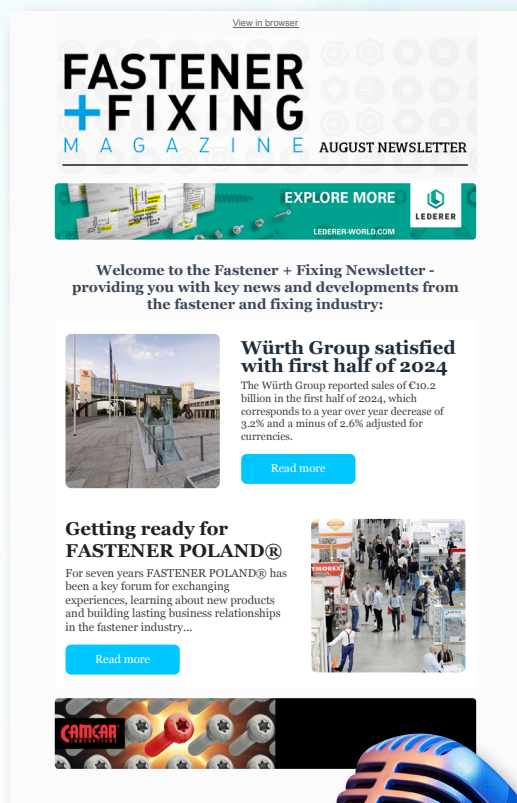
# ADVERTISING OPPORTUNITIES

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.

## Printed Advertising

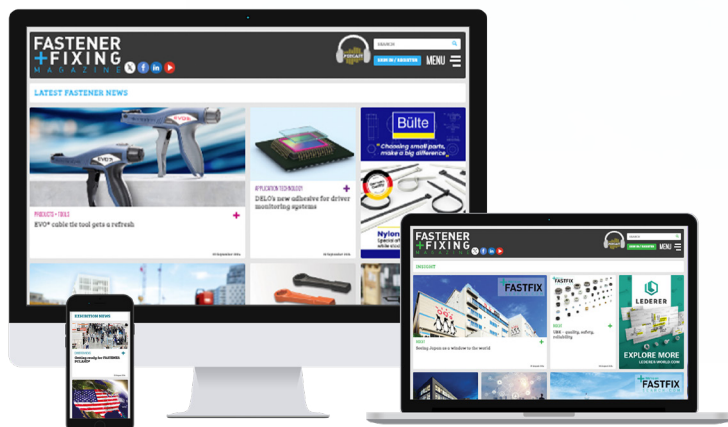


## Newsletters and Direct Marketing



## Digital Advertising

## Podcast





# 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](mailto: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](mailto: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

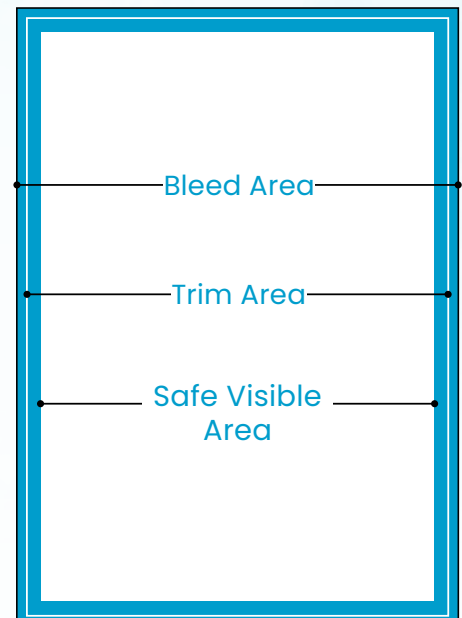
- Adobe PDF – CMYK. No spot colour.
- Please ensure that NO Overprint is set to colours other than black.
- Adobe Photoshop – 4 colour CMYK, at a minimum resolution of 300 dpi, and saved as JPEG or PSD format.

### Supplying your artwork

Finished artwork must be supplied via email to [production@verulammedia.com](mailto: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 17,000+ 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.

**Two 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: 180px
- + **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.

**Two 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.

**Two 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



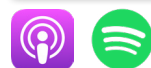
**Fastener + Fixing Magazine** also has a range of digital promotions offering companies the opportunity to develop their online profile and maintain their presence in the newly emerging and exciting digital market. Our digital portfolio gives you choices in how you want to reach your market: Be that 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.

Listen to the latest episode here...

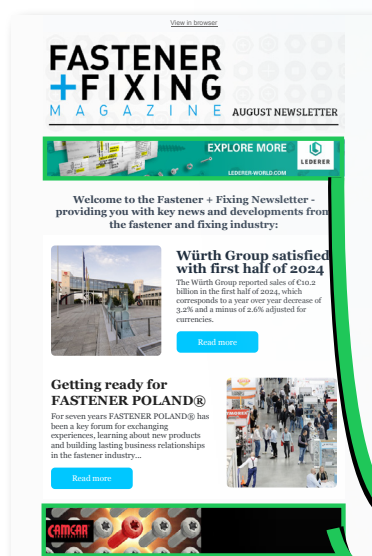


**Per podcast:**  
**30 second advert + sponsor banner: 3 for €2,000**

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

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

## 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.

Click here to see an example...

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

**Dimensions:**  
Width: 600px x Height: 100px

## Direct email marketing



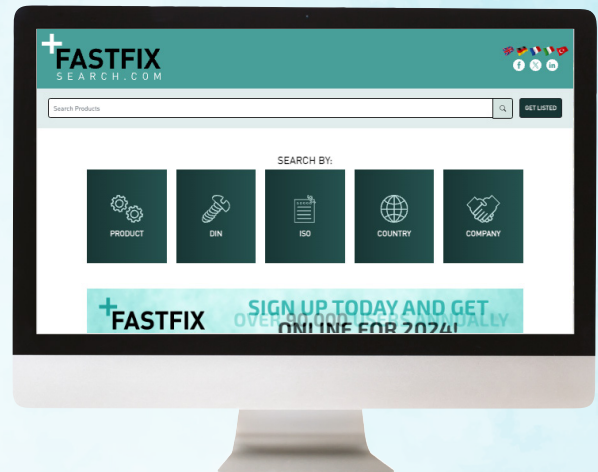
Click here to see an example...

Fastener + Fixing Magazine's direct email marketing service delivers a personalised, cost effective and measurable way to engage directly with our targeted audience of qualified industry professionals.

With only one HTML email campaign a month, these unique emails enable flexible, highly customised content to be delivered directly to the inboxes of your target audience.

**€4,000 per email**

# OTHER PLATFORMS



Available both in Print and Online, FastFixSearch provides:

**FastFixSearch.com** is a sourcing guide connecting buyers and manufacturers across various industries. This platform is a vital sourcing guide offering the most direct route to the answers buyers need anywhere in the world, with many features including:

- + Organised & effective simple search options – by product or company
- + Comprehensive A-Z product guide
- + Search via DIN, ISO, product, country or company
- + In-depth company profiles
- + 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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To advertise on these platforms contact:

[sales@verulammedia.com](mailto:sales@verulammedia.com)

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