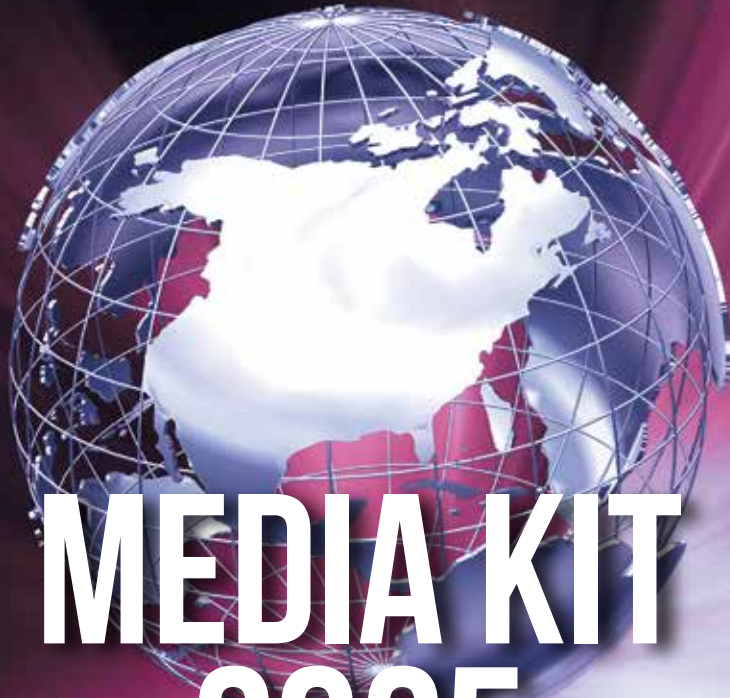


Fastener

Europe

www.fastenereurope.com

Fastener Industry Magazine



MEDIA KIT 2025



www.fastenereurope.com

info@fastenereurope.com

DISTRIBUTION BY REGIONS

Europe: 45%
Continent America: 20%
Asia: 20%
Middle East: 10%
Africa: 5%

FASTENER SECTOR'S POWERFUL SOURCE OF WORLD COMMUNICATION

Published for 20 years Fastener Europe Magazine has been distributed internationally in 56 countries.

Reaching the fastener sector all over the world with its effective and economic publication policy our magazine aims to contribute to the presentation of the companies and become a source of the sector news.

Fastener Europe Magazine reaches dealers, wholesalers, and end users as well as sales, purchasing and manufacturing officers around the world.

WHAT MAKES EUROPE MAGAZINE DIFFERENT?

Fastener Europe Magazine, apart from printed and digital distributions, is **“the magazine is the most distributed magazine at international fastener shows and sectoral fairs in the world”**.

It is distributed at more than 20 fastener exhibitions and more than 50 sectoral exhibitions annually. Our magazines are published online on our website, which has about 30,000 visitors each month.



NEWS AND CONTENT

We are publishing the news events of all the companies and sectors giving priority to the news of our advertisers. Informing the sector and promoting the companies are our priorities.

As far as the content, our magazine consists of the sections including :

- Sector News • Company News • Product Presentations
- Technical Articles • Interviews
- Trade Show News • Country Analysis • Sector Analysis

In each issue, a detailed analysis of a different topic made and is given priority to the news of companies operating in that field.

- 100% Defect Detection and Sorting Technologies
- Cold and Hot Forging Technologies
- Surface Coating and Heat Treatment Technologies
- Assembly Equipments and Robotic Systems
- Die Equipments Technologies
- Software - Packaging – Feeding Systems



CIRCULATION-DISTRIBUTION

- Distribution of **12.000** print edition per each issue,
- Digital delivery to nearly **40.000** companies,
- Distribution at nearly **20** fastener and metalworking fairs, and over **50** sectoral fair,
- To the manufacturers of cold forming, hot forming, machining, sheet metal processing, forging, spring and formed wire, metal parts
- To the fastener wholesalers and importers
- **Fasteners and metal parts end users** (automotive main and side industry, white goods main and side industry, machinery, building, electricity, furniture, lighting, defense industry, ship industry, window, glassware, medical, elevator, trailer, mold, plastic agricultural-work and construction machinery, heating and cooling and other)
- Companies that supply machine, mold, raw materials and serve to the firms producing Fasteners and metal parts
- Foreign trade firms, consulates, associations, unions, undersecretariats



DISTRIBUTION SCHEDULE 2025

January-February 2025

Issue 94

Editorial + ad deadline 20.12.2024

Events to be Distributed at

13 - 16 January	Steelfab	U.A.E
13 - 17 January	BAU Munich	Germany
05 - 07 March	Mecspe Bologna	Italy
11 - 14 March	Global Industrie	France

March-April 2025

Issue 95

Editorial + ad deadline 01.03.2025

Events to be Distributed at

25 - 27 March	Fastener Fair Global	Germany
31 March - 4 April	Hannover Messe	Germany
9 - 12 April	Hardware Eurasia	Türkiye
13 - 17 April	Bauma Munich	Germany

May - June 2025

Issue 96

Editorial + ad deadline 10.04.2025

Events to be Distributed at

8 - 9 May	Hardware Fair	Italy
13 - 16 May	Automotive / Industry Days	Hungary
13 - 16 May	Metal Show & TIB	Romania
20 - 23 May	Int'l Technical Fair Belgrade	Serbia
22 - 24 May	Int'l Fastener Show Shanghai	China
28 - 29 May	Fastener Fair	USA
28 - 31 May	Win Eurasia	Türkiye
12 - 15 June	Automechanika Istanbul	Türkiye

DISTRIBUTION SCHEDULE 2025

September – October 2025		<i>*Issue 97*</i>
Editorial + ad deadline	05.09.2025	
Events to be Distributed at		
15 - 17 Sep	Int'l Fastener Expo Las Vegas	U.S.A
25 - 28 Sep	Intermob	Türkiye
30 Sep - 03 Oct	Alihankinta Subcontracting	Finland
15 - 16 Oct	Fastener Poland	Poland
30 Sep - 03 Oct	MachTech	Bulgaria
14 - 18 Oct	Fakuma	Germany
21 - 24 Oct	EuroBlech Stuttgart	Germany
22 - 24 Oct	Taiwan Hardware Show	Taiwan

November – December 2025		<i>*Issue 98*</i>
Editorial + ad deadline	10.10.2025	
Events to be Distributed at		
3 - 7 Nov	Veteco	Spain
11 - 13 Nov	Elmia Subcontractor	Sweden
12 - 13 Nov	Deburring Expo	Germany
12 - 15 Nov	Window Eurasia	Türkiye
20 - 23 Nov	Hardware Fair Istanbul	Türkiye
27 - 30 Nov	Bumatech Bursa	Türkiye

DISTRIBUTION STATISTICS BY COUNTRY

The distribution ratios are determined according to the usage and production potential of the fasteners in the countries.

Distribution is planned to help our advertisers reach their target audience more quickly.


ONLINE CIRCULATION





Our magazine is viewed worldwide as the digital version is sent to the authorized people of the approximately 40.000 companies in the world. Our magazine is published on our website with about 350,000 visitors a year.

All of the news published with the SEO feature of your website is in the top rank in Google searches. This feature also allows our customers' news coverage to reach even wider masses.

With our Facebook and Instagram pages, we are thriving to introduce our customers to millions of people in the world via social media.

 /FastenerEuropeMagazine

 fastenereurope

 Fastener Europe Magazine

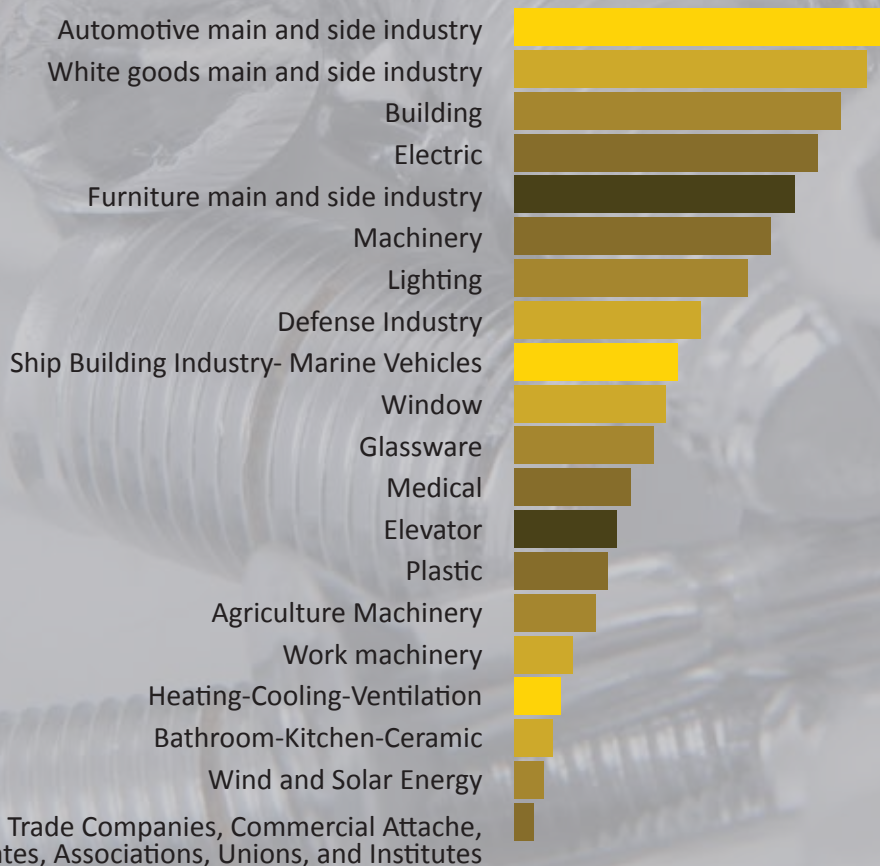
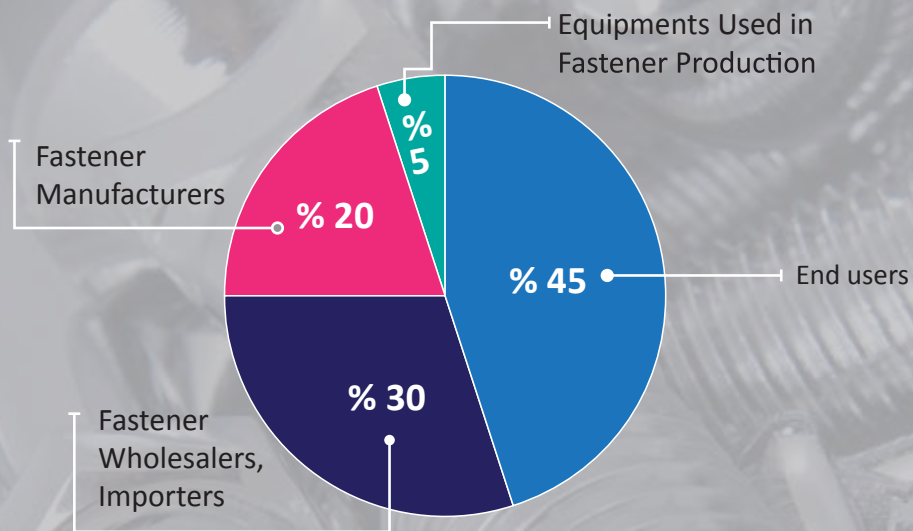


In Turkey "Bağlantı Elemanları Dergisi", the Turkish edition is distributed.

SECTORS DISTRIBUTED TO

Our magazine is sent to the authorized names of the fastener end-users that constitute the target mass of the fastener producers and suppliers which have a place in our magazine. The magazine is delivered to the companies of every sector via mail, digitally or within the fairs.

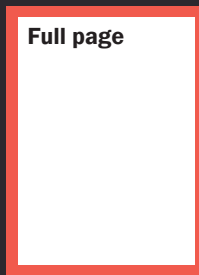
Fastener manufacturers, which are the target masses of the firms that serve the production of fasteners (machine, mold, wire, etc.), are the other important parts of our prioritized mass.



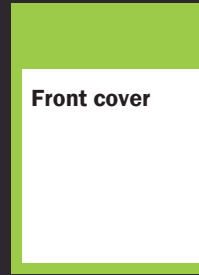
Price List per Insertion

Full page

Single issue	- 1000 €
3 issues	- 910 €
5 issues	- 820 €



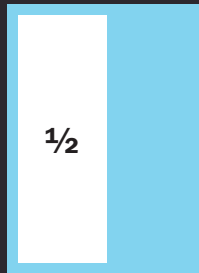
Type Area:
160mm x 230mm
Trim Size:
195mm x 270mm
Bleed Size:
201mm x 276mm



Type Area:
195mm x 210mm
Bleed Size:
201mm x 216mm

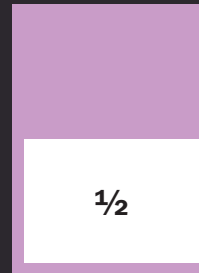
Half page

Single issue	- 600 €
3 issues	- 540 €
5 issues	- 485 €



Half page Vertical

Trim Size:
97,5mm x 270mm
Bleed Size:
98,1mm x 276mm

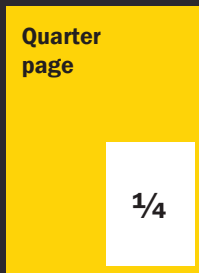


Half page Horizontal

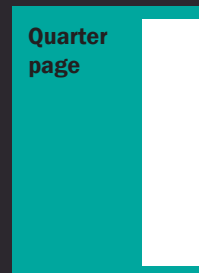
Trim Size:
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Bleed Size:
201mm x 141mm

Quarter page

Single page	- 370 €
3 issues	- 330 €
5 issues	- 300 €



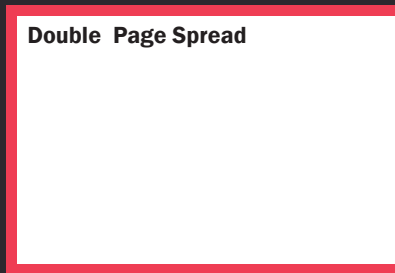
Trim Size:
97,5mm x 135mm
Bleed Size:
98,1mm x 141mm



Trim Size:
65mm x 270mm
Bleed Size:
71 mm x 276mm

Double page

Single issue	- 1.800 €
3 issues	- 1.620 €
5 issues	- 1.450 €



Double Page Spread

Type Area: 320mm x 225mm
Trim Size: 390mm x 270mm
Bleed Size: 396mm x 276mm

Front Cover	- 3.250 €
Inside Front Cover	- 2.000 €
Back Cover	- 2.300 €
Inside Back Cover	- 1.500 €

DIGITAL ADVERTISING

ONLINE SUPPLIER DIRECTORY

400 € / per year

- Company Logo
- Contact Information
- Product Images
- Company Profile
- Individual Page for each company



WEB BANNER

- 1 Homepage Header Banner:
600 x 80 px - 1.200 € / 3 months
- 2 Homepage Big Size Banner:
1500 x 198 px - 1.000 € / 3 months
- 3 Homepage Small Size Banner:
450 x 300 px - 750 € / 3 months
- 4 Subpage Banner:
400 x 270 px - 450 € / 3 months

