

# fastener *eurasia*

International Fastener, Machining, Spring and Equipments Magazine



## MEDIA KIT 2018-2019



### BE GLOBAL

**fastener *eurasia***  
International Fastener, Spring, Wire, Tools and Technology Magazine 59  
May - June 2018 Year 12  
www.fastener-eurasia.com

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January - February 2018 Year 12  
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# Fastener Sector's Powerful Source of World Communication



Published for 13 years Fastener EurAsia Magazine has been distributed internationally in 56 countries since 2006. 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 EurAsia Magazine reaches dealers, wholesalers, and end users as well as sales, purchasing and manufacturing officers around the world.

## What makes EurAsia Magazine Different?

It is the only magazine that publishes your ad in 2 separate magazines with one-ad-fee. **"Fastener EurAsia Magazine"** published in English for international distribution and the Turkish edition **"Bağlantı Elemanları Dergisi"** published in Turkish to be delivered to fastener manufacturers, wholesalers, and end-users in Turkey free of charge.

Ads you submit to Fastener EurAsia Magazine will be posted also at Bağlantı Elemanları Dergisi with no charge. Thus we offer a beneficial promotion in Turkey with a population of 80 million, companies from every industry that uses thousands of fasteners which ranking 3rd in Europe in fastener production.

Fastener EurAsia 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. In addition, our advertisers' banners are published free of charge in the **"Supplier Directory"** section.



# News and Content

## **We do not have the policy to publish paid news.**

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 Presentation,  
Article,  
Interview,  
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.

# Ad Design and Publishing

For the customers who do not have a ready-made advertising design or product photo, this service is provided **free**.

If you provide product photos we use them. If you do not have product photos the photos of the products you provide to be taken to be used in the design published after receiving a confirmation from you. There is no fee attached to these operations.

# 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, pen, 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

Ads submitted to **"Fastener Eurasia Magazine"** are posted at **"Bağlantı Elemanları Dergisi"** with no charge.

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

## 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



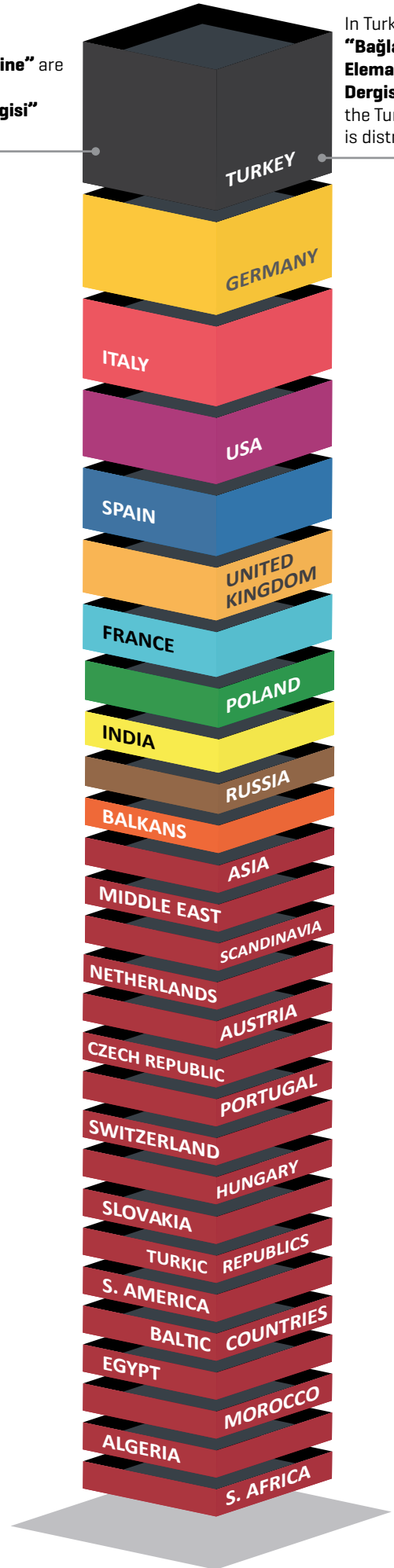
Our magazine is viewed worldwide as the digital version is sent to the authorized people of the approximately 40.000 companies in the world.

Our magazine is published on our website with about 350,000 visitors a year. Our advertisers' banners are published free of charge in the "Supplier Directory" section. 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.

 **/FastenerEurasiaMagazine**

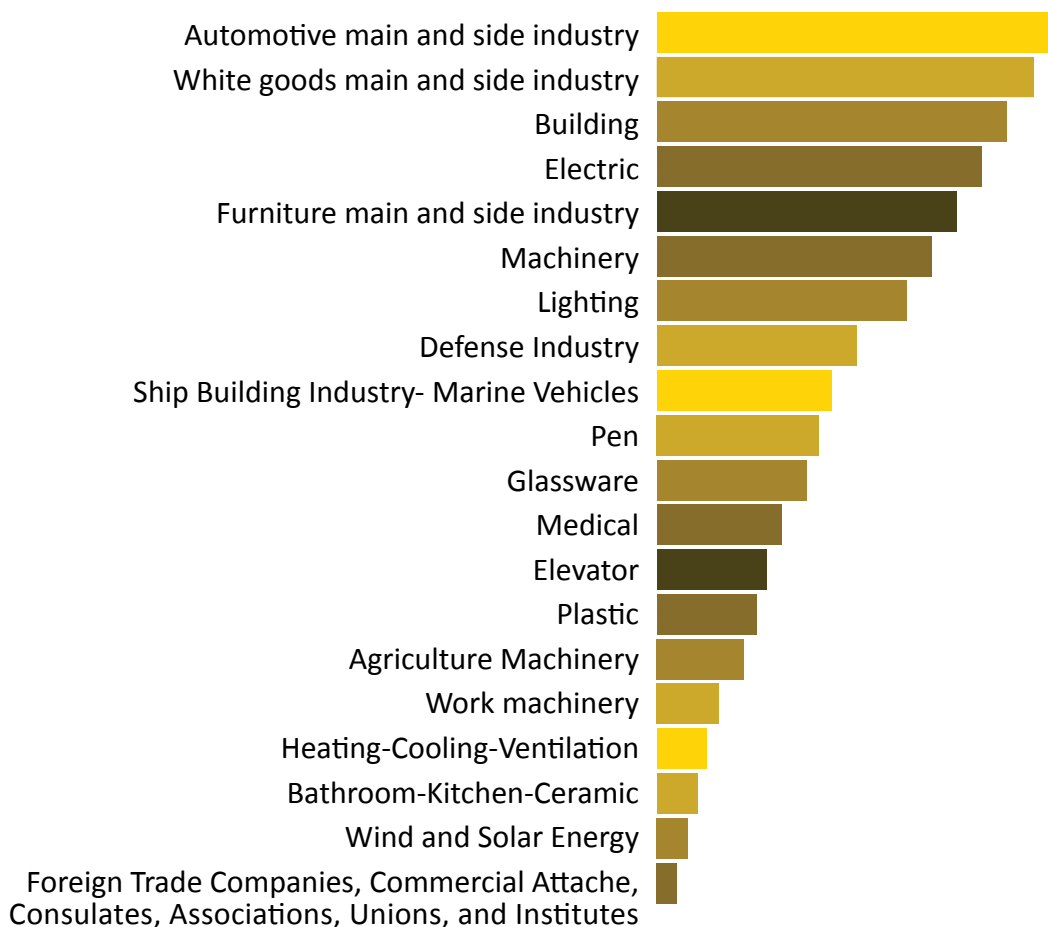
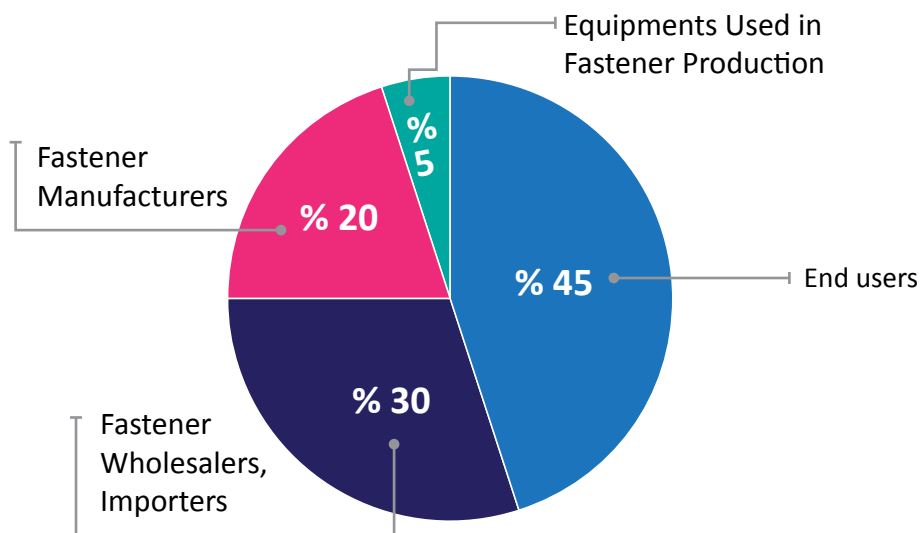
 **fastenereurasia**



# 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.



# Publishing Schedule

## September-October 2018 – Issue 60

<b>Topic Analysis</b>	Tooling Equipment and Technologies		
<b>Special Research</b>	ITALY		
<b>News+Ad deadline</b>	September 10, 2018		
<b>Events to be Distributed at</b>			
<b>International Fastener Fairs</b>	FASTENER FAIR ITALY	26-27 September	ITALY
	FASTENER SHANGHAI	26-29 September	CHINA
	FASTENER POLAND	16-18 October	POLAND
	INT.FASTENER SHOW	21-23 October	CHINA
	NATIONAL FASTENER SHOW	30 Oct - 01 Nov.	USA
<b>Sectoral Fairs (Turkey)</b>	Metal Expo Eurasia	Iron, Steel, Metal Products & Manufacturing Tech. Exh.	
	Saha Expo	Defense & Aerospace Industry Fair.	
	Zuchex	Glassware & Household Goods Fair	
	Entech	Environmental Technologies and Urban Development Fair	
	Istanbul Light	Lighting, Electrical Materials Fair and Convention	
	Maktek Eurasia	Tool Benches, Metal Sheet Machining Fair	
	Bursa Tarım	Agriculture and Livestock Equipment Fair	
	Intermob	Furniture Side Industry and Accessories Fair	
	Wood Processing Machinery	Wood Processing Machinery, Cutters Fair	
	Ankiros	Iron-Steel and Foundry Tech., Machinery and Products	



## November-December 2018 – Issue 61

<b>Topic Analysis</b>	Software - Packaging – Feeding Systems		
<b>Special Research</b>	FRANCE		
<b>News+Ad deadline</b>	October 22, 2018		
<b>Events to be Distributed at</b>			
<b>International Fastener Fairs</b>	MITEX FASTENER HARDWARE	06-09 November	RUSSIA
	FASTENER FAIR FRANCE	28-29 November	FRANCE
<b>Sectoral Fairs (Turkey)</b>	Comvex İstanbul	Commercial Vehicles, Bus and Supply Industry Fair	
	Bursa Metal İşleme	Metalworks Tech Fair	
	Plast Eurasia İstanbul	Plastic Industry Fair	
	Made in Türkiye	Mining, Tunnel Construction, Machinery Fair	
	Turkchem Eurasia	Lab, Test & Measuring Device Fair	
	MUSİAD Expo	Independent Industrialists' and Businessmen's Association Fair	



## January-February 2019 – Issue 62

<b>Topic Analysis</b>	100% Defect Detection and Sorting Technologies		
<b>Special Research</b>	TURKEY		
<b>News+Ad deadline</b>	January 5, 2019		
<b>Events to be Distributed at</b>			
<b>International Fastener Fairs</b>	FASTENER MIDDLE EAST	14-17 January	UAE
<b>Sectoral Fairs (Turkey)</b>	UNICERA	Ceramic, Bathroom, Kitchen Fair	
	Avrasya Boat Show	Marine Vehicles Equipment Fair	



## March-April 2019 – Issue 63



<b>Topic Analysis</b>	Cold and Hot Forging Technologies		
<b>Special Research</b>	<b>GERMANY</b>		
<b>News+Ad deadline</b>	March 10, 2019		
<b>Events to be Distributed at</b>			
<b>International Fastener Fairs</b>	FASTENER FAIR STUTTGART	19-21 March	GERMANY
	INAFASSTENER	20-22 March	INDONESIA
<b>Sectoral Fairs (Turkey)</b>	Avrasya Pencere	Windows, Shutters, Facade Systems Fair	
	Win Eurasia	Metalwork, Automation, Electric, Welding Fair	
	Avrasya Asansör	Elevator, Escalator Industries, and Tech Fair	
	REW İstanbul	Recycling, Environmental Technologies, and Waste Fair	
	İdeal Homex	Household and Kitchen Goods Fair	
	Expomed Eurasia	Medical Analysis, Diagnosis and Treatment Equipment Fair	
	Petroleum	Petrol, LPG, Mineral Oil Equipment Fair	
	Automechanika	Automotive Manufacturing Equipment Fair	
	IDEF'19	Defense Industry Fair	

## May-June 2019 – Issue 64



<b>Topic Analysis</b>	Surface Coating and Technologies Heat Treatment and Technologies		
<b>Special Research</b>	<b>INDIA</b>		
<b>News+Ad deadline</b>	May 5, 2019		
<b>Events to be Distributed at</b>			
<b>International Fastener Fairs</b>	MACHTECH IND. DAYS	14 - 17 May	HUNGARY
	FASTENER FAIR USA	22 - 23 May	USA
	BELGRADE TECHNICAL FAIR	21 - 24 May	SERBIA
	FERROFORMA	04 - 06 June	SPAIN
	COMFAST FASTENER	14 - 17 June	INDIA
	FASTENER FAIR MEXICO	19 - 20 June	MEXICO
<b>Sectoral Fairs (Turkey)</b>	Tube&Steel	Tube, Profile, Wire, Steel, Production & Tech Fair	
	Yapı Fuarı	Building Elements and Equipment Fair	

## July-August 2019 – Issue 65



<b>Topic Analysis</b>	Fasteners and Technology Firms' Guide		
<b>Special Research</b>	<b>UNITED KINGDOM</b>		
<b>News+Ad deadline</b>	July 10, 2019		

**Price List per Insertion**

**Full page**

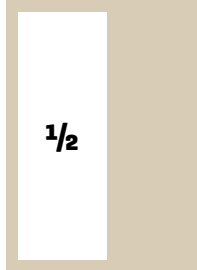
Single issue	- 1000 €
3 issues	- 910 €
6 issues	- 820 €



Type Area:  
190mm x 270mm  
Trim Size:  
220mm x 300mm  
Bleed Size:  
226mm x 306mm

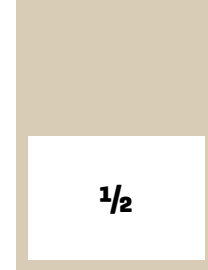
**Half page**

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



**Half page Horizontal**

Trim Size:  
110mm x 300mm  
Bleed Size:  
116mm x 306mm



**Half page Vertical**

Trim Size:  
220mm x 150mm  
Bleed Size:  
226mm x 156mm

**Quarter page**

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

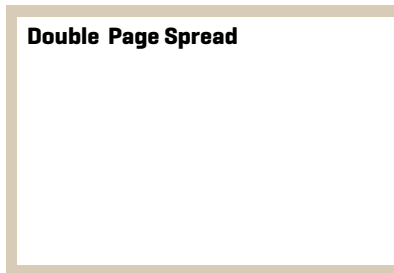


**Quarter page**

Trim Size:  
110mm x 150mm  
Bleed Size:  
113mm x 153mm

**Double page**

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



**Double Page Spread**

Type Area: 410mm x 270mm  
Trim Size: 420mm x 300mm  
Bleed Size: 426mm x 306mm

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

Note: 10% discount for lump sum payments

**DIGITAL ADVERTISING**

DISPLAY ON SUPPLIER DIRECTORY - 400 € / per year  
[Company logo, direct link]



**HOMEPAGE WEB BANNER DISPLAY (direct link)**

235 x 255 px - 600 € / 3 months  
1500 x 198 px - 1.200 € / 3 months

Notes:

- Banners are displayed on both web sites **www.fastener Eurasia.com** & **www.baglantielemanlari.com**
- Ads are published in both magazines Fastener Eurasia Magazine and Baglanti Elemanlari Dergisi.
- Visitors of **www.fastener Eurasia.com** are approx. 25.000/monthly and 300.000/annual.

