

fastener^{eurasia}



International Fastener, Machining, Spring and Equipments Magazine

MEDIA KIT 2023

www.fastenereurasia.com info@fastenereurasia.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 15 years Fastener EurAsia 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 EurAsia Magazine reaches dealers, wholesalers, and end users as well as sales, purchasing and manufacturing officers around the world.

WHAT MAKES EURASIA MAGAZINE DIFFERENT?

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.



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 2023

January-February 2023		*Issue 84*
Editorial + ad deadline	01.01.2023	
Events to be Distributed at		
09 – 12 January	Fastener World Middle East	UAE
31 Jan – 02 Feb	National Hardware Show	USA

March-April 2023		<i>*Issue 85*</i>
Editorial + ad deadline	05.03.2023	
Events to be Distributed at		
21 – 23 March	Fastener Fair Global / Stuttgart	Germany
06 – 08 April	Solarex Solar Energy Expo	Turkey
03 – 05 May	Taiwan Int'l Fastener Show	Taiwan
05 – 06 May	Int'l Hardware Fair Italy	Italy
09 – 12 May	IDEF Defence Industry Fair	Turkey

May – June 2023		*Issue 86*
Editorial + ad deadline	15.04.2023	
Events to be Distributed at		
16 – 17 May	Fastener Fair USA	USA
24 – 26 May	Outdoor Build	Poland
07 – 10 June	Win Eurasia	Turkey
24 – 27 August	Istanbul Hardware Fair	Turkey

DISTRIBUTION SCHEDULE 2023

September – October 2023		*Issue 87*
Editorial + ad deadline	15.08.2023	
Events to be Distributed at		
07 – 09 Sep	Fastener Fair Mexico	Mexico
09 – 11 Oct	Int’l Fastener Expo	USA
18 – 19 Oct	Fastener Poland	Poland
19 – 21 Oct	Taiwan Hardware Show	Taiwan
September	Int’l Technical Fair	Bulgaria

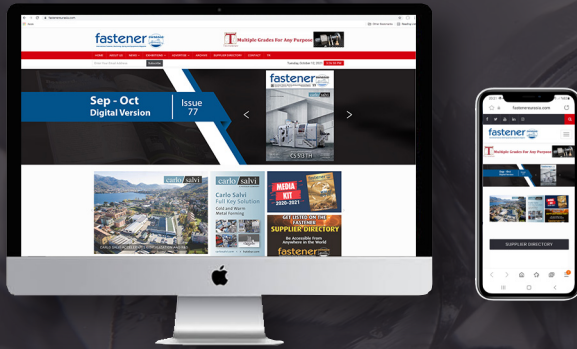
November – December 2023		*Issue 88*
Editorial + ad deadline	05.11.2023	
Events to be Distributed at		
November	Window & Door Eurasia	Turkey
December	Bumatech Metal Forming Fair	Turkey
December	Plast Eurasia	Turkey

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.

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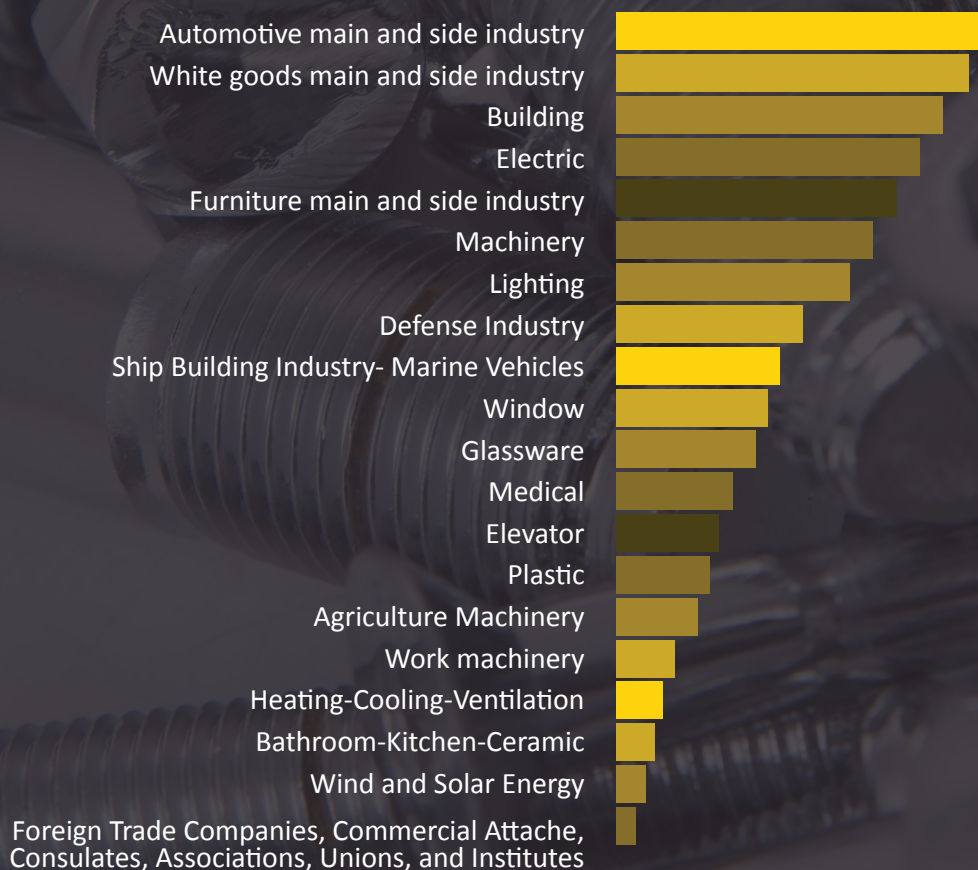
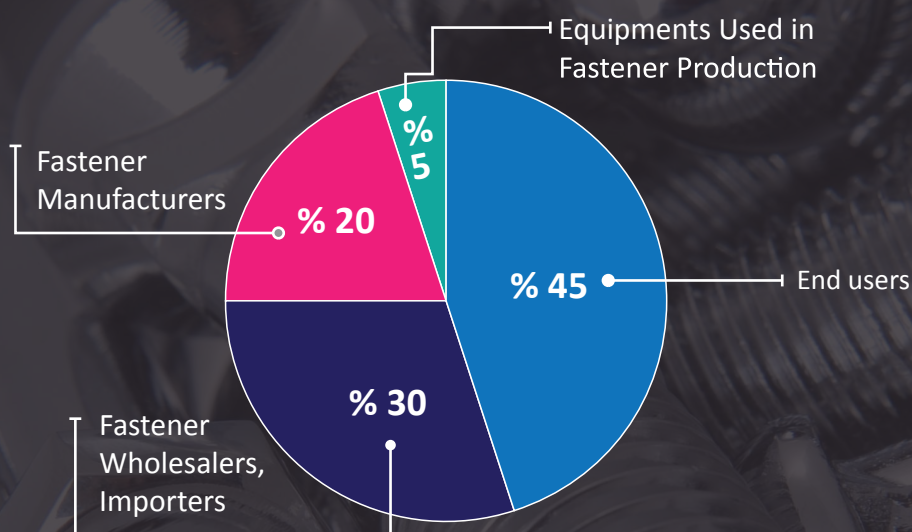


In Turkey "Bağlantı Elemanları Dergisi", the Turkish edition is distributed.

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 €

Full page

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

Front cover

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

Half page

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

1/2

Half page Vertical

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

1/2

Half page Horizontal

Trim Size:
195mm x 135mm
Bleed Size:
201mm x 141mm

Quarter page

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

Quarter page

1/4

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

Quarter page

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

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

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

DIGITAL ADVERTISING

ONLINE SUPPLIER DIRECTORY

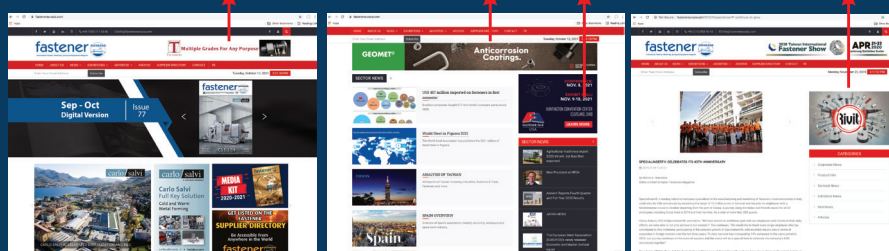
400 € / per year

- 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



Click report available