2022 MEDIA KIT
Print and Digital Editions

Delivering the world of fasteners to Manufacturers, Distributors and End Users
www.fastenertech.com
By recycling steel in electric arc furnaces, Nucor is among the cleanest processors of steel in the world. We intend to recycle all scrap that we produce. Our goal is to see the same material returned in a higher purity and quality, reducing the amount of raw material that we need to import to make steel. The Nucor Engineered Bar group has recently taken a significant step toward this goal by acquiring and operating a coil-processing facility in Shelbyville, IN, USA. This facility includes an automated clean line, a coil shear line, two STC furnaces and wire drawing equipment. The acquisition of the coil-processing facility will allow the Nucor Engineered Bar group to offer processed coil with recycled content, which is far more sustainable than fasteners produced from scrap steel. Recycled-content fasteners will be available through Nucor’s existing distribution network, LindFast, located in Charlotte, NC, USA, will expand its distribution network that LindFast offers.

To our customers, suppliers and other partners, we expect very little will remain on the same ERP system, and will extend the same policies in place now.”

For the foreseeable future we will learn a great deal from each other and serve customers even better together.

Manuals

The Traveling Salesman Spends 10 Minutes with... Solution Industries LLC, Blaine, MN, USA, has completed the purchase of (LSG) Lock Nuts Un-Locked Machined Solid Pins

Continued from page 72

Innovative Fasteners

Appian Fasteners

Marc Strandquist, CEO

Managing Director,

Commitment

Service is our Strength

Ken Forging Cover Story:

Fastener Focus (FF) Cover Story

the Performance of Disc Springs,

FF News & Info

Networking Event!

Social — Cleveland's Premier

Fastener Distributors, Importers, Manufacturer's

Focused News, Information and Products for

Monthly

In this issue...

March 2022

Fastener Taiwan 2022

Pac-West Table Top Show

Top Products of 2021

Heat Treatment Roundup

Threadlocking & Locknut Roundup

Tooling Spotlight

Editorial deadline: January 17

Ad closing: January 21

Production finished: January 28

Mail & Internet posting: February 4

April/May 2022

wire 2022

Fastener Fair USA 2022

Steel Wire Emphasis

Cold Forming Roundup

Parts Washing Spotlight

Retaining Rings Roundup

Editorial deadline: March 14

Ad closing: March 18

Production finished: March 25

Mail & Internet posting: April 1

June/July 2022

MWFA Fastener Show 2022

Fastener Fair Mexico 2022

Sorting & Inspecting Emphasis

Thread Rolling Roundup

Tapping Spotlight

Stainless Steel & Nonferrous Fasteners Roundup

Editorial deadline: May 16

Ad closing: May 20

Production finished: May 27

Mail & Internet posting: June 3

August/September 2022

International Fastener Expo 2022

Simulation & Information Systems Emphasis

Secondary Operations Roundup

Feeding Devices Roundup

Rebuild & Upgrade Spotlight

Automotive Fastener Roundup

Editorial deadline: July 25

Ad closing: July 29

Production finished: August 5

Mail & Internet posting: August 12

October/November 2022

Company Profiles

Coating & Plating Emphasis

Packaging Roundup

Process Control Spotlight

Aerospace Fasteners Roundup

Plastic Fasteners Roundup

Editorial deadline: September 26

Ad closing: September 30

Production finished: October 7

Mail & Internet posting: October 14

December 2022/January 2023

Fastener Fair Italy 2022

Wire Handling Emphasis

Lubricants & Surface Prep Roundup

Head Painting & Powder Coating Spotlight

Testing/Gaging/QC Roundup

Structural Fasteners Roundup

Editorial deadline: November 28

Ad closing: December 2

Production finished: December 9

Mail & Internet posting: December 16

Addition Publications & Services:

Fastener News Report • Buyers’ Guide • Exhibition Directories • Email Blasts • Exhibition Sponsorships • FTR Podcast
## 2022 Advertising Rates

Reach the Fastener Industry with the Leading Publication!

### AD Size

<table>
<thead>
<tr>
<th>AD Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$2815</td>
<td>$2760</td>
<td>$2610</td>
<td>$2565</td>
<td>$2340</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$2325</td>
<td>$2290</td>
<td>$2175</td>
<td>$2075</td>
<td>$1980</td>
</tr>
<tr>
<td>1/2 PAGE ISLAND*</td>
<td>$2015</td>
<td>$1925</td>
<td>$1815</td>
<td>$1690</td>
<td>$1615</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$1795</td>
<td>$1735</td>
<td>$1620</td>
<td>$1535</td>
<td>$1470</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$1470</td>
<td>$140</td>
<td>$1305</td>
<td>$1250</td>
<td>$1155</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$1240</td>
<td>$1190</td>
<td>$1120</td>
<td>$1040</td>
<td>$845</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>$780</td>
<td>$760</td>
<td>$730</td>
<td>$680</td>
<td>$635</td>
</tr>
</tbody>
</table>

* Only ad on page

All rates, US$, per insertion

### Color Rates

- Black and one standard or match color, extra per page or less.................................$375

- 4-Color Process, extra per page or less...............................................................$995

- 4-Color Process, extra per spread.................................................................$1800

### Combined Frequency Credit

Your insertions in *Fastener Technology International* will apply toward your frequency in the *Wire and Cable Technology International* magazine, *Wire Forming Technology International* magazine, *Wire & Cable Technology International Buyers’ Guide* and the *Fastener Technology International Buyers’ Guide*.

### Covers

<table>
<thead>
<tr>
<th>Cover Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRONT COVER NOT SOLD</td>
<td>$4250</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$4250</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4250</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4500</td>
</tr>
</tbody>
</table>

Rates include 4-Color Process. Non-Cancelable

### Advertising Material

- Preferred advertising material is a high resolution PDF.

- All graphics must be a minimum of 300 dpi.

- Color should be prepared as CMYK.

- When designing material, please incorporate the bleed dimensions as supplied under the mechanical specifications.

- Material may be submitted via email 15 Mbs max.

www.fastenertech.com
**WCTI, FTI & WFTI ADVERTISEMENT SPECIFICATIONS**

**www.wiretech.com • www.fastenertech.com • www.wireformingtech.com**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width x Height (USA units)</th>
<th>Width X Height (metric units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>see details below</td>
<td>see details below</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5” x 10”</td>
<td>114 x 254 mm</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 4.875”</td>
<td>178 X 124 mm</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.375” x 9.75”</td>
<td>86 x 248 mm</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5” x 7.5”</td>
<td>114 x 190 mm</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.1875” x 10”</td>
<td>56 x 254 mm</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5” x 4.875”</td>
<td>114 x 124 mm</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.375” x 4.875”</td>
<td>86 x 124 mm</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>7” x 2.3125”</td>
<td>178 x 59 mm</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.5” x 2.3125”</td>
<td>114 x 59 mm</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.1875” x 4.875”</td>
<td>56 x 124 mm</td>
</tr>
<tr>
<td>Spotlight Ad</td>
<td>3” diameter</td>
<td>76 mm diameter</td>
</tr>
<tr>
<td>Exhibit Spotlight</td>
<td>2.25” x 3.875”</td>
<td>57 x 98 mm</td>
</tr>
</tbody>
</table>

**FULL PAGE ADVERTISEMENT DETAILS: BLEED & NO-BLEED:**

**Full Page advertisement with bleed:**

- Trim size: 8” wide x 10.75” tall (203 x 273 mm)
- Bleed: 1/8” (3 mm) past trim on all sides for a total bleed size of 8.25” wide x 11” tall (210 x 280 mm)
- Live Area: text and images not to be trimmed should be 0.25” (6 mm) inside of trim on all sides for a live area of 7.5” wide x 10.25” tall (190 x 260 mm)

**Full Page advertisement without bleed:**

- 7.5” wide x 10.25” tall (190 x 260 mm)

**Newsletter Advertisements: WCTI's OVERVIEW & FTI's Fastener News Report**

Standard Block: 2.1875” wide x 1.625” tall (56 x 41 mm)

Double Block Horizontal: 4.375” wide x 1.625” tall (111 x 41 mm)

Double Block Vertical: 2.1875” wide x 3.25” tall (56 x 83 mm)

File format: high resolution PDF, JPG, TIF, PSD or EPS file

* Newsletter Trim size: 8.5” x 11” (216 x 279 mm) - www.wiretech.com/overview.asp • www.fastenertech.com/FastenerNewsReport.asp
Wire & Cable Technology International (WCTI), Fastener Technology International (FTI) and Wire Forming Technology International (WFTI) magazines produce a Company Profiles section once every year, which appear in the WCTI July/August, FTI October/November and WFTI Fall Issues, respectively.

All full-page and half-page advertisers in the issues mentioned above will receive an equally-sized Company Profile, for no extra charge. The relevant specifications are shown below as well as some samples.

Please note that all half-page profiles will be produced in horizontal orientations.

**Materials to Supply:** Advertisers can send text and images files for WCTI, FTI or WFTI to assemble a Company Profile for review or they can supply a finished high-resolution PDF of their Company Profile for placement on a 40% CMYK yellow background.

Please note that we allow design flexibility for the customer-supplied PDFs, but it is our intention that profiles look like profiles and not advertisements.

**Company Profile Text and Image File Guidelines:**

- **Full-Page Word Count:** 250-1000 with the average being about 500
- **Full-Page Images:** one to five plus a company logo
- **Half-Page Word Count:** 150-600 with the average being about 250
- **Half-Page Images:** one to four plus a company logo

Please note that we adjust the font size and letting depending on the number of words and images, and that as the number of images goes up, the number of words that can fit properly usually goes down.

**Ready-to-Place Company Profile PDFs Sizes:**

- **Full-Page:** 7.5" wide x 10" tall (190 x 254 mm)
- **Half-Page:** 7" wide x 4.875" tall (178 x 124 mm)

**Deadlines:** All Company Profiles need to be produced, reviewed and approved by customers by June 18 for WCTI, October 8 for FTI and November 12 for WFTI. Extensions can be provided when needed.
Fastener Technology International (FTI) prides itself on more than 30 years of service to the fastener industry. In each issue, we bring over 13,000 readers a wide range of information on the fastener and precision formed parts industries. FTI has a clear claim as being one of the most influential forces in the industry. In an effort to improve our readers competitiveness in the marketplace, we provide departments and features that present new methods, technology, information and ideas. FTI is the only important information source meeting the unique technological and management needs of professionals in the fastener industry. As the best-read publication serving the fastener industry, FTI offers advertisers an in-depth, business-minded, audited readership to manufacturing, distribution, OEM and end-user industry professionals.

Inside

Fastener Technology International

Send articles and company/product information to the editor, Michael McNulty, at mcnulty@fastenertech.com.

• Editorial— Current Views from the Editor
• Calendar of Events
• Feature Articles
• Tech Briefs
• Roundups
• Product Showcases— Machinery, Accessories and Materials
• Corporate News
• Industry News
• Spotlights
• Trade Show and Conference Previews
• Metallurgical Reminders column— Dr. Roger N. Wright
• Inside the Lean House column— Michael Coyne
• IFI Update column— Joe Greenslade
• The Bolt Doctor column— Guy Avellon
• Fastener Focus— focused news, information ad products for distributors, importers, reps, OEMs and end users.
• “Straight from the Show” reviews of industry events

Fastener Technology International...
The most respected publication serving the fastener and precision formed parts industry...The publication where your customers and prospects choose to get their information.