

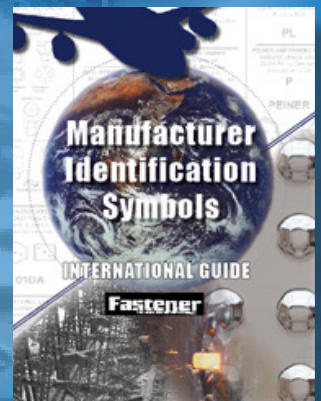
Fastener

TECHNOLOGY INTERNATIONAL

2027

MEDIA KIT

Print and Digital Editions



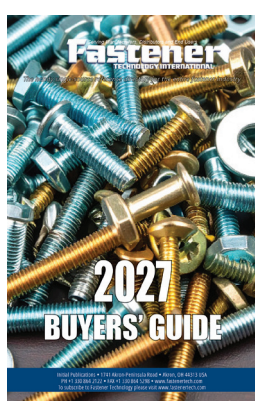
Delivering the world of fasteners to Manufacturers, Distributors and End Users
www.fastenertech.com

Technology and news for the entire fastener industry...

Fastener Technology International: 2027 Editorial Plan
Send all editorial text and image files to
Mike McNulty, Editor, at mcnulty@fastenertech.com



Addition Publications & Services:
Fastener News Report • Buyers' Guide •
Exhibition Directories • Email Blasts •
Exhibition Sponsorships • FTR Podcasts



February/March 2027

Fastener Fair Global 2027 Preview

Top Products of 2026

Heat Treating Emphasis

Parts Washing Roundup

Spotlight on Cold Forming

Locknuts & Threadlocking Roundup

Editorial deadline: February 1, 2027

Ad closing: February 5, 2027

Production finished: February 12, 2027

Mail & Internet posting: February 19, 2027

April/May 2027

Fastener Fair USA 2027 Preview

Tapping Emphasis

Materials (Wire, Rod, Bar) Roundup

Spotlight on Secondary Operations

Retaining Rings Roundup

Appliance/White Goods Fasteners Roundup

Editorial deadline: March 22, 2027

Ad closing: March 25, 2027

Production finished: April 2, 2027

Mail & Internet posting: April 9, 2027

June/July 2027

Surface Treatment Emphasis

Sorting & Inspecting Roundup

Spotlight on Thread Rolling

Washers Roundup

Editorial deadline: May 24, 2027

Ad closing: May 28, 2027

Production finished: June 4, 2027

Mail & Internet posting: June 11, 2027

August/September 2027

IFE 2027 Preview & Spotlights

MWFA FSTNR '27 Week Preview

Fastener Failure Emphasis

Tooling Roundup

Information Systems & Simulation Roundup

Spotlight on Fastener Feeding

Fastener Assembly Roundup

Editorial deadline: July 19, 2027

Ad closing: July 23, 2027

Production complete: July 30, 2027

Mail & Internet posting: August 6, 2027

October/November 2027

Company Profiles

Testing Labs & Regulations Emphasis

Coating & Plating Roundup

Spotlight on Packaging

Automotive Fasteners Roundup

Editorial deadline: September 13, 2027

Ad closing: September 17, 2027

Production finished: September 24, 2027

Mail & Internet posting: October 1, 2027

December 2027/January 2028

Rebuild & Upgrade Emphasis

Wire Handling Roundup

Process Controls Roundup

Spotlight on Testing & Gaging Equipment

Plastic Fasteners Roundup

Construction Fastener Roundup

Editorial deadline: November 8, 2027

Ad closing: November 12, 2027

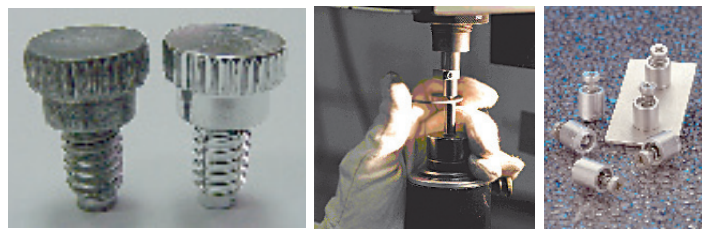
Production finished: November 19, 2027

Mail & Internet posting: November 24, 2027



**Read by manufacturers, distributors and users
of all types of fasteners and formed parts.**
Subscribe and read online @ www.fastenertech.com
Six Issues per year • Readers in 90+ countries

2027 ADVERTISING RATES



Reach the Fastener Industry with the Leading Publication!

AD SIZE	1X	3X	6X	9X	12X
FULL PAGE	\$3215	\$3155	\$2955	\$2900	\$2650
2/3 PAGE	\$2660	\$2615	\$2485	\$2375	\$2265
1/2 PAGE ISLAND*	\$2310	\$2205	\$2080	\$1940	\$1840
1/2 PAGE	\$2055	\$1985	\$1835	\$1765	\$1680
1/3 PAGE	\$1680	\$1600	\$1485	\$1430	\$1325
1/4 PAGE	\$1420	\$1365	\$1290	\$1195	\$965
1/6 PAGE	\$895	\$875	\$840	\$790	\$725

* 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.

Special Positions

10% premium over black and white rate earned.

Covers

Rates include 4-Color Process. Non-Cancelable

FRONT COVER NOT SOLD

Inside Front Cover.....	\$4745
Inside Back Cover.....	\$4745
Back Cover.....	\$4745

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.

Fastener
TECHNOLOGY INTERNATIONAL

www.fastenertech.com

WCTI, FTI & WFTI ADVERTISEMENT SPECIFICATIONS

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

Wire & Cable
Technology
International

Wire Harness &
Cable Connector

Fastener
TECHNOLOGY INTERNATIONAL

Fastener
Focus



Wire Forming
Technology
International



Full Page



2/3 Page



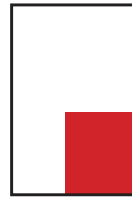
1/2 Page
Horizontal



1/2 Page
Vertical



1/2 Page
Island



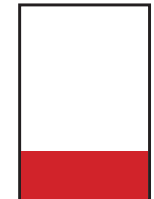
1/3 Page
Square



1/3 Page
Vertical

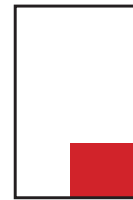


1/4 Page
Vertical



1/4 Page
Horizontal

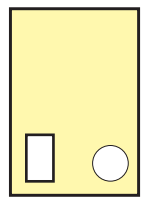
Ad Type	Width x Height (USA units)	Width X Height (metric units)
Full Page	see details below	see details below
2/3 Page	4.5" x 10"	114 x 254 mm
1/2 Page Horizontal	7" x 4.875"	178 X 124 mm
1/2 Page Vertical	3.375" x 9.75"	86 x 248 mm
1/2 Page Island	4.5" x 7.5"	114 x 190 mm
1/3 Page Vertical	2.1875"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



1/6 Page
Horizontal



1/6 Page
Vertical



Spotlight Ad (r) &
Exhibit Spotlight (l)

All our publications utilize computer-to-plate technology. Advertisement size specifications are the same for Wire & Cable Technology International (WCTI), Fastener Technology International (FTI) & Wire Forming Technology International (WFTI) magazines. Newsletter specs are shown in the box at the bottom of this page.

- ✓ Press ready PDF's are preferred, 300 dpi. Use process colors, CMYK format, instead of spot colors. High resolution JPG, TIF, PSD and EPS are also acceptable. Image files supplied in RGB format will be converted to CMYK.
- ✓ Files may be emailed or sent via a file sharing link (Dropbox or WeTransfer, for example).
- ✓ Magazine trim size is 7.875" x 10.75" (200 x 273 mm).
- ✓ Full page advertisements are usually setup for bleed; see full page details on the left.
- ✓ WCTI & FTI are perfect bound; WFTI is saddle stitched.

FULL PAGE ADVERTISEMENT DETAILS: BLEED & NO-BLEED:

Full Page advertisement with bleed:

Trim size: 7.875" wide x 10.75" tall (200 x 273 mm)

Bleed: 1/8" (3 mm) past trim on all sides for a total bleed size of 8.125" wide x 11" tall (206 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 7.375" wide x 10.25" tall (187 x 260 mm)

Full Page advertisement without bleed:

7.375" wide x 10.25" tall (187 x 260 mm)

NOTE: WCTI & FTI Annual Buyers' Guide trim is 5.5" x 8.5" (140 x 216 mm). Full page bleed ads: 1/8" (3 mm) past trim on all sides with live text and images 1/4" (6 mm) inside of trim.

WCTI, FTI & WFTI MAGAZINE TRIM SIZE:
7.875" x 10.75" (200 x 273 mm)

DIGITAL WEBSITE ADVERTISEMENTS:
Standard Banner: 300 wide x 250 tall
Horizontal Banner: 728 wide x 90 tall
(dimensions in pixels)

DIGITAL EMAIL BLASTS: SEND HTML FILE,
no wider than 600 pixels.

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

Standard Block: 2.1875" wide x 1.625" tall (56 x 41 mm, 210 x 156 pixels)

Double Block Horizontal: 4.375" wide x 1.625" tall (111 x 41 mm, 420 x 156 pixels)

Double Block Vertical: 2.1875" wide x 3.25" tall (56 x 83 mm, 210 x 312 pixels)

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

Newsletter Trim size: 8.5" x 11" (216 x 279 mm) • <https://wiretech.com/overview> • <https://fastenertech.com/news-report>

OVERVIEW
GLOBAL WIRE • CABLE BUSINESS • MARKET NEWS
Fastener
NEWS REPORT

Extensions can be provided when needed.

[illegible]

HEROS/LAM, SAL

Postage Indemnity & Claims, Inc.
42500 Alameda, Commerce, Silicon, Spain
Tel: 414 4171002
Email: heros@heroslam.com
www.heroslam.com

Longer tool life
with GG coating

COMPANY PROFILE:

Postage Indemnity & Claims, Inc. is a leading provider of insurance and claims services for the construction industry. The company has a long history of providing comprehensive coverage and claims management services to its clients.

PRODUCTS AND SERVICES:

The company offers a wide range of insurance and claims services, including general liability, workers' compensation, and property damage. The company also provides claims management services, including investigation, negotiation, and settlement.

PROTECTIVE AND

AFTER SALE SERVICE:

- Comprehensive insurance coverage
- Claims management services
- Professional claims handling
- Prompt payment of claims (PML, etc.)
- Flexible and efficient service

SPECIALTIES:

- Construction insurance
- Claims management
- Professional claims handling
- Prompt payment of claims
- Flexible and efficient service

WORD OF MARKET'S SERVICE:

The company has a strong reputation for providing high-quality insurance and claims services. The company's commitment to customer service and its long history of providing comprehensive coverage and claims management services have earned it a strong reputation in the industry.

SALES OFFICE:

Postage Indemnity & Claims, Inc.
42500 Alameda, Commerce, Silicon, Spain

ISO SORTING & PACKAGING LLC

24572 234th Road
Issaquah, WA 98027 USA
Tel: 206 325 8001
Email: info@issort.com

www.issort.com • Website: www.issort.com

COMPANY PROFILE:

ISO Sorting and Packaging, LLC is a high-tech industrial sorting and packaging company. The company has a long history of providing comprehensive sorting and packaging services to its clients. The company's commitment to customer service and its long history of providing comprehensive sorting and packaging services have earned it a strong reputation in the industry.

SERVICES OFFERED:

The company offers a wide range of sorting and packaging services, including general sorting, packaging, and claims management. The company also provides claims management services, including investigation, negotiation, and settlement. The company's commitment to customer service and its long history of providing comprehensive sorting and packaging services have earned it a strong reputation in the industry.

Sorting is efficiently and accurately performed with a high quality control team to ensure using the integrated process options.

QUALITY:

ISO Sorting and Packaging LLC is committed to a continuous improvement process. The company's commitment to customer service and its long history of providing comprehensive sorting and packaging services have earned it a strong reputation in the industry. The company's commitment to customer service and its long history of providing comprehensive sorting and packaging services have earned it a strong reputation in the industry.

Fifty State-of-the-Art Vision

Inspection & Packaging

Services for Retail, Bulk,

Wholesale & More

www.issort.com

BUYERS' GUIDE

2028 Edition

MAXIMIZE YOUR MARKETING INVESTMENT

This well established, highly regarded industry directory is used all year by decision makers. This Guide is a handy, single-source reference for fastener precision formed parts, capital equipment, materials and accessories for producing these products and vital suppliers and services for the entire industry.

Over 1800 companies are listed in more than 850 categories in five sections:

- Fastener & Precision Formed Parts
- Materials, Wire, Rod, Bar & Strip
- Manufacturing/Distribution Suppliers and Services
- Machinery/Equipment Processes Classification
- Assembly Equipment/Tools/Supplies

Bonus for Display Advertisers

- **Bold faced** in Master List of Companies and Product Listings
- **"See our Ad..."** Reference
- **Unlimited Free** Product Listings
- **Complimentary copy** of 2028 edition of the Buyers' Guide

DISPLAY AD RATES

Space Units	1X	3X	6X	9X	12X	Width & Depth
Full Page	\$3215	\$3155	\$2985	\$2930	\$2975	4.875 x 7.75
2/3 Page Vertical	\$2660	\$2615	\$2485	\$2370	\$2265	4.875 x 5.1875
1/2 Page Horizontal	\$2055	\$2200	\$2080	\$1920	\$1840	4.875 x 3.875
1/2 Page Vertical	\$2055	\$2200	\$2080	\$1920	\$1840	2.1875 x 7.5
1/3 Page Horizontal	\$1675	\$1600	\$1485	\$1430	\$1390	4.875 x 2.5625
1/4 Page Horizontal	\$1420	\$1365	\$1290	\$1190	\$970	4.875 x 1.9375
1/4 Page Vertical	\$1420	\$1365	\$1290	\$1190	\$957	2.1875 x 3.875

*Cover pricing contact the Publisher

COLOR RATES (ADDITIONAL)

Standard red, green, blue, yellow, per page or less.....	\$375
Matched colors per page or less.....	\$450
4-color process per page or less.....	\$995

BLEED ADS

When preparing bleed ads, all type and portions of illustrations that are not trimmed off should be at least 1/4" (6.3 mm) inside dimensions specified for bleeds. This includes gutter bleeds. Ad should bleed 1/8" past trim on the left, right, top and bottom.

TRIM SIZE:
5.5" X 8.5"

'PRODUCT LOCATOR'

Inch Ads

Inch Ads highlight and call attention to your company within the Product Category Listings of the Buyers' Guide.

DIGITAL SPECS

All advertisements are to be submitted on digital media: email 15 Mbs max. Files may be created in Adobe InDesign. Graphic files in Adobe Photoshop or Illustrator, PDF, TIF, JPEG or EPS images may be submitted and are preferred. All graphics must be a minimum of 300 dpi and all color must be CMYK. Microsoft Word, Publisher or Powerpoint files are not acceptable. A hardcopy of the advertisement must be provided.



Contact

Anna Hasman

CELL(US): +1 614-285-5150

CELL(EU): +31 6 27 4193 33

WhatsApp: +1 330-690-9378

Email: anna@fastenertech.com

www.fastenertech.com

INCH ADVERTISEMENTS

Rate Per Inch	1-2	3-5	6-8	9-11	12+
Amount	\$360	\$350	\$330	\$320	\$310
Mechanical Specifications	2.1875" X 1", 2" or 3"				

Closing Date

October 8, 2027

Inch Ads Get Results

- Draw *ATTENTION* to your Product Listings
- **Boldfaced** listings
- Unlimited listings- minimum of three inch ads
- Free art service
- Complimentary copy of the 2028 FTI Buyers' Guide.

2.1875" x 3"

Machine Engineering NA

Wire Straighten & Cut Off Equipment
Stationary Shear • Flying Shear
Bar Shears / Semi & Fully Automatic

For More Information call
Barbarotto Int'l Machinery
Toll Free 1-888-988-USED (8733)
e mail: bisc@optonline.net
www.barbarottomachinery.com

2.1875" x 2"

Socket Screw Products

Metric & Inch Sizes
Alloy & Stainless Steel

Tested, Tried and True™

1-800-275-0050
Fax: 770-862-8020

2.1875" x 1"

Specialty Fasteners

• Pins • Rivets • Bolts • Washers
Your single source for U.S. and Asian-made
commercial and machined parts.

John Hassall, Inc.
600-1 Cantigue Rock Road, Westbury, NY 11590
516-334-6200 Fax: 516-222-1911 www.hassall.com

MAGAZINE OVERVIEW



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.

SALES CONTACTS

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 Diego Casiraghi: info@casiraghi.info

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 Chuo-Ku Osaka-City, 541-0051 JAPAN
 TEL: +81 6 6264 3900
 FAX: +81 6 6264 3901
 Ken Myohdai: info@sakurain.co.jp

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 11F2-C, No. 540, Sec. 1, Wen Hsin Rd.
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 FAX: +886 4 23252967
 Robert Yu: global@acw.com.tw

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 Address B - 4/5, Vasant Vihar
 New Delhi 110057, India
 Email: kapshan@hotmail.com
 Tel: +91 98102 48458