

# torque

► fasteners ► tools ► distribution magazine

## 2022 MEDIA INFORMATION



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## PRINT MAGAZINE EDITION

6x ISSUES PER YEAR

Torque Magazine is an innovative and unique international magazine covering the global fastener, tool and related industries.

Complemented by a weekly email newsletter and news website ([www.torque-expo.com](http://www.torque-expo.com)), Torque Magazine is published ten times a year, featuring essential news, views, industry insights, reports and features for businesses in the industry.

Print issues, published six times a year, are sent to Europe. In addition, four issues are purely digital (*see below*).



### UNIQUELY, TORQUE MAGAZINE COVERS THE GLOBAL DISTRIBUTION MARKET FOR >

- Fasteners, Fixings & Adhesives
- Abrasives & Lubricants
- DIY Products
- Consumables
- Associated products, IT & Support Services
- Hand & Power Tools
- Trade Displays, Shopfittings & Work Cases
- Hardware & Architectural Ironmongery
- Clothing, Safety & Janitorial

## ENHANCED DIGITAL EDITION

5x ISSUES PER YEAR

Torque's enhanced digital magazine is a cutting edge publication packed with pictures, videos and interactive elements. A cut above standard digital PDF mags, Torque's enhanced digital magazine can present sales messages in fresh and eye-catching ways and link readers directly to B2B sites, web shops, digital catalogues and more.

- Digital issues feature picture galleries from shows & product launches.
- Videos are incorporated too, including editorial-led factory reports and interviews to sales-oriented product demos.
- Digital issues are responsive so will look optimal on desktops, mobile phones, Smart TV, iPads and other tablets.
- Long shelf life, with magazines accessible via an archive, providing further exposure for editorial and advertisements alike.



## INTERNATIONAL CONNECTIONS

To strengthen and expand partnerships and readership, Torque regularly exhibits at key industry shows like the Taiwan International Fastener Show and Cologne's International Hardware Show, among others.



INTERNATIONAL  
FASTENER EXPO

## READERSHIP

Torque Magazine is read by distributors, wholesalers, manufacturers, stockists and related companies, reaching key decision makers, including Managing Directors, Owners and Senior Buyers within the trade. Freely available to our highly targeted and carefully maintained database, Torque Magazine delivers important industry messages to the market.

With an international print circulation in excess of 10,000 decision makers and a targeted, engaged readership of the Digital editions, Torque Magazine is also distributed at key industry shows as well as shared through Torque's growing social media community via Twitter, LinkedIn, XING and Facebook.



## TORQUE-EXPO.COM + EMAIL NEWSLETTER

Not only does the Torque website provide up-to-the minute industry news, shared with readers via a free weekly newsletter and through social media channels, but [www.torque-expo.com](http://www.torque-expo.com) is also the Torque hub – linking directly to the digital magazine and with the Torque-Expo exhibitions.



## AVAILABLE PLATFORMS



PRINTED MAGAZINE



EMAIL NEWSLETTER



DIGITAL MAGAZINE



TORQUE-EXPO.COM

## ADVERTISING OPPORTUNITIES

### PRINT Issues

Sizes	1 x Insertion	3 x Insertions	6 x Insertions
Full Page	€2,500	€2,250	€1,950
1/2 Page	€1,700	€1,500	€1,300
1/4 Page	€1,200	€1,000	€850
Special Positions			
Front Cover	€4,500	Back Cover	€4,250
Inside Front Cover	€3,250	Inside Back Cover	€3,250



### DIGITAL Issues

Sizes	1 x Insertion	3 x Insertions	4 x Insertions
<b>FULL SCREEN</b>	€2,250	€1,950	€1,700
Exclusive dedicated page with automatic video / interactive slideshows and copy. Includes active URL and email links			
<b>DYNAMIC</b>	€1,700*	€1,500*	€1,300*
Insertions to appear within the magazine editorial features. * €350 extra to include automatic interactive video.			
Special Positions			
Front Cover	€4,500		



## ONLINE ADVERTISING

Torque's newsletter rounds up the week's headlines and is sent to a highly engaged readership.

**Weekly targeted newsletter reaching 13,000+ readers.**

**19% open rate**

**2% click rate**

**Banner advertising from €450 Flexible packages available €POA**



## torque DIRECTORY

YOUR HANDY GUIDE TO DISTRIBUTORS, SUPPLIERS AND MANUFACTURERS IN THE INDUSTRY

Torque Directory is a handy list of distributors and manufacturers, displayed all-year-round in print and digital issues of Torque Magazine. Digital readers can click directly through to supplier websites and listings reach 10,000 decision makers through the print magazines.

**€650 for a year.**





## REGULAR FEATURES

- BUILDING & CONSTRUCTION
- WOMEN IN FASTENERS & TOOLS
- APPRENTICE Q&A
- 5 MINUTES WITH... VIDEO INTERVIEWS WITH THE INDUSTRY

## 2022 FEATURES

### JANUARY *Issue 060*

### ENHANCED DIGITAL

- Online catalogues, brochures and webshops
- IT services, software and e-business
- Electric vehicle fasteners and tools, and supply chain
- The Show must go on > new products & services round-up
- Advanced battery pack technology

### FEBRUARY-MARCH *Issue 061*

### PRINT EDITION

- Rivets, rivet tools and rivet technology
- Hand tools and consumables
- IT services, software and e-business
- Building & Construction > Wood, chipboard and decking screws
- TERRITORY FOCUS > North America
- SHOW PREVIEW > Taiwan International Fastener Show

### MARCH *Issue 062*

### ENHANCED DIGITAL

- Connected & smart tools
- Margin makers > tapes, sprays, disposable gloves & more
- SHOW PREVIEW > Wire Dusseldorf 2022

### APRIL-MAY *Issue 063*

### PRINT EDITION

- Fastener distribution special
- Nylon and plastic fixings and fasteners
- Drill & screwdriver bits
- Fastener Drives
- Building & Construction > High tensile (HT) and bolt assemblies
- TERRITORY FOCUS > UK
- SHOW PREVIEW > Torque-Expo Telford Preview
- TERRITORY FOCUS > Taiwan
- SHOW PREVIEW > Wire Dusseldorf 2022
- UK new tool launch supplement

### MAY *Issue 064*

### ENHANCED DIGITAL

- TERRITORY FOCUS > Nordic countries
- Special fasteners
- Structural engineering & structural fasteners

### JUNE *Issue 065*

### PRINT EDITION

- Nuts, washers and locking systems
- Tools > Made in Germany
- Machines & tooling
- Rail fasteners
- Building & Construction > ETAs and Accreditations
- Renewables > Fasteners and tools
- TERRITORY FOCUS > Italy
- SHOW PREVIEW > Innotrass

### JULY-AUGUST *Issue 066*

### PRINT EDITION

- Women in fasteners special > North America
- QC laboratory focus
- Oils, sprays and lubricants
- PREVIEW > International Fastener Expo
- Building & Construction > Timber engineering
- TERRITORY FOCUS > Netherlands & Benelux
- SHOW PREVIEW > International Hardware Fair

### SEPTEMBER-OCTOBER *Issue 067*

### PRINT EDITION

- Fastener manufacturing special
- Stainless steel fixings and fasteners
- Torque tools, technology & bolting
- Workwear, PPE and safety
- Building & Construction > Anchors
- Torque Rising Stars
- TERRITORY FOCUS > Eastern Europe
- SHOW PREVIEW > Fastener Fair Italy

### OCTOBER *Issue 068*

### ENHANCED DIGITAL

- Rivets, rivet tools and rivet technology
- Plugs, plasterboard and cavity fixings
- Janitorial supplies > Wipes, cleaners, sprays, etc

### NOVEMBER-DECEMBER *Issue 069*

### PRINT EDITION

- C-parts, logistics and Kanban
- Production line tools (rivet guns, assembly tools, torque wrenches, etc)
- Battery technology & smart tools
- Automotive fasteners & tools
- Surface treatment and coatings
- Building & Construction > Adhesives, tapes, sealants and fillers
- Turkish fastener manufacturing
- SHOW PREVIEW > Fastener Fair Stuttgart 2023

### DECEMBER

### ENHANCED DIGITAL

**SUSTAINABILITY SPECIAL** ▶ A special magazine on sustainable practices in the fastener and tool industries, covering company initiatives, ISO 14001 certification, recyclable packaging, end of life & related topics.

### JANUARY 2023 *Issue 070*

### ENHANCED DIGITAL

- Online catalogues, brochures and webshops
- IT services, software and e-business
- Electric vehicle fasteners and tools, and supply chain
- Advanced battery pack technology
- SHOW PREVIEW > Fastener Fair Stuttgart 2023

**SUBMIT AN ARTICLE OR IDEA FOR CONSIDERATION TO**  
[jonathon@torque-expo.com](mailto:jonathon@torque-expo.com)

## 2022 EDITORIAL & ADVERTISING DEADLINES

### JANUARY Issue 060

### ENHANCED DIGITAL

Editorial deadline Wednesday 15th December'21  
Ad copy deadline Wednesday 15th December'21  
Published Friday 14th January

### FEBRUARY-MARCH Issue 061

### PRINT EDITION

Editorial deadline Wednesday 5th January  
Ad copy deadline Wednesday 5th January  
Published Monday 21st January

### MARCH Issue 062

### ENHANCED DIGITAL

Editorial deadline Thursday 3rd March  
Ad copy deadline Thursday 10th March  
Published Thursday 17th March

### APRIL-MAY Issue 063

### PRINT EDITION

Editorial deadline Thursday 10th March  
Ad copy deadline Thursday 17th March  
Published Thursday 31st March

### MAY Issue 064

### ENHANCED DIGITAL

Editorial deadline Thursday 21st April  
Ad copy deadline Thursday 28th April  
Published Thursday 5th May

### JUNE Issue 065

### PRINT EDITION

Editorial deadline Wednesday 11th May  
Ad copy deadline Wednesday 18th May  
Published Wednesday 1st June

### JULY-AUGUST Issue 066

### PRINT EDITION

Editorial deadline Monday 20th June  
Ad copy deadline Monday 27th June  
Published Monday 11th July

### SEPTEMBER-OCTOBER Issue 067

### PRINT EDITION

Editorial deadline Thursday 11th August  
Ad copy deadline Thursday 18th August  
Published Thursday 1st September

### OCTOBER Issue 068

### ENHANCED DIGITAL

Editorial deadline Thursday 22nd September  
Ad copy deadline Thursday 29th September  
Published Thursday 6th October

### NOVEMBER-DECEMBER Issue 069

### PRINT EDITION

Editorial deadline Monday 24th October  
Ad copy deadline Monday 31st October  
Published Monday 7th November

### DECEMBER Issue 070

### ENHANCED DIGITAL

Editorial deadline Thursday 17th November  
Ad copy deadline Thursday 24th November  
Published Thursday 1st December



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