



[www.read-eurofasteners.com](http://www.read-eurofasteners.com)

**Fasteners**  
ASIA 紧固件

[www.read-fastenersasia.com](http://www.read-fastenersasia.com)

## The magazine

*EuroFasteners* and *FastenersASIA* are sections inside *EuroWire* and *Wire & Cable ASIA* – leading magazines in the worldwide wire and cable industries.



Catering to the fasteners industry, from machinery manufacturers to producers of end products. It features industry news, company news, products and manufacturing technology.

For advertising, please contact the staff listed below.

Feel free to send editorial and photographs to [david@intras.co.uk](mailto:david@intras.co.uk), or call on +44 1926 334137.

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## Distribution

**EuroFasteners** total global distribution: over **15,000** per issue

Europe – 43%

Asia (including China) – 29%

Americas – 27%

Rest of the World – 1%

**FastenersASIA** total global distribution: over **15,500** per issue

Asia (including China) – 43%

Europe – 38%

Americas – 18%

Rest of the World – 1%

*\* Typical distribution*

*Comprises printed distribution and electronic distribution. Does not include bonus circulation at international trade shows, exhibitions and conferences. Pass-along readership is not included.*

## Website statistics

Based upon a 12-month period (1 August 2020 to 31 July 2021)

### EuroFasteners

Total sessions served (unique visitors) 126,911 \*

Total hits 706,040 \*

Total page views – 209,801 \*\*

### FastenersASIA

Total sessions served (unique visitors) 106,574 \*

Total hits 492,794 \*

Total page views – 69,736 \*\*

*\* Usage analytics provided by Matrix Stats \*\* Usage analytics provided by Google Analytics*

## Leading magazines for the wire and cable industries



[www.read-wca.com](http://www.read-wca.com)

[www.read-eurowire.com](http://www.read-eurowire.com)

# 2022 EXHIBITION CALENDAR



**4-8 April**  
Birmingham, UK



**18-21 May**  
Milan, Italy



**7-8 June**  
Dallas, Texas, USA



**20-24 June**  
Düsseldorf, Germany



**26-29 Sept**  
Shanghai, China



**5-7 October**  
Bangkok, Thailand



**10-13 October**  
Providence, RI, USA



**25-27 October**  
São Paulo, Brazil



**25-28 October**  
Hanover, Germany



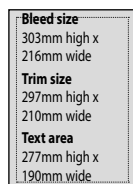
**23-25 Nov**  
Mumbai, India



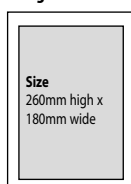
**30 Nov-1 Dec**  
Milan, Italy

## Specifications & advertisement sizes

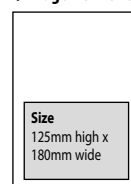
### 1 Page Bleed



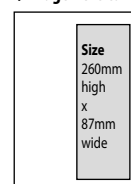
### 1 Page



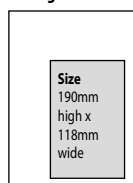
### 1/2 Page Horizontal



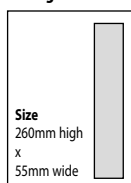
### 1/2 Page Vertical



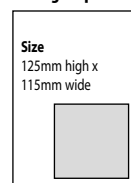
### 1/2 Page Island



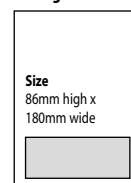
### 1/3 Page Vertical



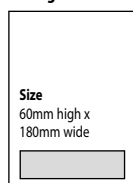
### 1/3 Page Square



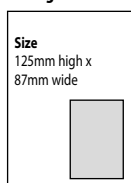
### 1/3 Page Horizontal



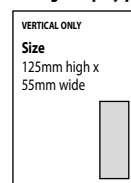
### 1/4 Page Horizontal



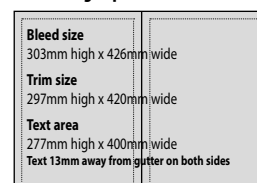
### 1/4 Page Vertical



### 1/6 Page Display panel



### Double Page Spread



Advertising material must be provided to us in **ELECTRONIC FILE FORMAT** with **HARD COPY**

**TIFF or JPEG File:** Resolution – 300dpi (minimum). CMYK

**PDF document:** (PDF/X-1a setting) All fonts should be embedded, and all linked image files should be included. Only high resolution graphics should be used (minimum 300dpi). The PDF must be provided as complete 4-colour document (no colour separation accepted)

We cannot accept advertisements supplied in Microsoft Word, Publisher or PowerPoint

**IMPORTANT NOTICE:** For advertisers unable to supply material in any of the above formats, please call to discuss in-house advertisement production services.

## Online advertising

### Option 1: Website



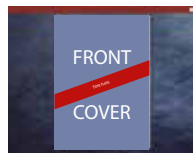
- 2 months min booking
- Sizes:  
728px (w) x 90px (h),  
300px (w) x 250px (h)
- JPEG, PNG or GIF

### Option 2: Website advertisement



- 2 months min booking
- Size:  
300px (w) x 600px (h)
- JPEG, PNG or GIF

### Option 3: Digital



cover



option 2 + inner cover

- Advertising space on electronic (Ezine)  
**first left hand page next to the inner cover**
- Format: A4 (72dpi) JPEG, PNG or GIF
- Hyperlinked
- Example: [click here](#)

### Option 4: Newsletter



- Text advert with logo
- Every 2 months
- Image: 600px (w) x 400px (h)
- Title: 2-3 lines
- Hyperlinked
- EuroFasteners example: [click here](#)
- FastenersASIA example: [click here](#)

### Option 5: 'Out Now' email



- Banner advert in our new issue 'out now' email
- Every 2 months
- 600px (w) x 100px (h)
- Hyperlinked
- EuroFasteners example: [click here](#)
- FastenersASIA example: [click here](#)