There are a number of ways you can achieve editorial coverage in Fastener + Fixing Magazine. This guide provides an insight into what we are looking for to maintain the high editorial standard that we believe is key to ensuring our advertisers and editorial contributors achieve their goals via our publications.

Six issues of Fastener + Fixing Magazine are published each year and distributed free of charge to over 25,000 qualifying professionals in the European fastener and fixing market, as well as the related tools and equipment, manufacturing and distribution sectors.

Each issue contains, on average, 40 pages of news and products reports. That includes pages dedicated to European, North American, South American, Russian and Asian business and market news. Additionally there are specific pages for news and product information relating to Construction Fixings, Manufacturing Technology, Products + Tools, Application Technology, and Management + Systems.

Each section is avidly read by our qualified readership and there is a simple reason why – to us news means news. That is why we encourage companies to send us news about genuine developments, as well as exhibition plans.

300 – 350 words is ideal. It is unlikely we will publish much longer unless the content is exceptional. If it needs less words that’s fine. Please avoid claims that are not clearly substantiated. It is often better to include this kind of statement as a quotation from a named company spokesperson. Please also try to avoid PR clichés – your company may well be the largest, best or leading in its field but unless supported by specific data it will almost certainly be cut.
One of our ‘signatures’ is a regular in-depth interview with industry leaders and opinion makers. Although the interview will almost certainly place that individual in the context of the business they lead, the real objective is to explore their perceptions of industry trends, technology, corporate and management styles.

Our editorial stance will be independent – we write what is discussed – which is what has made these interviews a regular and popular feature of Fastener + Fixing Magazine. Most of the interviews are at our request but if you are interested call our editor personally.

A brief statement of the article’s objective. If you have an idea for an article please send an outline to editor@fastenerandfixing.com including:

† A brief statement of the article’s objective.
† Headings of the main points to be covered, with a few words describing the way in which each point will be developed.
† Details of graphics and photography that will be provided to support the article.
† Name, job title, company and qualifications of the author.

If published, a photograph of the author will be included with space for around 50 words on his/her background, credentials and company position. Please bear in mind that if selected, publication may be two or more issues in the future.

Visits and Profiles

Firstly, we always come to you! Every factory visit or Insight article we publish is a result of a personal visit by one of our own editorial staff.

These articles are normally linked to an advertising programme and are designed to deliver a unique depth of understanding of the company.

The editorial stance is independent – it is our impression of the business that is presented, creating a level of credibility otherwise very difficult to achieve. If required, supporting photographs can be taken during the visit or we can use relevant photography from your own library.

Contributed articles

We are always interested in impartial and authoritative articles on technical and management subjects, new developments, changes and trends in the industry itself or in the sectors it services – in fact any topic that has a bearing on fasteners and fixings.

This type of article typically runs from 700 to 1,500 words and good graphics and colour photographs to support it are absolutely essential. We will consider previously published material, subject to clarification on copyright, but are really looking for exclusive articles that offer a fresh insight into the subject.

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Let us know what you know

You can contribute to Fastener + Fixing Magazine by becoming a source for staff-written articles. Have a look at the kind of products, topics and technologies we cover. If you feel you could contribute to our understanding let us know by emailing editor@fastenerandfixing.com and giving us a brief summary of your area of competence.

We will hold the information and next time we approach the topic we will try to get in touch to gain your input. Please, though, bear in mind it is not always possible to speak with every potential source for every article.

Concerned about writing a press release?

Please don’t be – just give us your story. Receiving genuine news about the industry is more important than polished prose – we are always happy to help with the writing if the story is worth publishing.

We do not charge for publishing editorial. Publication is at the sole discretion of the editor and submissions are accepted on the understanding that they may have to be edited for content and length.

We only accept editorial by email, sent to: editor@fastenerandfixing.com
Send text as a Word document (.doc or .docx file) or plain text as an attachment (.txt) or as part of the email itself. Please do not try to embed pictures in any kind of document file.

Nothing is more likely to grab attention than a really good photo!

We do mean a really good photo, though – over half the images we receive simply are not good enough to publish, reducing the probability of the story itself being covered.

Please email a high-resolution digital image as a jpeg or tiff file. The resolution we are looking for is 300 dpi at least A5 (148mm x 210mm). That allows us to do a really good job with the image.

As a basic rule of thumb, if the jpeg image file you attach to the email is less than 500KB it is unlikely to be usable.

Subject is also important; it needs to be relevant to the editorial, well focused and uncluttered. That doesn't mean that professional photography is essential, although it does assure the quality we need.

Digital cameras are capable of doing the job with a little care about lighting and composition.

Please do not add logos or contact details to images as these will not be included. Whilst we make every effort to include all images, the final decision is dependent on the available space – with priority given to advertising companies.

When to send a release?

As soon as you can prepare it. We publish every two months but try to put as much of the magazine together well before the deadline as is possible.

If you would like to receive an email alert about the next editorial deadline and any upcoming features please send your email address to editor@fastenerandfixing.com with ‘editorial subscription’ in the subject line.

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