

FASTENER ENGINEERING DEVELOPMENTS

MEDIA PACK 2019



FastFixTechnology.com provides technical information and news on application-specific fastening components and solutions for engineering across all industries, including automotive, rail, electrical + electronics, aerospace, offshore, power generation, construction + civil engineering, as well as other sectors.

Through case studies, technical articles, and news from leading joining technology suppliers and experts, FastFixTechnology.com reinforces the critical value of integrating fastening technologies into the design process and adopting their intelligent use for in-place cost reductions, continuous product improvements, as well as safety and performance enhancement.

Ways we reach your target audience

FastFixTechnology.com provides a powerful and unique platform from which to target key markets. Attracting over 26,000+ annual users, the site delivers dedicated content supporting engineers, designers and end users who are searching for the latest developments and joining solutions as and when they need them. The website is divided into industry relevant sections, enabling users to find the news most relevant to their market. A technical section gives users access to expert white papers that cover key products, technologies and installation processes – providing crucial insight for users across all industries.

FastFixTechnology.com also has a consistent presence on social media sites including Twitter, LinkedIn and Facebook. In addition to regular postings on homepages, FastFixTechnology.com also has special access to 'member only' industry sector and engineering groups – meaning relevant articles can be targeted at exactly the right users.



Advertising opportunities

FastFixTechnology.com is a uniquely focused platform that delivers to a specific and relevant audience across a wide range of industries. Advertising opportunities on the website range from high profile brand marketing such as headline banners, homepage takeovers, and MPUs, to proactive email marketing directly into the users' inboxes, as well as exclusive advertising in the monthly newsletter that is sent to over 7,500 'opt-in' members.

Some of our newsletter readers...



FASTFIXTECHNOLOGY.COM MONTHLY NEWSLETTERS

Example of newsletter

FastFixTechnology.com has an active database of 6,000+ 'opt-in' named engineering professionals, all who receive a monthly newsletter focusing on the top articles published online in the previous month.

Top banner package

- + 1 newsletter: €1,000
- + 3 newsletters: €2,700
- + 6 newsletters: €4,500
- + 12 newsletters: €7,200



FastFixTechnology.com presents the latest in fastener engineering concepts to designers, engineers and production managers in key industries. Here is the latest fastener technology news from the last month

Newsletter priority

Guarantee that your article features as one of the five key links in the monthly newsletter.

- + 1 newsletter: €650
- + 3 newsletters: €1,800
- + 6 newsletters: €3,300
- + 12 newsletters: €6,000

Featured Providing technical knowledge and support

As a distributor in today's market it is not enough to simply supply a product, you need to be able to offer something unique. Thanks to its technical knowledge and flexibility, Star Fasteners can suggest exclusive solutions for specific applications, as well as work on bespoke products for critical applications.

[Read more >>](#)



Optimas simplifies fastener requirements

Simplifying the fastener requirements of a multi-billion-dollar automotive industry supplier demands a consistency of approach – a methodology that Optimas refers to as a global compliant standard

[Read more >>](#)

Bottom banner package

- + 1 newsletter: €850
- + 3 newsletters: €2,100
- + 6 newsletters: €3,300
- + 12 newsletters: €4,800

Bottom banner

600px x 100px



FASTFIXTECHNOLOGY.COM

DIRECT MARKETING

Direct html email campaigns enable you to target readers in specific industries and countries.

With a marketing database of over 6,000 subscribers you go straight into the inbox of the key decision makers within the fastener and fixing industry. Each campaign will be supported with an analytics report that gives details on the amount of opens – broken down geographically – as well as the amount of individual clicks for links within every email.

For details on a personalised direct marketing campaign contact sales@fastfixtechnology.com

DIRECT MARKETING DATABASE

INDUSTRY BREAKDOWN

Rail	32%
Automotive	16%
Machine or Plant Engineering	11%
Electrical + Electronics	7%
Construction – Commercial & Residential	5%
Agriculture + Heavy-Duty Vehicles	3%
Power Generation	3%
Aerospace	2%
Shipbuilding/Offshore	2%
White Goods	1%
Others	20%

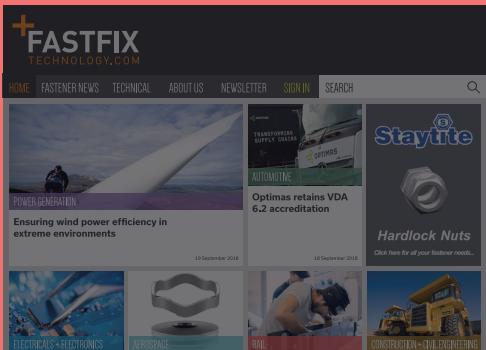
The direct marketing database includes:



With over 26,000 annual users, the premier advertising positions on FastFixTechnology.com guarantee the attention of engineers, designers and specifiers from around the world

ADVERTISE ON FASTFIXTECHNOLOGY.COM

Page Takeover



Homepage + Section Takeovers

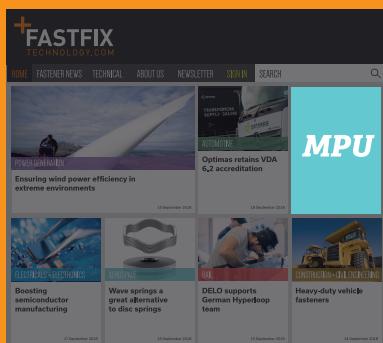
Elite advertising for maximum exposure.

3 month package includes:

- + Header: Static, animated or video
- + Skin graphic / wallpaper
- + All directly linked to chosen url
- + Homepage: €2,700
- + Sections: €1,400

Skin dimensions: Width: 1,920px X Height: 1,080px

Banner dimensions: Width: 1,170px X Height: 220px



Mid Page Unit (MPU)

Exclusive opportunities throughout site.

3 month package includes:

- + MPU: Static, animated or video
- + Direct link to chosen url
- + Homepage: €850
- + Sections: €550

Dimensions: Width: 275px X Height: 390px



In-site Banner

Prominent positioning throughout site.

3 month package includes:

- + Banner: Static, animated or video
- + Direct link to chosen url
- + Homepage: €1,200
- + Sections: €800

Dimensions: Width: 1,170px X Height: 220px



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