

# FAST



FASTENING & ASSEMBLY SOLUTIONS AND TECHNOLOGY

MEDIA PACK

# FAST

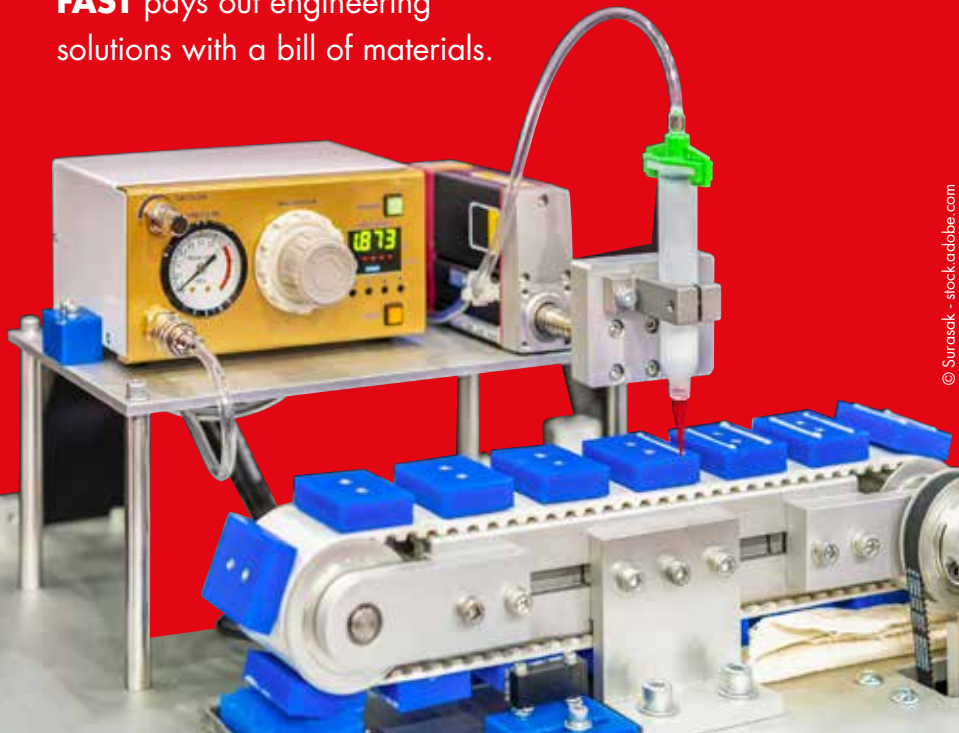
FASTENING & ASSEMBLY SOLUTIONS AND TECHNOLOGY

**FAST** explores the nuts and bolts of manufactured goods.

**FAST** covers not only mechanical and chemical fastenings, but also the materials they connect, and the subassemblies that they comprise.

It's about finding practical solutions to design and manufacturing challenges, by using engineered materials and components to best advantage.

**FAST** pays out engineering solutions with a bill of materials.



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Every business owner knows marketing is not just important – it is vital. Healthy business growth of course means maintaining and increasing sales. But will your existing customers always deliver this growth? Perhaps... but if you are not actively pushing to be considered for the next new purchasing decision by existing and new customers – rest assured your competitors are.

**FAST** reaches **15,000** industry professionals – key decision makers for fastening, components materials and assemblies

- 4 times a year **FAST** magazine provides highly regarded essential editorial content buyers and specifiers use to keep up to date with the latest developments in their industry – helping to form opinions and decisions.
- Every week the **FAST** e-newsletter engages with exactly the right professionals, providing the very latest product information.
- Annual **Engineering Solutions Live** event attracts buyers, specifiers and suppliers.
- Regular updates of the **FAST** online website ensure a constant interaction with the essential FAST marketplace

**Marketing with FAST makes sure you are always in the right place at the right time.**

# FAST MAG

Published quarterly – Spring, Summer, Autumn & Winter - **FAST** magazine is the only manufacturing journal specifically for professionals in fastening, bonding, materials and assembly. Each edition of **FAST** reports on the latest essential news, information and developments for both design and production decision makers.

69%

of **FAST** readers read over half of each issue

80%

of readers have made a purchasing decision based on what they have seen in **FAST**

73%

of readers also visit the **FAST** website

78%

of **FAST** readers influence or are responsible for buying products and services

62%

of readers have contacted a company as a result of seeing them in **FAST**

## CIRCULATION 15,000

With this uniquely relevant editorial coverage, **FAST** is universally recognised as the premium publication for these decision makers – making **FAST** the most important place to be seen if you supply fastening, bonding, materials or assembly solutions.

Using the industry-standard Mark Allen UK manufacturing census live database, **FAST** reaches only fully-researched and qualified decision makers in the UK – identified buyers, specifiers and users.

## Rates

### Advertising options

	Single insertion	Every issue (x4)
Double Page Spread	£3500	£3150
Full Page	£2125	£1910
Half Page	£1240	£1025
Quarter Page	£725	£650
Premium position surcharge +10%		
<b>High Impact options</b>		
Front cover package (Cover ad + full page inside + 145 words on contents)	£4,150	
Bellyband	£6,950	
Barn door	£6,450	
Die Cut front cover	£8,500	
<b>Advertorial</b>		
Double Page Spread	£3,500	
Full Page	£2,125	
Inserts (10gram)	£1,000	

## Production data

### Magazine display advert specification

Size		Depth	Width
Double page spread	Bleed	292mm	426mm
	Trim	286mm	420mm
	Type area	254mm	388mm
Full page	Bleed	292mm	216mm
	Trim	286mm	210mm
	Type area	254mm	178mm
Half horizontal	Bleed	140mm	216mm
	Trim	137mm	210mm
	Type area	124mm	178mm
Half vertical	Bleed	292mm	103mm
	Trim	286mm	100mm
	Type area	254mm	86mm
Front cover ad	Bleed	196mm	216mm
	Trim	188mm	210mm
Quarter standard	Type area	124mm	86mm
Quarter horizontal	Type area	65mm	178mm

**A variety of sponsorship and bespoke options are available across the full range of FAST media platforms and events.**

We understand the pressures on your marketing budget to perform. We can work with you to identify your needs and requirements - from brand building and awareness campaigns through to direct sales and lead generation - providing some of the most detailed metrics available in the industry.

**To discuss your requirements in more detail please call Jez Walters on 07967 169133 or email: [Jez.walters@markallengroup.com](mailto:Jez.walters@markallengroup.com)**

# FAST ONLINE

## WEBSITE ADVERT SPECIFICATION

**Accepted formats:** Static or animated image file (PNG, GIF, JPEG), HTML5, 3rd party (tag or script)

### Billboard - top position

Dimensions Desktop - 970 x 250 pixels  
Tablet - high resolution - 728 x 90 pixels  
Tablet - low resolution - 468 x 60 pixels  
Mobile 320 x 50 pixels  
Max file size - 1MB

### Leaderboard

Dimensions Desktop - 728 x 90 pixels  
Tablet - high resolution - 728 x 90 pixels  
Tablet - low resolution - 468 x 60 pixels  
Mobile 320 x 50 pixels

### Double MPU:

Dimensions  
Desktop 300 x 500 px  
Tablet - high res 300 x 500 px  
Tablet - low res 300 x 500 px  
Mobile - 300 x 500 px

### Single MPU:

Dimensions  
Desktop 300 x 250 px  
Tablet - high res 300 x 250 px  
Tablet - low res 300 x 250 px  
Mobile - 300 x 250 px

**[www.fastening-solutions.co.uk](http://www.fastening-solutions.co.uk)** is the UK's only independent website specifically for bonding, fastening, materials and assembly. With more in depth coverage and latest information together with comprehensive archive **FAST** online is the first stop for many engineering professionals looking for the right solution.

### Website

Billboard..... £2,500 per month  
Leaderboard..... £1,000 per month  
Double MPU..... £1,000 per month  
Single MPU..... £500 per month  
Special positions including:  
Wallpaper, Adhesion, Skybox, Interscroller £POA

### FAST E-newsletter

Used to generate immediate quality sales leads the **FAST** Technology Spotlight E-newsletter reaches and engages with up to 20,000 relevant readers every week can be a banner or sponsored editorial  
Single insertion £700 / 6 + insertions £495 / 12 + insertions £395  
INCLUDES FULL LEAD DISCLOSURE REPORT

### EBLAST

Sent to the entire **FAST** audience with no other email traffic from **FAST** reaching them on the same day – giving you exclusive attention £1,750  
INCLUDES FULL LEAD DISCLOSURE REPORT

### Webinar Options

Directly engage with exactly the right professionals in webinar format. The **FAST** team will co-ordinate the marketing, delivery and hosting, ensuring the best possible results. We will provide you with live audience tracking and lead details. Your webinar will remain online for 12 months  
Bespoke exclusive Webinar ..... £5,500  
Design, Online Webinar ..... £1,500



# ENGINEERING SOLUTIONS LIVE

SAVE THE DATE!



**FAST  
LIVE**

**21<sup>ST</sup> MARCH 2024**

BRITISH MOTOR MUSEUM, GAYDON, WARWICKSHIRE



**WWW.ENGINEERINGSOLUTIONSLIVE.CO.UK**

# Mark Allen

## *Inspired* by innovation

When it comes to engineering, manufacturing and innovation, the **Mark Allen Group** has an unrivalled reach in terms of audiences, markets and brands.

Whether it be in market-leading brands like *The Engineer*, *Eureka!* or *New Electronics*; in shows like *Subcon* and *The Engineering Design Show*; or in conferences like *Additive International* or the *European Manufacturing Strategies Summit*; the **Mark Allen Group's** portfolio of engineering platforms has something to offer everyone involved in the sector.

We want to make sure that you are aware of not just some, but all of what we have to offer you and that you are able to take advantage of all the business opportunities that come with working with the **Mark Allen Group**.

With that in mind, visit our website [www.markallengroup.com](http://www.markallengroup.com) to find out more about our products or talk to one of our sales agents about any of the titles you may be interested in.

Because if you're talking engineering, you're talking our language.

## *Passionate* about engineering

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plastics

Aerospace  
TESTING  
INTERNATIONAL

WORLD  
PUMPS

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# FAST

[www.fastening-solutions.co.uk](http://www.fastening-solutions.co.uk)

Fastening & Assembly Solutions and Technology is published by  
MA Business, Hawley Mill, Hawley Road, Dartford, Kent, DA2 7TJ

## Eureka! MACHINERY

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