

# torque

MAGAZINE

fasteners ► tools ► distribution

## 2024 MEDIA INFORMATION



 torque-expo  @TorqueExpo  Torque-Expo

T +44 (0) 1727 739 160 E [info@torque-expo.com](mailto:info@torque-expo.com) W [torque-expo.com](http://torque-expo.com)

# torque

MAGAZINE

fasteners ► tools ► distribution

## 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 11 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, five 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, 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.



T +44 (0) 1727 739 160 E [info@torque-expo.com](mailto:info@torque-expo.com) W [torque-expo.com](http://torque-expo.com)

# torque

MAGAZINE

fasteners ▶ tools ▶ distribution

## READERSHIP

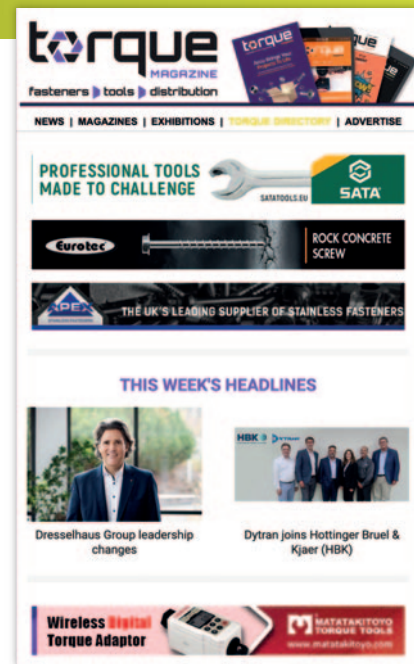
Torque Magazine is read by distributors, wholesalers, manufacturers, stockists and related companies, reaching key decision makers, including Managing Directors, Owners and Senior Buyers within the trade. Freely available to our highly targeted and carefully maintained database, Torque Magazine delivers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

T +44 (0) 1727 739 160 E [info@torque-expo.com](mailto:info@torque-expo.com) W [torque-expo.com](http://torque-expo.com)



## ADVERTISING OPPORTUNITIES

| PRINT Issues       |               | Guaranteed position: +15% |                |
|--------------------|---------------|---------------------------|----------------|
| Sizes              | 1 x Insertion | 3 x Insertions            | 6 x Insertions |
| Full Page          | €3,250        | €2,900                    | €2,500         |
| 1/2 Page           | €2,200        | €1,950                    | €1,700         |
| 1/4 Page           | €1,550        | €1,300                    | €1,100         |
| Special Positions  |               |                           |                |
| Front Cover        | €6,500        | Back Cover                | €4,900         |
| Inside Front Cover | €4,500        | Inside Back Cover         | €3,900         |



| DIGITAL Issues   |               |                |                |
|--|---------------|----------------|----------------|
| Sizes  | 1 x Insertion | 3 x Insertions | 5 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.

**€850 for a year.**

## REGULAR FEATURES

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

## 2024 FEATURES

### JANUARY- FEBRUARY *issue 081* 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 > Benelux & France
- SHOW PREVIEW > Eisenwarenmesse

### Q1 *issue 082* ENHANCED DIGITAL

- Online catalogues, brochures and webshops
- Battery pack technology & smart tools
- SHOW PREVIEW > Eisenwarenmesse
- SHOW REVIEW > Southern Manufacturing

### MARCH-APRIL *issue 083* PRINT EDITION

- Fastener distribution special
- Nylon and plastic fixings and fasteners
- Drill & screwdriver bits
- Building & Construction > High tensile (HT) and bolt assemblies
- Research & Development
- SHOW PREVIEW > Torque Expo
- SHOW PREVIEW > Taiwan International Fastener Show
- SHOW PREVIEW > Wire
- TERRITORY FOCUS > UK

### TOOLS SUPPLEMENT

### Q2 *issue 084* ENHANCED DIGITAL

- Electric vehicle fasteners and tools, and supply chain
- Add-on sales > tapes, sprays, disposable gloves & more
- SHOW REVIEW > Wire

### MAY-JUNE *issue 085* PRINT EDITION

- Tools > Made in Germany
- Nuts, washers and locking systems
- Fastener machines, equipment & tooling
- Rail fasteners
- Building & Construction > ETAs and Accreditations
- Renewables > Fasteners and tools
- SHOW REVIEW > Torque Expo
- SHOW PREVIEW > InnoTrans
- TERRITORY FOCUS > Italy

### Q3 *issue 086* ENHANCED DIGITAL

- TERRITORY FOCUS > Nordic countries
- Structural engineering & structural fasteners
- New materials (graphene, hidrofugo, etc.)

### JULY-AUGUST *issue 087* PRINT EDITION

- Women in fasteners special > North America
- QC laboratory focus
- Oils, sprays and lubricants
- 3D printing
- Building & Construction > Timber engineering
- TERRITORY FOCUS > ASEAN/ASIA/PACIFIC
- SHOW PREVIEW > International Fastener Expo
- Fastener Training - Academies

### SEPTEMBER-OCTOBER *issue 088* PRINT EDITION

- Fastener manufacturing special
- Stainless steel fixings and fasteners
- Torque tools, technology & bolting
- Workwear, PPE and safety
- Building & Construction > Anchors
- Wire & fastener cold heading
- TERRITORY FOCUS > North America
- SHOW PREVIEW > Taiwan Hardware Show
- SHOW PREVIEW > Euroblech

### TOOLS SUPPLEMENT

### Q4 *issue 089* ENHANCED DIGITAL

- Rivets, rivet tools and rivet technology
- Plugs, plasterboard and cavity fixings
- Janitorial supplies > Wipes, cleaners, sprays, etc
- IT services, software and e-business

### NOVEMBER-DECEMBER *issue 090* 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
- Industry and Trade Associations Wrap up
- TERRITORY FOCUS > Eastern Europe
- Torque Rising Stars
- SHOW PREVIEW > BAU Jan 2025

### SUSTAINABILITY SPECIAL *issue 091* ENHANCED DIGITAL

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.

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

# torque

MAGAZINE

fasteners ▶ tools ▶ distribution

## 2024 EDITORIAL & ADVERTISING DEADLINES

### JANUARY-FEBRUARY *Issue 081* PRINT EDITION

Editorial deadline Friday 15th December '23  
 Ad copy deadline Friday 5th January '24  
**Published Friday 26th January '24**

### Q1 *Issue 082* ENHANCED DIGITAL

Editorial deadline Monday 29th January  
 Ad copy deadline Monday 5th February  
**Published Monday 19th February**

### MARCH-APRIL *Issue 083* PRINT EDITION

Editorial deadline Friday 1st March  
 Ad copy deadline Friday 8th March  
**Published Wednesday 27th March**

### Q2 *Issue 084* ENHANCED DIGITAL

Editorial deadline Tuesday 2nd April  
 Ad copy deadline Monday 8th April  
**Published Monday 22nd April**

### MAY-JUNE *Issue 085* PRINT EDITION

Editorial deadline Friday 3rd May  
 Ad copy deadline Friday 10th May  
**Published Thursday 30th May**

### Q3 *Issue 086* ENHANCED DIGITAL

Editorial deadline Tuesday 28th May  
 Ad copy deadline Monday 3rd June  
**Published Monday 1st July**

### JULY-AUGUST *Issue 087* PRINT EDITION

Editorial deadline Thursday 13th June  
 Ad copy deadline Thursday 20th June  
**Published Thursday 11th July**

### SEPTEMBER-OCTOBER *Issue 088* PRINT EDITION

Editorial deadline Thursday 5th September  
 Ad copy deadline Monday 9th September  
**Published Thursday 26th September**

### Q4 *Issue 089* ENHANCED DIGITAL

Editorial deadline Monday 30th September  
 Ad copy deadline Monday 7th October  
**Published Monday 21st October**

### NOVEMBER-DECEMBER *Issue 090* PRINT EDITION

Editorial deadline Monday 21st October  
 Ad copy deadline Thursday 24th October  
**Published Tuesday 12th November**

### SUSTAINABILITY SPECIAL *Issue 091* ENHANCED DIGITAL

Editorial deadline Monday 18th November  
 Ad copy deadline Monday 25th November  
**Published Monday 9th December**



T +44 (0) 1727 739 160 E info@torque-expo.com W torque-expo.com

# torque

MAGAZINE

fasteners ▶ tools ▶ distribution

## CONTACTS

### PUBLISHER >

Jerry Ramsdale

[jerry@torque-expo.com](mailto:jerry@torque-expo.com)

### EDITOR >

Jonathon Harker

[jonathon@torque-expo.com](mailto:jonathon@torque-expo.com)

### DEPUTY EDITOR >

Rachel King

[rachel@torque-expo.com](mailto:rachel@torque-expo.com)

### ADVERTISING - UK >

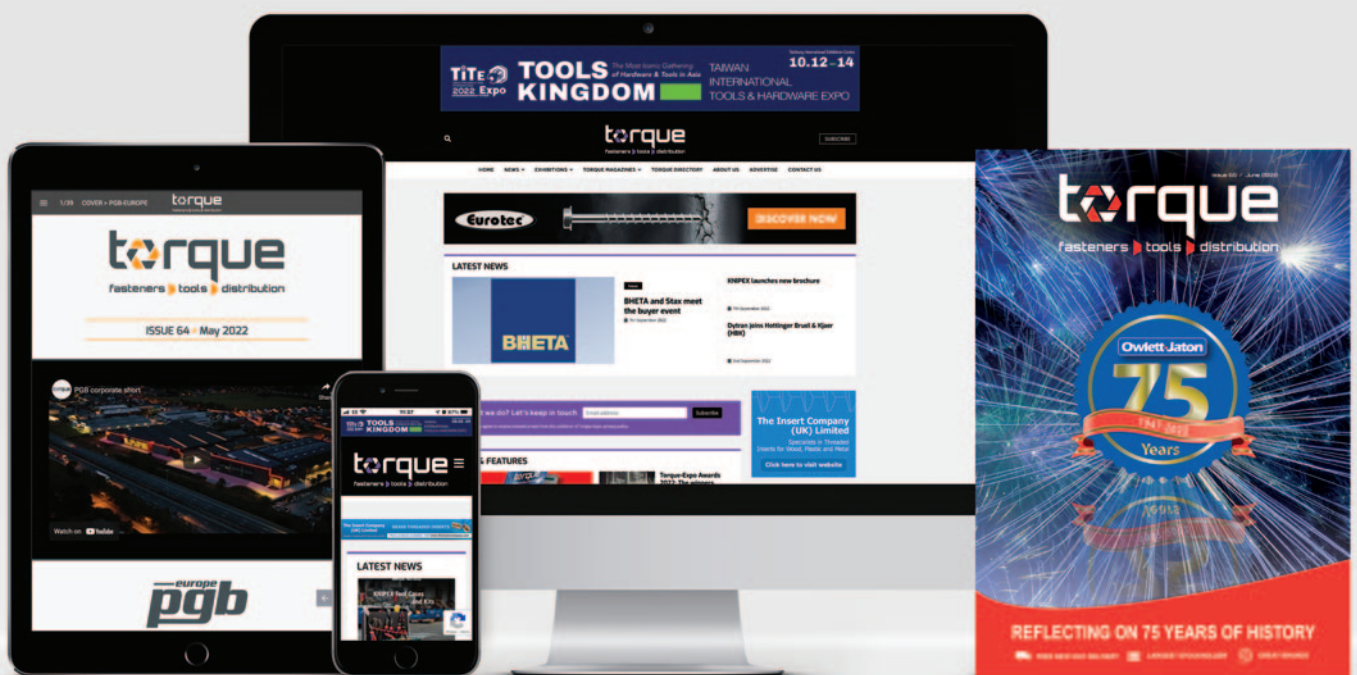
Claire Warman

[claire@torque-expo.com](mailto:claire@torque-expo.com)

### ADVERTISING - INTERNATIONAL >

Harry Whyte

[harry.whyte@torque-expo.com](mailto:harry.whyte@torque-expo.com)



[f torque-expo](https://www.facebook.com/torque-expo) [X @TorqueExpo](https://twitter.com/@TorqueExpo) [in Torque-Expo](https://www.linkedin.com/company/Torque-Expo)

T +44 (0) 1727 739 160 E [info@torque-expo.com](mailto:info@torque-expo.com) W [torque-expo.com](http://torque-expo.com)