

FAST



FASTENING & ASSEMBLY SOLUTIONS AND TECHNOLOGY

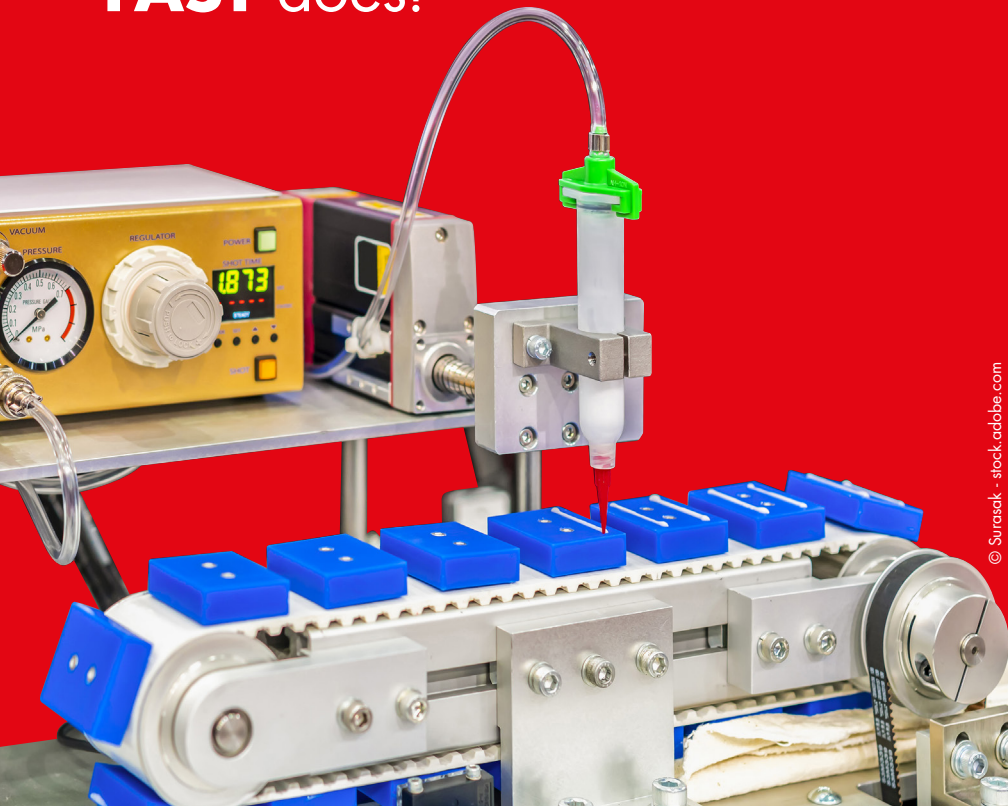
MEDIA PACK

FAST

FASTENING & ASSEMBLY SOLUTIONS AND TECHNOLOGY

Do you regularly influence all 5,000 individuals in the UK responsible for buying, specifying and using fastening and assembly solutions?

FAST does!



© Suresak - stock.adobe.com

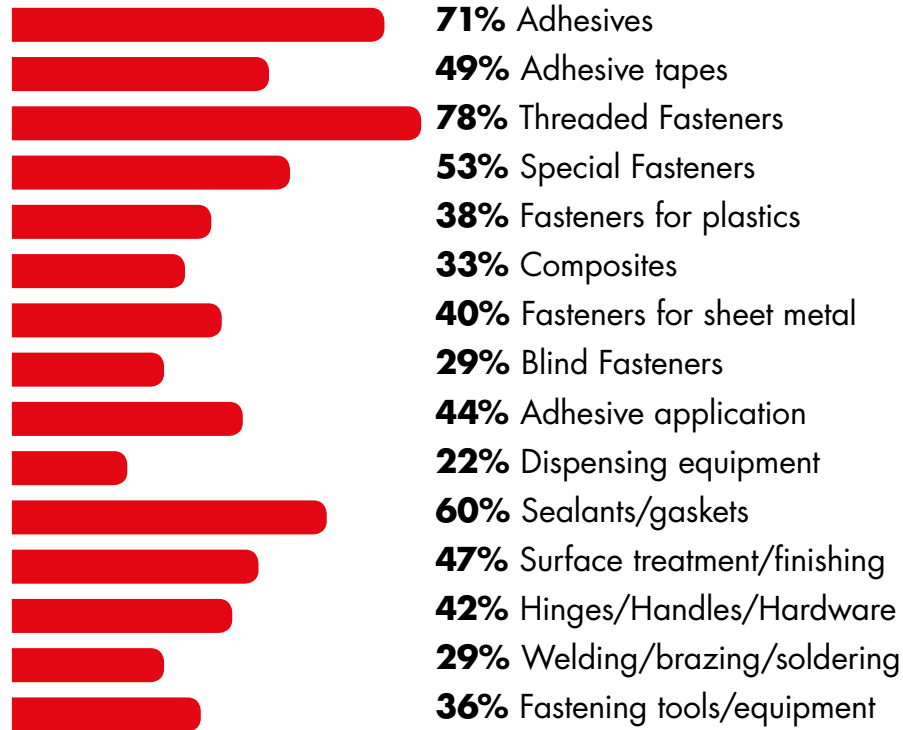
Every business owner knows marketing is not just important – it is vital. Healthy business growth of course means maintaining and increasing sales. But will your existing customers always deliver this growth? Perhaps... but if you are not actively pushing to be considered for the next new purchasing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

Since 1995 **FAST** has been the preferred method of communication between new and existing buyers and the UK's fastening & assembly solutions providers. There are good reasons for this:

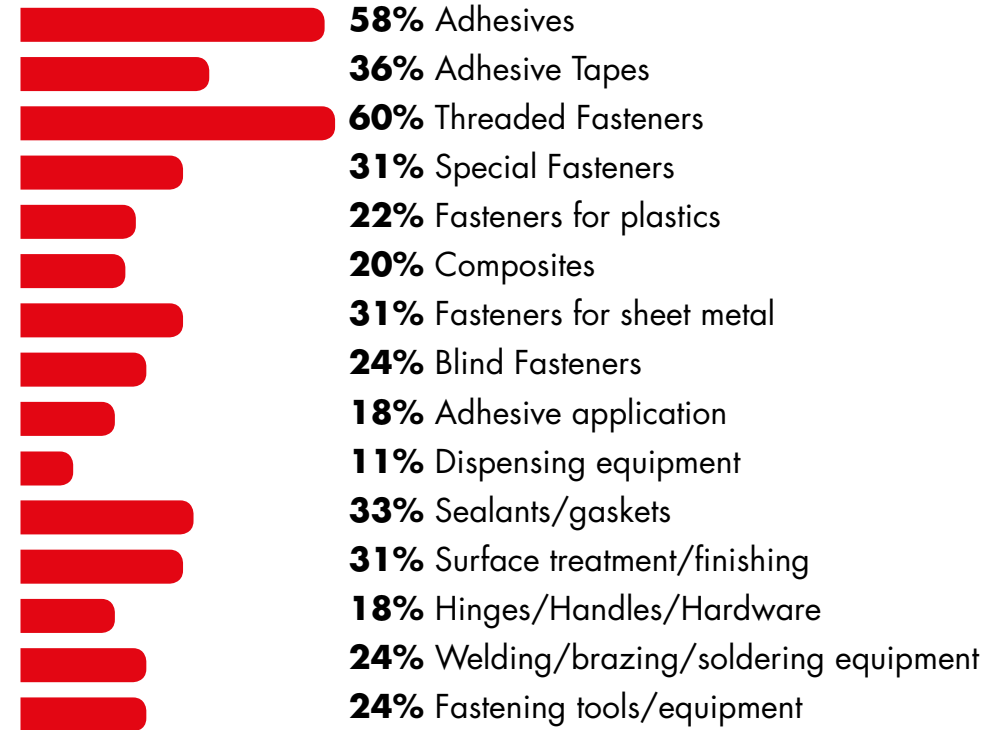
- 4 times a year **FAST** magazine provides highly regarded essential editorial content buyers and specifiers use to keep up to date with the latest developments in their industry – helping to form opinions and decisions.
- Every week the **FAST** e-newsletter engages with exactly the right professionals, providing the very latest product information.
- Twice a year **FAST** Live 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.

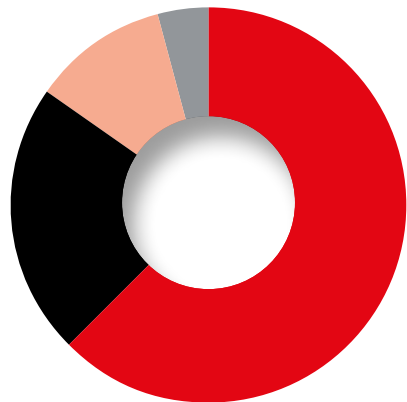
Specified areas of interest:



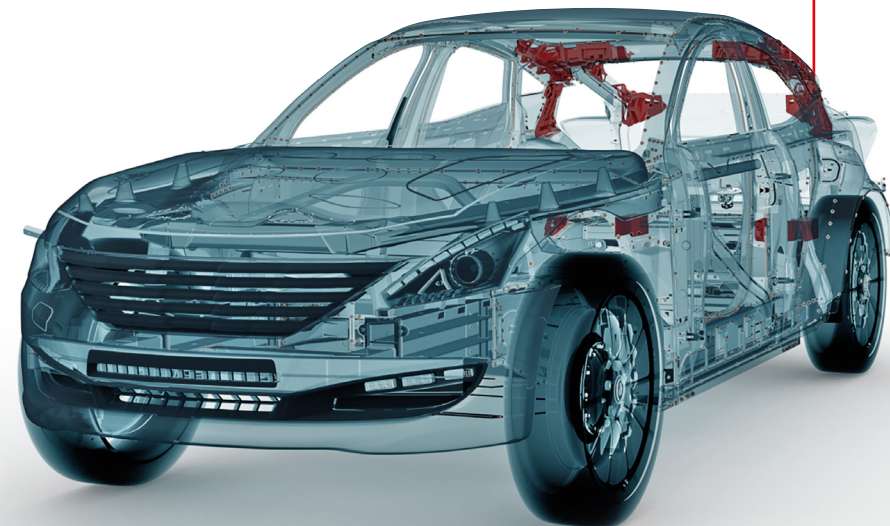
Specified purchase areas:



Annual budget for buying fastening, bonding and assembly products and related equipment



- **62%** up to £100,000
- **22%** between £100,000 & £250,000
- **11%** between £250,000 to £5,000,000
- **4%** between £5,000,000 to £10,000,000



FAST PRINT

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

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 bonding, fastening 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.

69%

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

73%

of readers also visit the **FAST** website

80%

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

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**

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
<i>Premium position surcharge +10%</i>		
High Impact options		
Front cover package (Cover ad & 145 words on contents)	£4,150	
Bellyband	£6,950	
Barn door	£6,450	
Die Cut front cover	£8,500	
Advertorial		
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 01322 221144 or email: jez.walters@markallengroup.com

FAST ONLINE

WEBSITE ADVERT SPECIFICATION

Leaderboard:

Website & Tech Spotlight 728px X 90px

Banner:

Website & Ezine 468px X 60px

Page peel:

Website
100px X 100px
expanding to
500px X 500px

MPU:

Website 300px X 200px

www.fastening-solutions.co.uk is the UK's only independent website specifically for bonding, fastening 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.

FAST E-newsletter

Used to generate immediate quality sales leads the FAST Technology Spotlight Enewsletter reaches and engages with up to 20,000 relevant readers every week

Website

Page Peel.....£2,500 per month

Leaderboard£1495 per month

Solus – on all pages

Banner.....£1,000 per month

Premium MPU.....£1,000 per month

Solus top MPU position on all pages

MPU.....£500 per month

Homepage

Section MPU.....£250 per month per section

Supplier Directory£1,000 per annum

E-newsletter options

Banner or sponsored editorial

Single insertion £700 / 6 + insertions £495 / 12 + insertions £395

Webinar

Directly engage with exactly the right professionals in webinar format. The FAST team will co-ordinate the marketing, delivery and hosting of your webinar ensuring the best possible results. We will provide you with live audience tracking and lead details. Your webinar will remain resident on the FAST website for a full 12 months..... £5,500



KEY CONTACTS

EDITOR

PAUL FANNING

E: paul.fanning@markallengroup.com

01322 221144

SALES

JEZ WALTERS

E: jez.walters@markallengroup.com

01322 626959

RAY GREEN

E: ray.green@markallengroup.com

01322 626987

PRODUCTION

CHLOE JEAKINS

E: chloe.jeakins@markallengroup.com

01322 221144

www.fastening-solutions.co.uk

FAST

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

Eureka! MACHINERY

THE ENGINEER

MANUFACTURING AND DESIGN ENGINEERING
MADE
IN IRELAND



MA Business is a division of
the Mark Allen Group

www.markallengroup.com