



MEDIA INFORMATION 2023 - 2024

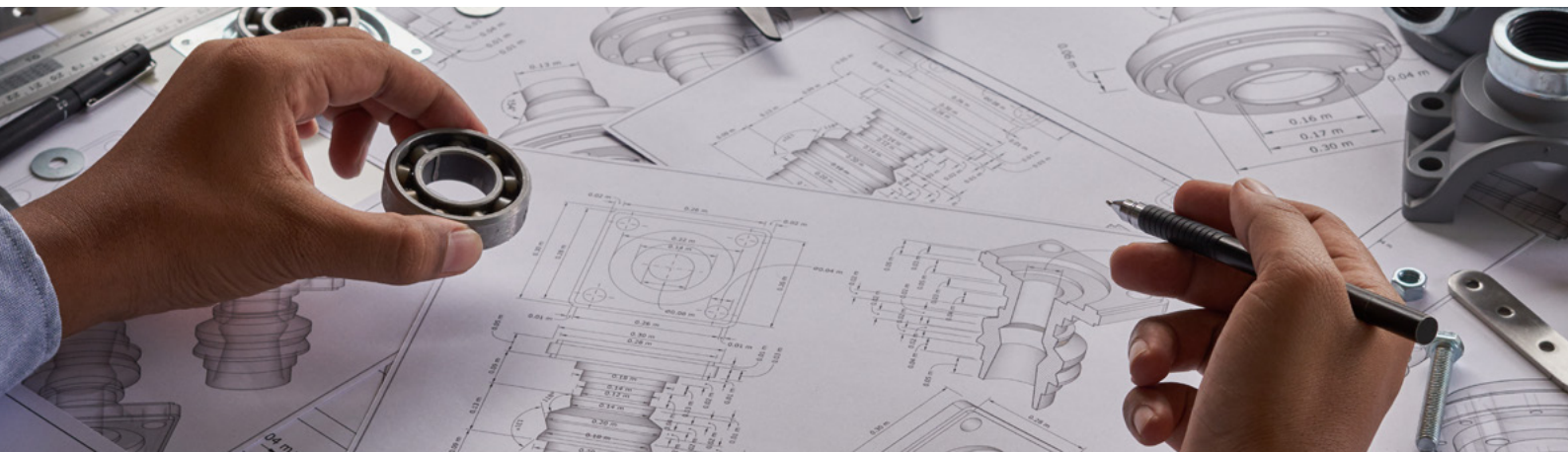
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torque DIRECT

FASTENERS & TOOLS FOR INDUSTRY

Torque Direct offers a low-cost gateway for fastener, adhesive, coatings and tools businesses promoting themselves to the international engineering sectors. Over 8,000 print copies of **Torque Direct** are sent to named decision makers throughout the UK, as well as digital editions reaching the inboxes of over 80,000 key international engineers and decision makers around the world, in the following specific market sectors:

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Created to help fastener manufacturers and suppliers get their brands and products specified and in front of buyers, **Torque Direct** includes editorial content, insights, application articles and case studies – providing a platform to inform, educate and influence buying decisions.

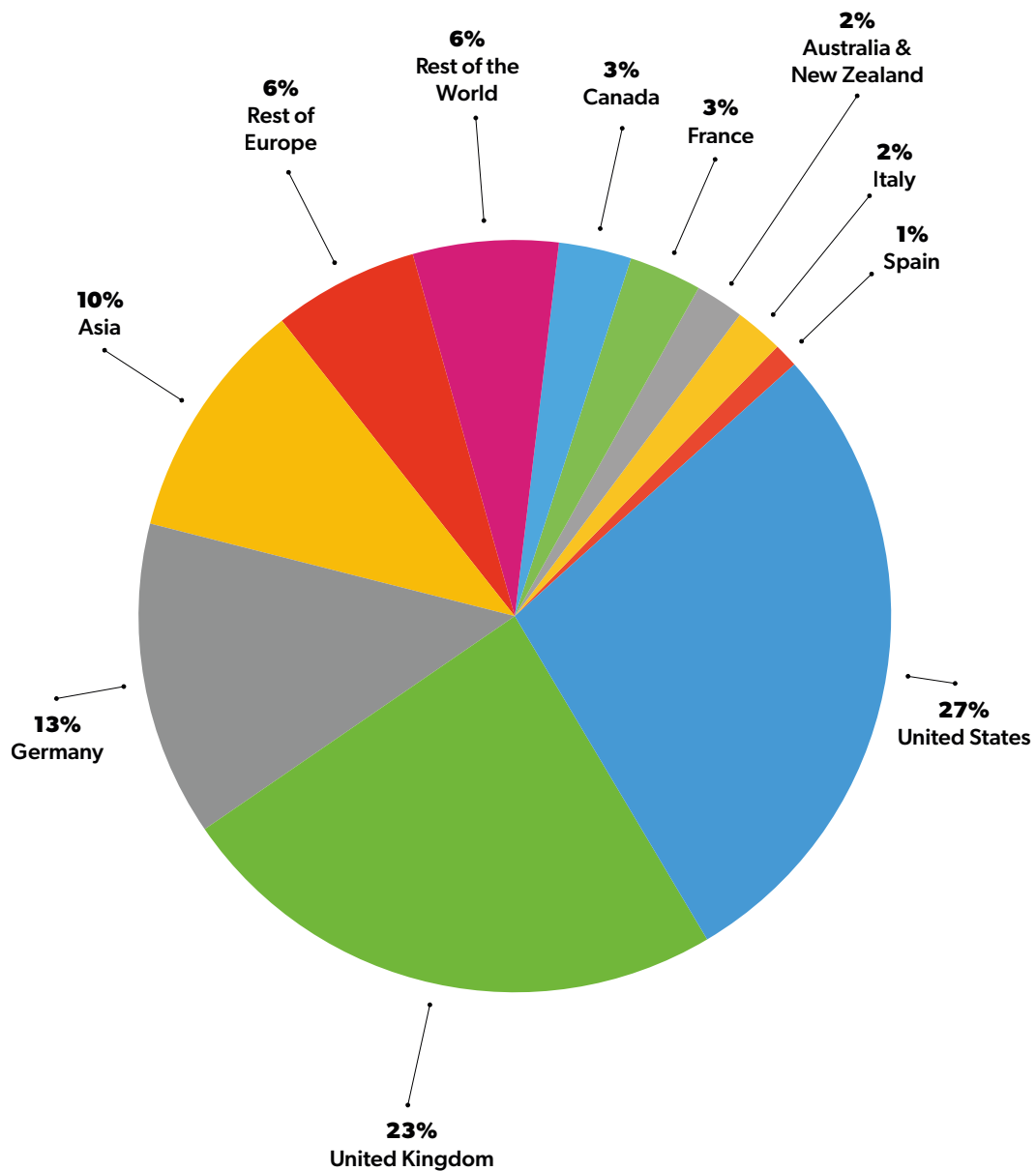
Torque Direct also benefits from additional exposure to visitors at several major engineering events throughout the year.



CIRCULATION BREAKDOWN

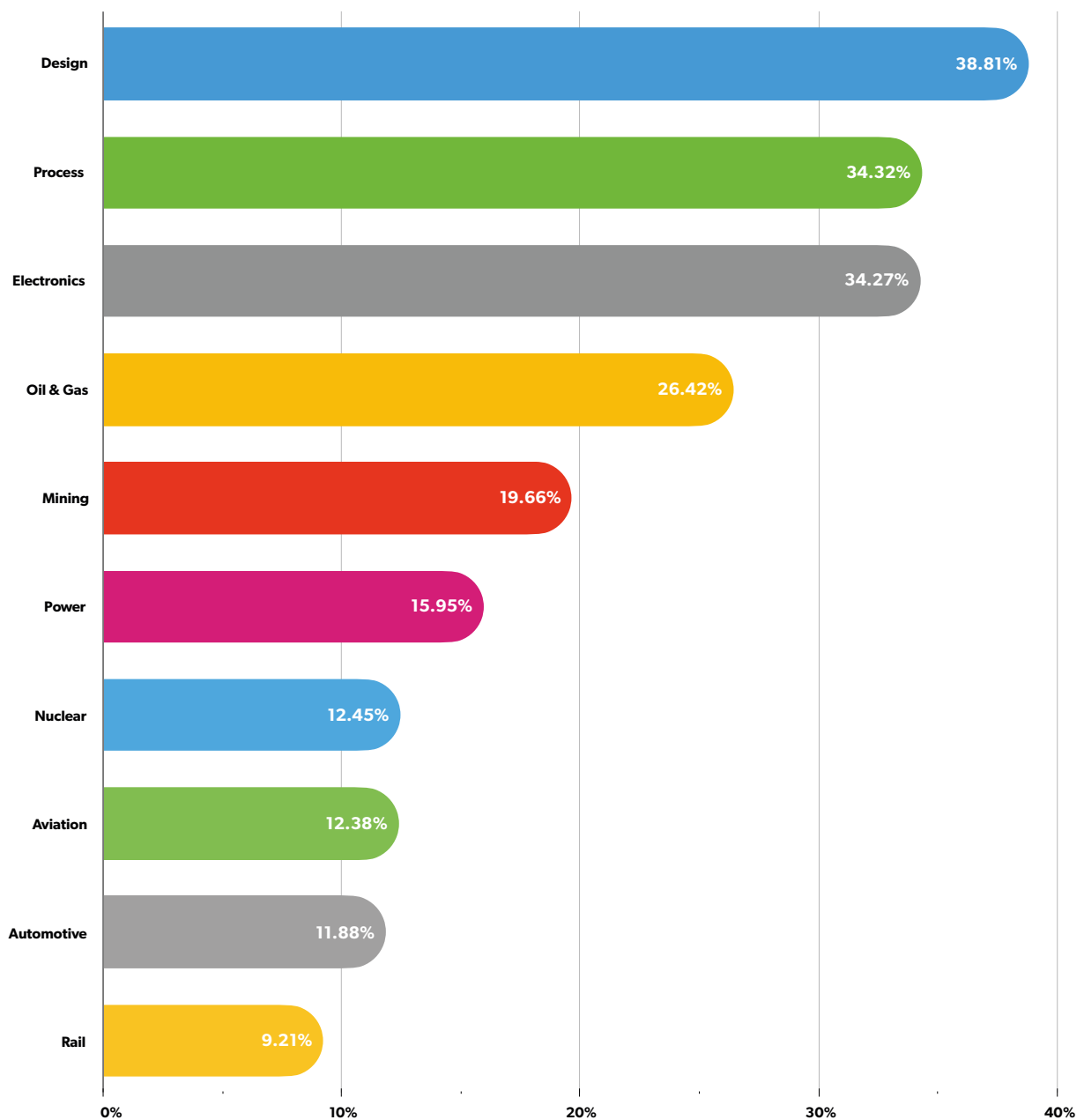
Print circulation: 8,000 UK copies
Digital circulation: UK & International

COUNTRIES & INTERNATIONAL COVERAGE



CIRCULATION BREAKDOWN

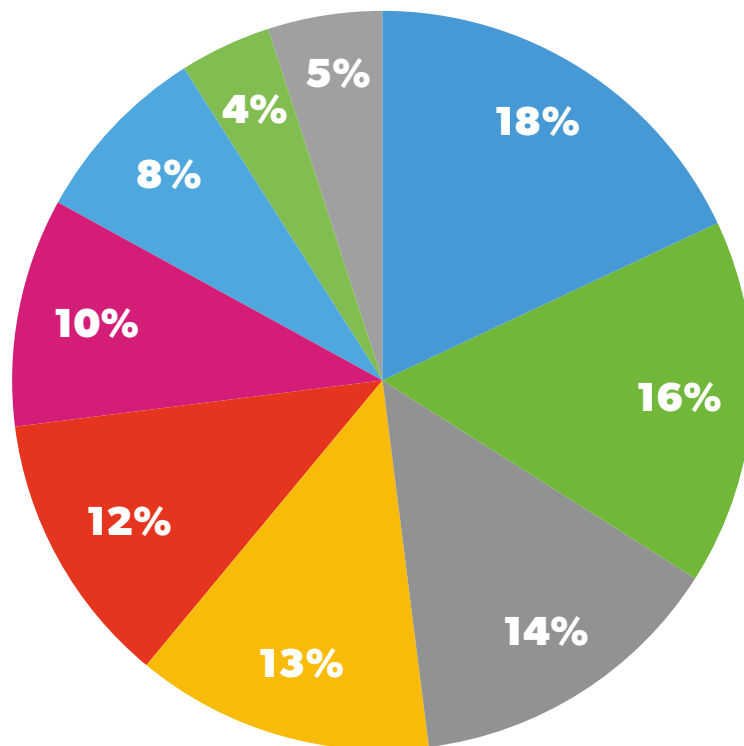
INDUSTRY SECTORS



All percentage groups are an approximate guide, due to different variations of job titles, and constant development of Torque Direct reader database.

CIRCULATION BREAKDOWN

INDUSTRY JOB TITLES



- 18%** Managing Directors, Company Directors, Presidents, CEOs, CFOs, Owners
- 16%** General Managers, Project Managers, Operations Managers, Logistics Managers, Transport Managers
- 14%** Design Engineers, Research & Development Engineers, Maintenance, Support, Service Engineers
- 13%** Mining Engineers, Chemical Engineers, Power Engineers, Oil & Gas Engineers
- 12%** Mechanical Engineers, Structural Engineers, Process Engineers, Electronics Engineers
- 10%** Automotive Engineers, Rail & Track Engineers, Transport Engineers
- 8%** Senior Engineers, Head of Engineering, Chief Engineers, Project Engineers
- 4%** Technical, Production, Manufacturing, Quality, Control
- 5%** Others; Health & Safety, Team Leaders, Supervisors, Consultants, Professors, Lecturers, Admin

EDITORIAL FEATURES & DEADLINES

ISSUE 5 JANUARY 2024

- **In-depth:** Offshore technology
- **Technical Insight:** Bolted technology
- **Product Innovations:**
 - Aggressive environments
 - Adhesives & tapes
- **Event preview:** Southern Manufacturing
- **Editorial copy** Thursday 11th Jan
- **Ad copy** Thursday 18th Jan
- **Published** Thursday 25th Jan

ISSUE 6 MAY 2024

- **In-depth:** EVs & electrification
- **Technical Insight:** Automotive fasteners & tools
- **Product Innovations:**
 - Plastic fixings & fasteners
 - Coatings & platings
- **Event preview:** Subcon / Automechanika
- **Editorial copy** Thursday 1st May
- **Ad copy** Thursday 8th May
- **Published** Thursday 16th May

ISSUE 7 OCTOBER 2024

- **In-depth:** Lightweighting
- **Technical Insight:** Smart tools
- **Product Innovations:**
 - Rivets & riveting technology
 - Electronic components
- **Event preview:** Advanced Engineering / EUROBLECH
- **Editorial copy** Thursday 26th September
- **Ad copy** Thursday 3rd October
- **Published** Thursday 10th October

SUBMIT AN ARTICLE OR IDEA FOR A FUTURE ISSUE OF TORQUE-DIRECT – CONTACT THE EDITORIAL TEAM:

Hayley Everett – Hayley@torque-direct.com

Rachel King – Rachel@torque-direct.com

Jonathon Harker – Jonathon@torque-direct.com



DIGITAL OPPORTUNITIES

Digital opportunities also available including website advertising, solus email campaigns and electronic newsletters.



ADVERTISING RATES

High profile, prominent positions available on a first come first served basis

PRINT ISSUES

Size	1 x Insertion	2 x Insertion	3 x Insertion	4 x Insertion
Full page	£1,680 / €1,951	£1,520 / €1,765	£1,380 / €1,602	£1,250 / €1,451
Half page	£1,000 / €1,161	£920 / €1,068	£830 / €963	£750 / €871
Quarter page	£600 / €696	£550 / €638	£500 / €580	£450 / €522

SPECIAL POSITIONS

Front cover	£2,950 / €3,426	Back cover	£2,450 / €2,845
Inside front cover	£2,250 / €2,613	Inside back cover	£1,950 / €2,264



FOR FURTHER DETAILS & INFORMATION, CONTACT:

SALES:

Claire Warman claire@torque-direct.com

Harry Whyte harry.whyte@torque-direct.com

EDITOR:

Hayley Everett hayley@torque-direct.com

EDITORIAL:

Jonathon Harker jonathon@torque-direct.com

Rachel King rachel@torque-direct.com

PUBLISHER:

Jerry Ramsdale
jerry@torque-direct.com

Stag Publications Ltd.
18 Alban Park
Hatfield Road
St. Albans
Herts AL4 0JJ

Tel. +44 (0)1727 739160

www.torque-direct.com



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