



# **MEDIA INFORMATION 2025**

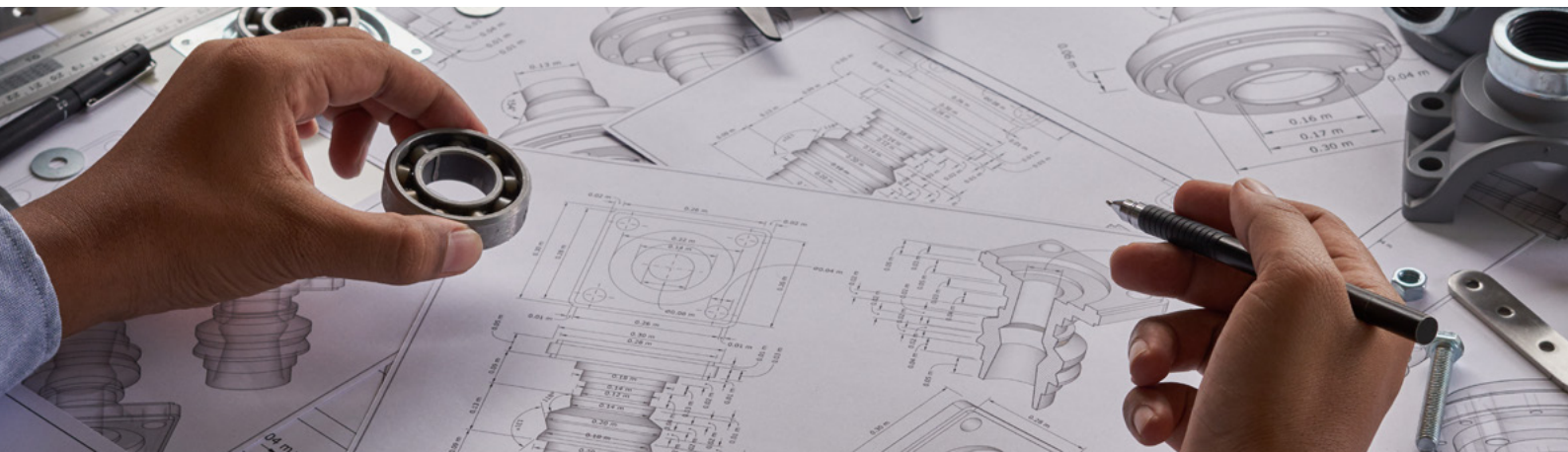
DESIGN • ELECTRONICS • ENGINEERING • OIL & GAS • POWER  
PROCESS • TRANSPORT • AUTOMOTIVE • RAIL • AEROSPACE

# **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:

**DESIGN • ELECTRONICS • ENGINEERING • OIL & GAS • POWER  
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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.

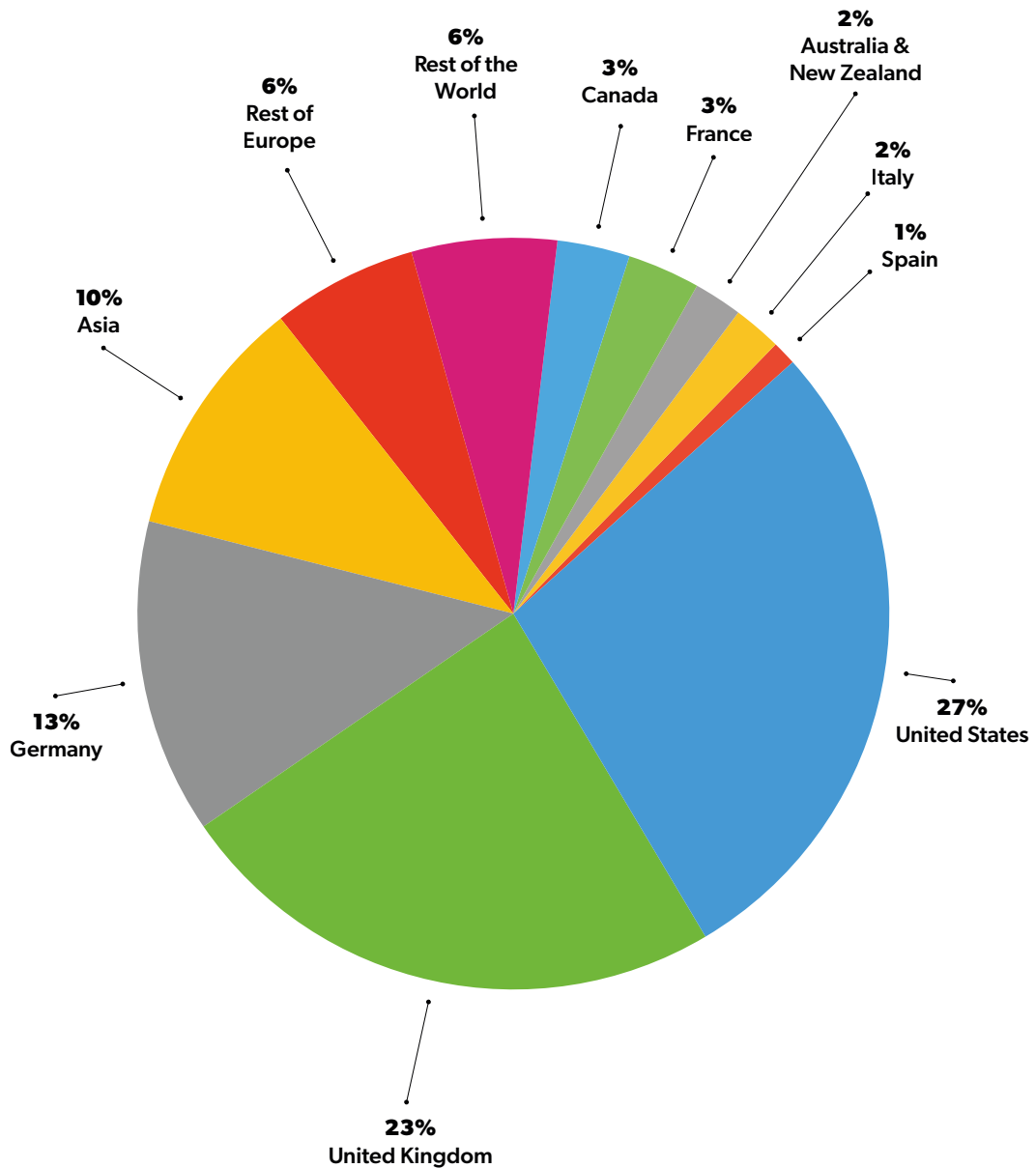
**Torque Direct** also benefits from additional exposure to visitors at several major engineering events throughout the year.



## CIRCULATION BREAKDOWN

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

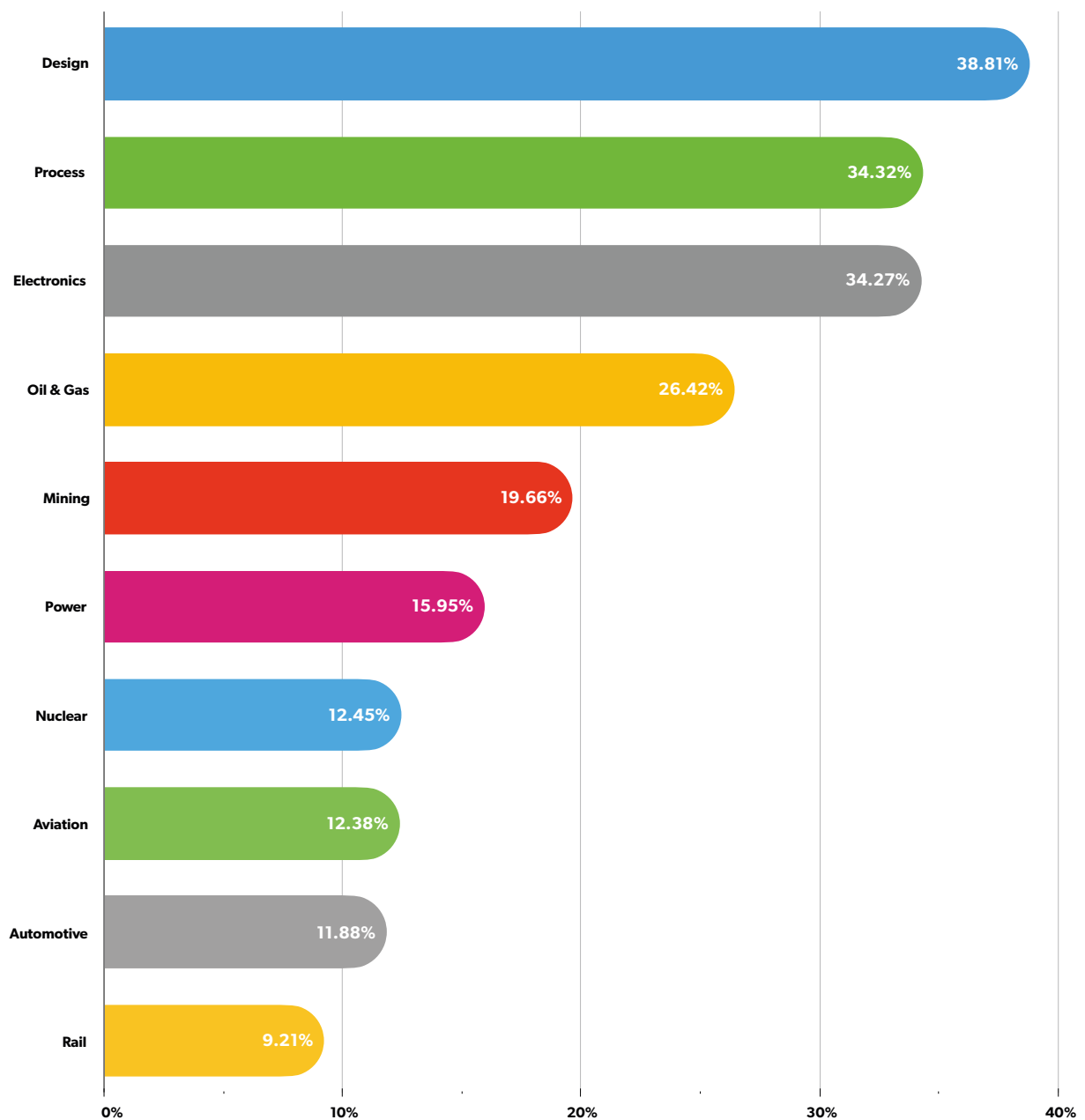
## COUNTRIES & INTERNATIONAL COVERAGE



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

## CIRCULATION BREAKDOWN

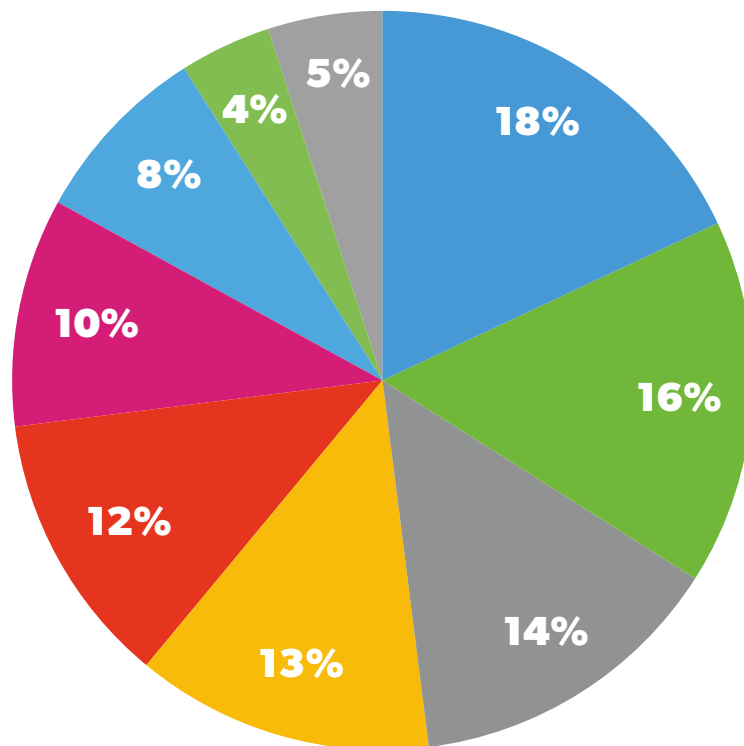
### INDUSTRY SECTORS



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 8 SPRING 2025

- **In-depth:** EVs & electrification
- **Technical Insight:** Automotive fasteners & tools
- **Product Innovations:**
  - Rivets & Riveting Technology
  - Plastic fixings & fasteners
- **Event preview:** Subcon / Automechanika
- **Editorial copy** Thursday 21 March
- **Ad copy** Thursday 28 March
- **Published** Thursday 11 April

### ISSUE 9 AUTUMN 2025

- **In-depth:** Offshore technology
- **Technical Insight:** Bolted Technology
- **Product Innovations:**
  - Corrosion resistance
  - Coatings & platings
- **Event preview:** Husum Wind
- **Editorial copy** Thursday 28 August
- **Ad copy** Thursday 4 September
- **Published** Thursday 11 September

**SUBMIT AN ARTICLE OR IDEA FOR A  
FUTURE ISSUE OF TORQUE-DIRECT  
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Digital opportunities also available including website advertising, solus email campaigns and electronic newsletters.



## ADVERTISING RATES

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### PRINT ISSUES

Size	1 x Insertion	2 x Insertion	3 x Insertion	4 x Insertion
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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



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