

torque

MAGAZINE

fasteners ► tools ► distribution

2025 MEDIA INFORMATION



 torque-expo  @TorqueExpo  Torque-Expo

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MAGAZINE

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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), Torque Magazine is published 10 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, four 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

4x 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.



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READERSHIP

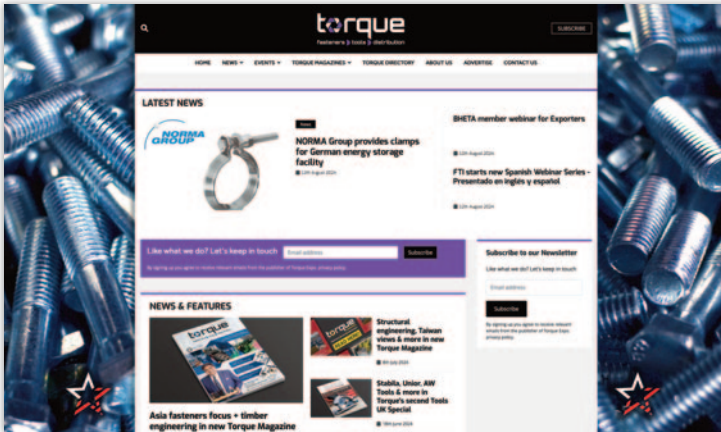
Torque Magazine is read by distributors, wholesalers, manufacturers, stockists and related companies, reaching key decision makers, including Managing Directors, Owners and Senior Buyers within the trade. Freely available to our highly targeted and carefully maintained database, Torque Magazine delivers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



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ASK THE
TEAM ABOUT
COMBINED
PRINT, DIGITAL
AND ONLINE
PACKAGES

ADVERTISING OPPORTUNITIES

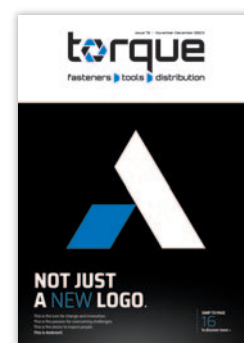
PRINT Issues

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 |
|--|---------------|-----------------|
| FULL SCREEN | €2,250 | €1,700 |
| Exclusive dedicated page with automatic video / interactive slideshows and copy. Includes active URL and email links | | |
| DYNAMIC | €1,700* | €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 10,000+ readers.

21% open rate

2.5% 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&As

2025 FEATURES

JANUARY- FEBRUARY *issue 092* 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
- SHOW PREVIEW > Preview Fastener Fair Global 1
- SHOW PREVIEW > Intersolar

Q1 *issue 093* ENHANCED DIGITAL

- Digitalisation: Webshops, EDI, etc
- Battery pack technology & smart tools
- Inspection & quality
- SHOW PREVIEW > Preview Fastener Fair Global 2

MARCH-APRIL *issue 094* PRINT EDITION

- Nylon and plastic fixings and fasteners
- Drill & screwdriver bits
- Aerospace fasteners & tools
- Building & Construction > High tensile (HT) and bolt assemblies
- Research & Development
- TERRITORY FOCUS > UK
- TERRITORY FOCUS > Spain & Portugal
- SHOW PREVIEW > International Fastener Show China
- SHOW PREVIEW > +INDUSTRY, Bilbao

TOOLS SUPPLEMENT

Q2 *issue 095* ENHANCED DIGITAL

- Electric vehicle fasteners and tools, and supply chain
- Add-on sales > tapes, sprays, disposable gloves & more
- Warehouse management and services

MAY-JUNE *issue 096* PRINT EDITION

- Tools > Made in Germany
- Nuts, washers and locking systems
- Fastener machines, equipment & tooling
- Building & Construction > ETAs and Accreditations
- Renewables > Fasteners and tools
- TERRITORY FOCUS > Italy

Q3 *issue 097* ENHANCED DIGITAL

- TERRITORY FOCUS > Nordic countries
- Structural engineering & structural fasteners
- Fastener machines, equipment & tooling

JULY-AUGUST *issue 098* PRINT EDITION

- QC laboratory focus
- Oils, sprays and lubricants
- Building & Construction > Timber engineering
- TERRITORY FOCUS > ASEAN/ASIA/PACIFIC
- SHOW PREVIEW > International Fastener Expo
- SHOW PREVIEW > Husum Wind
- Fastener Training - Academies
- Fasteners Made in India

SEPTEMBER-OCTOBER *issue 099* 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 > Blech Expo

TOOLS SUPPLEMENT *(inc Janitorial supplies > Wipes, cleaners, sprays, etc)*

Q4 *issue 100* ENHANCED DIGITAL

- Rivets, rivet tools and rivet technology
- Plugs, plasterboard and cavity fixings
- IT services, software and e-business
- Sustainability > ISO 14001 certification, recyclable packaging, etc

NOVEMBER-DECEMBER *issue 101* 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
- Torque Rising Stars
- SHOW PREVIEW > DACH + HOLZ

**SUBMIT AN ARTICLE OR IDEA
FOR CONSIDERATION TO**
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2025 EDITORIAL & ADVERTISING DEADLINES

JANUARY-FEBRUARY ISSUE 092 PRINT EDITION

Editorial deadline Friday 20th December 24
 Ad copy deadline Friday 20th December 24
 Published Monday 27th January

Q1 ISSUE 093 ENHANCED DIGITAL

Editorial deadline Monday 27th January
 Ad copy deadline Monday 3rd February
 Published Monday 17th February

MARCH-APRIL ISSUE 094 PRINT EDITION

Editorial deadline Friday 28th February
 Ad copy deadline Friday 7th March
 Published Thursday 27th March

Q2 ISSUE 095 ENHANCED DIGITAL

Editorial deadline Tuesday 1st April
 Ad copy deadline Monday 7th April
 Published Wednesday 23rd April

MAY-JUNE ISSUE 096 PRINT EDITION

Editorial deadline Friday 2nd May
 Ad copy deadline Friday 9th May
 Published Thursday 29th May

Q3 ISSUE 097 ENHANCED DIGITAL

Editorial deadline Monday, 2nd June
 Ad copy deadline Monday 9th June
 Published Tuesday 1st July

JULY-AUGUST ISSUE 098 PRINT EDITION

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

SEPTEMBER-OCTOBER ISSUE 099 PRINT EDITION

Editorial deadline Thursday 4th September
 Ad copy deadline Tuesday 9th September
 Published Friday 26th September

Q4 ISSUE 100 ENHANCED DIGITAL

Editorial deadline Monday 29th September
 Ad copy deadline Monday 6th October
 Published Monday 20th October

NOVEMBER-DECEMBER ISSUE 101 PRINT EDITION

Editorial deadline Tuesday 14th October
 Ad copy deadline Tuesday 21st October
 Published Wednesday 12th November



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