



FASTENER + FIXING MAGAZINE

EDITORIAL GUIDE

Getting editorial coverage

There are a number of ways you can achieve editorial coverage in **Fastener + Fixing Magazine**. This guide provides an insight into what we are looking for to maintain the high editorial standard that we believe is key to ensuring our advertisers and editorial contributors achieve their goals via our publication.

1 Breaking news

Each issue contains, on average, 40 pages of news and product reports. That includes pages dedicated to European, North American, South American, Russian and Asian business and market news.

300 – 350 words for news stories is ideal, this can include company changes, new contracts, new sectors opened, new launches, product developments, new technologies and applications, as well as exhibition plans.

Please avoid claims that are not clearly substantiated. It is often better to include this kind of statement as a quotation from a named company spokesperson. Please also try to avoid PR clichés – your company may well be the largest, best or leading in its field but unless supported by specific data it will almost certainly be cut.



2 Visits and profiles

Firstly, we always come to you! Every factory visit we publish is a result of a personal visit by one of our own editorial staff. These articles are normally linked to an advertising programme and are designed to deliver a unique depth of understanding of the company.

The editorial stance is independent – it is our impression of the business that is presented, creating a level of credibility otherwise very difficult to achieve. If required, supporting photographs can be taken during the visit or we can use relevant photography from your own library.



3 Face-to-face interviews

One of our 'signatures' is a regular in-depth interview with industry leaders and opinion makers. Although the interview will almost certainly place that individual in the context of the business they lead, the real objective is to explore their perceptions of industry trends, technology, corporate and management styles.

Our editorial stance will be independent – we write what is discussed – which is what has made these interviews a regular and popular feature of **Fastener+ Fixing Magazine**.



4 Contributing articles

We are always interested in impartial and authoritative articles on technical and management subjects, new developments, changes and trends in the industry itself or in the sectors it services – in fact any topic that has a bearing on fasteners and fixings.

This type of article typically runs from 800 to 1,500 words and good graphics and colour photographs to support it are absolutely essential. We will consider previously published material, subject to clarification on copyright, but are really looking for exclusive articles that offer a fresh insight into the subject.

If you have an idea for an article please send an outline to editor@fastenerandfixing.com

If published, a photograph of the author will be included with space for around 50 words on his/her background, credentials and company position. Please bear in mind that if selected, publication may be two or more issues in the future.



5 You can also send us your story...

What makes a good story?

One of the main things we get asked is 'What should I say?'. It's really simple – just tell us what you know. Receiving genuine news about the industry is more important than polished prose – we are always happy to help with the writing if the story is worth publishing. As a starting point, ask yourself these questions:



What is the new product you want to tell us about?

What are the benefits for your customers?

Why is it newsworthy?

What image best captures the story?

If you are able to tell us these three things, chances are you'll have a good base to a great story. Then all you need to do is send us the word document to editor@verulammedia.com

There is no charge for publishing editorial. Publication is at the sole discretion of the editor and submissions are accepted on the understanding they may have to be edited for content and length.



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