

2012 EDITORIAL CALENDAR



MONTH	EMPHASIS	ROUNDUP	SPOTLIGHTS	BONUS**	AD CLOSINGS
FEBRUARY	Top Products of 2011 wire 2012 Preview	Sorting & Inspecting	Heat Treatment Aerospace Fasteners*	wire 2012	January 27
APRIL	Screw Machines All American Fastener Show Preview Fastener Fair Hannover Preview	Cold Forming Machines & Tooling	Parts Washing Plastic Fasteners*	All American Fastener Show Fastener Fair Hannover	March 23
JUNE	Tapping Machines & Tooling	Thread Rolling Machines & Tooling	CHQ Wire Threadlocking*		May 18
AUGUST	Company Profiles Simulation & Information Systems Fastener Fair Thailand Preview	Rebuild & Upgrade Feeding Devices	Secondary Operations Stainless Steel Fasteners*	Company Profiles Fastener Fair Thailand	July 20
OCTOBER	Coating & Plating NIFS/WEST Preview	Packaging	Quality & Process Control	NIFS/WEST	September 14
DECEMBER	Fastener Failures Technical Achievement Awards	Lubricant & Surface Prep	Test & Gaging Structural Fasteners*		November 16

* Fastener Focus Spotlight

** Bonus Distribution of the magazine at various fastener industry trade shows or conferences.



FASTENER FOCUS is a special magazine-in-a-magazine section directed to the distribution, OEM and end-user segments of the fastener industry featured in all issues.



COMPANY PROFILES
August 2012 issue. Full and half page advertisers receive a complimentary Company Profile in a special bound section of the August issue.



SPOTLIGHTS
Staff written articles on a selected product(s) or trade show(s). Each advertiser of the selected topic will receive a free Spotlight Ad including contact information and logo.