

2010 EDITORIAL CALENDAR



MONTH	EMPHASIS	ROUNDUP	SPOTLIGHTS	BONUS**	CLOSINGS
FEBRUARY	Top Products of 2009 wire 2010 Preview	Cold Forming	Heat Treatment Aerospace Fasteners*	wire 2010	<i>Editorial:</i> January 15 <i>Ads:</i> January 22
APRIL	Materials All American Fastener Show Preview NIFS/EAST Preview	Secondary Operations	Parts Washing Threaded Rod*	All American Fastener Show NIFS/EAST	<i>Editorial:</i> March 12 <i>Ads:</i> March 19
JUNE	Surface Treatment MWFA Table Top Show Preview Fastener Fair Coventry Preview	Thread Rolling Machinery Testing Services & Labs	Tooling Thread Locking & Locknuts*	MWFA Table Top Show Fastener Fair Coventry	<i>Editorial:</i> May 21 <i>Ads:</i> May 28
AUGUST	Information Systems ATEXpo Preview	Rebuild & Upgrade Feeding	Coating & Plating Stainless Steel & Nonferrous Fasteners*	ATEXpo Company Profiles	<i>Editorial:</i> July 9 <i>Ads:</i> July 16
OCTOBER	Sorting & Inspecting NIFS/WEST Preview	Packaging	Tapping Construction Fasteners*	NIFS/WEST	<i>Editorial:</i> September 10 <i>Ads:</i> September 17
DECEMBER	Simulation Technical Achievement Awards	Testing & Ganging Fastener Assembly	Wire Handling Metric Fasteners*		<i>Editorial:</i> November 12 <i>Ads:</i> November 19

* 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 2010 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.