

# 2010 EDITORIAL CALENDAR



MONTH	EMPHASIS	ROUNDUP	SPOTLIGHTS	BONUS**	CLOSINGS
<b>FEBRUARY</b>	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
<b>APRIL</b>	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
<b>JUNE</b>	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 7 <i>Ads:</i> May 14
<b>AUGUST</b>	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
<b>OCTOBER</b>	Sorting & Inspecting NIFS/WEST Preview	Packaging	Tapping Construction Fasteners*	NIFS/WEST	<i>Editorial:</i> September 10 <i>Ads:</i> September 17
<b>DECEMBER</b>	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.