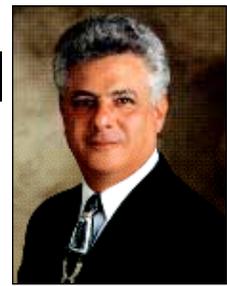


REACHING OUT



At *Gear Technology*, we've long considered ourselves digital pioneers. We were among the first to launch our websites, beginning with www.geartechnology.com in 1996 and www.powertransmission.com in 1997. We were also early adopters of the electronic magazine format, launching *E-GT* in 2003.

But until now, we've held off from entering one particular digital frontier: e-mail newsletters. Although e-mail newsletters have been around for a long time, we've resisted the urge to launch any of our own—at least until we could get it right. We didn't want to inundate our readers with canned news items, articles only tangentially related to the gear industry, or rehashed information they've already seen. If we were going to publish newsletters, we wanted the issues to have a purpose, be focused and be valuable to our readers.

I'm pleased to say that with the launch of the *Gear Technology* and *Power Transmission Engineering* e-mail newsletters in January, I think we achieved those goals. And if our readers' reactions—as judged by the e-mail open rates and click-through rates—are any indication, many of you agree.

Our goal with the newsletters was to expand the depth and breadth of information about our industry that we're delivering to our readers. So one of the first things we did was line up a selection of topics—one for each month—that would be important to our readers. Many of these are topics we don't always have the opportunity or the space to cover as well as we'd like in the printed magazines.

For 2011, the *Gear Technology* topics are hobbing, shaving, shot peening, deburring, grinding, bevel gear manufacturing, services, heat treating, non-gear machinery, honing/lapping/polishing, gages and measuring tools, and used machinery.

For *PTE* the topics are motion controllers, custom gear manufacturing, linear motion, sensors, hydraulics and pneumatics, enclosed gear drives, maintenance tools, seals, gear-motors, lubrication, belt and chain drives, and servomotors.

With each issue of the e-newsletters, we aim to give you at least one exclusive article that you can't get anywhere else. For example, *Gear Technology's* January e-newsletter included a feature article on gear hobbing, including coverage of the latest in equipment and technology from the major machine tool manufacturers. February's edition included an in-depth interview with executives at Sicmat, who discussed the latest innovations in gear shaving.

One of the benefits of a digital newsletter is the format

makes it easy to embed links to videos or other dynamic offerings that just aren't possible with our print edition. For example, the January newsletter article on hobbing included links to videos of many of the machines and processes in action.

Each issue also includes links to articles in our archives that are related to the focus topic, and these are among the most popular links followed so far. It's gratifying to know that many of these articles are just as important and useful today as they were when they were first written. We've made an effort to choose the best articles and we've also included a number of "Back to

Basics" articles—for which we've had numerous requests—because they are so useful for newer engineers, or those new to gearing.

The *Gear Technology* e-mail newsletter is being successfully delivered to about 10,000 recipients per issue. The *PTE* e-mail newsletter is being successfully delivered to about 8,500. Thank you to all of you who have helped us keep your e-mail addresses up to date.

If you haven't received one of these newsletters yet, you can read the previous issues online. Just visit www.geartechnology.com/newsletter or www.powertransmission.com/newsletter.

While you're at the site, why not also renew your subscription to *Gear Technology's* printed version. It only takes a minute or two, and subscribing gives you access to our archive of online back issues. If you're not sure whether you've signed up recently or not, check the front cover of your magazine. If there's a subscription form attached, it's time to renew.

Also, if you think you have a story to tell, or if one of the upcoming focus topics is of interest to you, you can become either an editorial contributor or an advertiser. Just send an e-mail to publisher@geartechnology.com.

Finally, we'd love to know what you think about the e-newsletters. Judging by the traffic and activity we've seen so far, it's clear that the e-newsletters have been well received by many readers. But every opinion is important to us, so if there's some other kind of information you'd like us to add or change, please let us know. As always, the suggestion box is open at publisher@geartechnology.com.


Michael Goldstein,

Publisher & Editor-in-Chief

