

A close-up photograph of industrial machinery, featuring several large, metallic gears and a complex assembly of metal parts. The lighting is dramatic, highlighting the textures and metallic surfaces of the components. The background is slightly blurred, emphasizing the foreground machinery.

# gear

TECHNOLOGY®

## 2020 EDITORIAL GUIDELINES

### HOW TO SUBMIT:

- Feature Articles
- News Items
- Technical Articles
- ...and more

# Contributing to Gear Technology

Your Name Here

*Gear Technology* publishes articles that focus on all engineering aspects of gears, from the initial design through manufacturing, heat treating, inspection and end use.

We like articles that offer solutions to specific design or manufacturing problems or explanations of new technology, techniques, designs or processes.

We are interested in publishing articles that help engineers become more efficient, productive and competitive, whether they are designing gears for use at an OEM or working on the production floor in a gear manufacturing shop.

We also run articles on a regular basis that teach the basics of gear engineering to the next generation of design and manufacturing professionals.

## How to Be Featured in *Gear Technology*

Our editors write a variety of articles every issue, and we're always looking for knowledgeable experts to serve as sources we can interview for those articles. The easiest way to get featured

in one of these articles is to contact our editors and get a conversation going. You can refer to the 2020 Editorial Calendar (below) for an idea of what we intend to cover each issue. Just get in touch with us before the submission deadline, and we'll help you figure out how you can best contribute.

### Our Editors

**Randy Stott, Managing Editor**  
*urs@powertransmission.com*

**Matthew Jaster, Senior Editor**  
*mjaster@powertransmission.com*

**Jack McGuinn, Senior Editor**  
*jmcguinn@powertransmission.com*

**Alex Cannella, Associate Editor**  
*alex@powertransmission.com*

### Submitting Articles

In addition to our regular staff-written articles, we welcome submissions from the industry on any of the comprehensive topics being covered each issue

(see the editorial calendar below for topics and submission deadlines).

We are interested in a wide variety of different article types, from the very basic to the highly technical, ranging in length from a few paragraphs to 10 pages or more. We always prefer original material that hasn't appeared in other publications, so be sure to let us know if what you're submitting is exclusive to us. We've prepared some brief descriptions of the types of articles and what we're looking for:

### Application Story/Case Studies

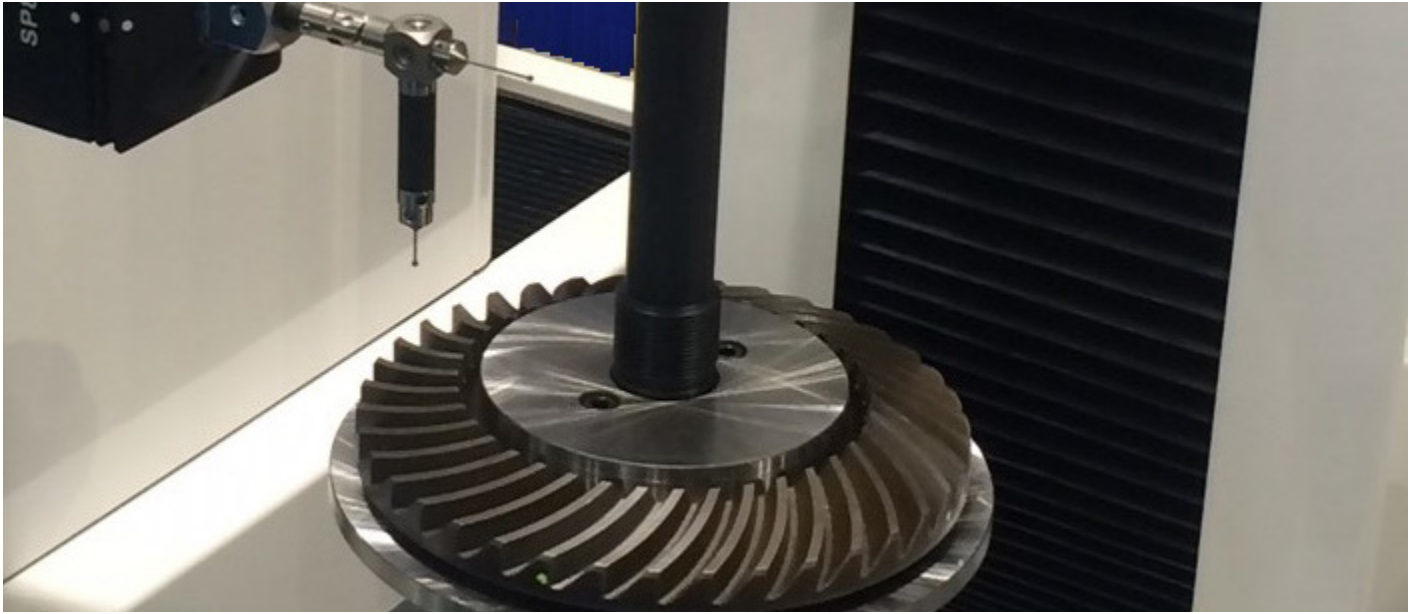
This is a short article describing how a specific product or technology solves a particular manufacturing or engineering challenge for a customer.

When writing an application story/case study, you should provide a brief profile of the companies involved and the industries they serve. You should describe the specific problem or challenge and detail how the technology was used to overcome it.

Our readers want to read real stories about actual people and companies.

2020 EDITORIAL CALENDAR

ISSUE	FOCUS	EVERY ISSUE	FEATURED TOPICS	PRODUCT SPOTLIGHT	SPECIAL COVERAGE	SHOW COVERAGE	SUBMISSION DEADLINE
January/February 2020	Heat Treating	Gear Manufacturing, Gear Design	Lubricants & Coolants	Broaching & Spline Rolling	State of the Gear Industry	MACH2020 (April 20-24)	Nov. 1, 2019
March/April 2020	Cutting Tools	Gear Manufacturing, Gear Design	Software	Gages & Shop Floor Inspection	Aerospace	CTI Symposium USA (May 11-14)	Dec. 27, 2019
May 2020	Gear Grinding	Gear Manufacturing, Gear Design	Plastic Gears	Turning, Milling & 5-Axis Machining	Training & Education	WorldPM2020 (June 27-July 1)	Jan. 31, 2020
June 2020	Inspection	Gear Manufacturing, Gear Design	Heat Treating	Workholding & Toolholding	Additive Manufacturing		Feb. 21, 2020
July 2020	Forgings & Gear Blanks	Gear Manufacturing, Gear Design	Skiving	Chamfering & Deburring	Automotive		April 3, 2020
August 2020	IMTS 2020	Gear Manufacturing, Gear Design	Powder Metal	Cutting Tools	Energy / Power Generation / Oil & Gas	AMB (Sept 15-19), Furnaces North America (Sept 30-Oct 2), Turbomachinery & Pump Symposia (Sept 15-17)	May 15, 2020
September/October 2020	Workholding & Toolholding	Gear Manufacturing, Gear Design	Honing	Grinding Wheels & Abrasive Tools	IMTS Follow-Up		June 26, 2020
November/December 2020	Buyers Guide	Gear Manufacturing, Gear Design	Big Gears	Bevel Gears	Automation		Aug. 7, 2020



Whenever you submit an article, make sure to include high-resolution photographs or images. We accept images in almost any format, but 300 dpi is required for high-quality printing. Images taken from websites or embedded in PDFs or Word documents are often NOT sufficient quality.

We will likely be unable to use anonymous case studies. We also want to see as many details about the real application as possible.

- 1,200 - 1,500 words.
- 2-3 high-resolution (300 dpi) images.
- Use facts and figures to convey results.
- Do not give us a sales pitch. These should be more educational than promotional.
- Include a few direct quotes from all companies involved in the story, but not too many.
- Include Company Name, Phone Number, e-mail and website information for all companies involved in the project.
- Include a short (two to three sentences) author's bio and author's headshot.

### Feature Articles

These more in-depth articles will focus on an interesting subject related to gears.

Examples could include how-to articles, in-depth analysis of trends in the industry, tips on maintenance or installation, explanations of the use of different types of machines, and so on.

If you have an idea for a feature article, it's probably best to run it by us before

writing it, to make sure it's what we're looking for.

Here are some additional tips:

- Feature articles should have an author's byline.
- 1,500 - 2,500 words.
- Large, high quality photos (300 dpi is minimum for print quality).
- Include captions with your photos. Tell us what we're looking at and why it's important. Include a photo credit where necessary.
- Focus on facts and figures (overly promotional material will be rejected or edited out).
- Include Company Name, Phone Number, e-mail and website information for all companies involved in the article.
- Include a short (two to three sentences) author's bio and author's headshot.

### Voices Column

Voices is a high-profile, front-of-the-magazine column where guest authors have the ability to share industry experience, comments or opinions with the readers.

- 800 - 1,200 words.
- Include a short (two to three sentences) author's bio and author's headshot.

### Technical Articles

Technical articles can be engineering fundamentals (back to basics) or cutting-edge research that helps our readers understand the state of the art in gear design, manufacturing, heat treating, inspection, etc.

Most importantly, technical articles should be completely unbiased. They should not promote a particular product or brand.

- Length varies, depending on subject, but could be up to 6,000 words.



**Your Name Here.** For bylined articles (Application Story/Case Study, Voices, Technical Articles, Feature Articles), we prefer to have a photo and author bio to accompany the article. Make sure to include the author's educational background, technical expertise, relevant experience and whether or not he or she has written other related articles, technical papers or research. We're looking for a paragraph about why this author is qualified to write about this subject. This helps establish credibility with the reader and positions your company as having expertise in the field. Make sure you also include a high-resolution photo of the author(s)

- Graphs, charts and formulas should be used to illustrate concepts.
- Artwork should be submitted in high-resolution format (300 dpi minimum).
- Include references where appropriate.
- We encourage original material that has not appeared in another publication, but we will consider papers presented at technical conferences (provided we can get copyright permission from the conference and the authors).
- Technical articles will be reviewed by our technical editors for accuracy and relevance prior to publication.
- Include a brief abstract or “management summary” that explains what the article is about and who should read it
- Include a short (two to three sentences) bio and headshot for each author/co-author.

### Product News

We accept press releases for all new products related to gear manufacturing. Press releases will be considered for use online, in our e-mail newsletters and in the printed magazine.

Here are some tips to help make sure we can use what you send us:

- 4-8 paragraphs is ideal.
- Describe what’s new about the product, using facts and figures. Specifications and measurements are what our readers need.
- Avoid hyperbole, sales promotion and “fluff.” Superlatives such as “ideal,” “unique,” “perfect” and so on will be edited out.
- Include at least one high-res (300 dpi) jpg photo of the product with submission.
- Include Company Name, Phone Number, e-mail and website where readers can get more information.

### Industry News

Industry News includes items such as corporate mergers, new hires, factory expansions and other company-related news items. Send us your press releases for consideration. Things to include:

- 4-6 paragraphs is ideal.
- Include high-resolution photos (300 dpi) of the people involved.
- Include quotes from corporate executives about the news, where appropriate.
- Include a web address where readers can get more information.

### Events

Our Technical Calendar includes basic information about upcoming trade shows, conferences, webinars, seminars and other industry events. Let us know about your upcoming event if you’d like to be included. Make sure you tell us:

- Exact dates of the event.
- Location (including city and venue).
- Who should consider attending?
- What will attendees experience?
- Cost.
- Web address for registration.

### Ask the Expert

*Ask the Expert* is our reader advice column with a decidedly practical and hands-on angle. We encourage our readers to submit their design, manufacturing, inspection, heat treating or other gear-related questions to us, and we find the appropriate subject matter expert to provide a written response, helping not just the original reader but the rest of the community as well.

If you or someone at your company would like to provide answers to our readers’ questions, and you have the appropriate expertise related to one or more gear-related topics, we’d like to add you to our panel of experts.

To get started, just contact senior editor, Jack McGuinn ([jmcguinn@geartechnology.com](mailto:jmcguinn@geartechnology.com)) and let him know your area(s) of expertise.

## Crazy Ideas Welcome

*We're always looking for ways we can better serve our readers.*

*So, if you have an idea for an article or series of articles that doesn't exactly fit what we've described here, we encourage you to run it by us.*

### Contact Us

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