



## Print: Display Advertising

The print edition of **Gear Technology** is our most powerful tool for positioning your brand in the marketplace. *Gear Technology* is written for the gear industry. Our articles cover every phase in the life of a gear, including design, manufacturing, inspection, heat treating and end use.

For more than 40 years, gear industry decision makers have turned to **Gear Technology** for our unbiased technical content, decades of editorial experience and the breadth and depth of coverage. Today, The Michael Goldstein *Gear Technology* Library at [geartechnology.com](http://geartechnology.com) is the most comprehensive collection of gear manufacturing information and technical articles available anywhere. You can count on us to put your display advertising alongside the industry's most trusted and read content.

## About Our Readers

**Gear Technology** is the most direct way to reach the gear industry. Detailed information is available in our audience report.

## New in 2025!

ALL print advertisers get a FREE premium listing in our online Buyer's Guide (\$1,895 value). Your print ads will automatically be included as part of your company page in the Buyer's Guide.

ADVERTISEMENT	SIZE		RATE	ADVERTISEMENT	SIZE		RATE
<b>Full Page</b> <i>Full page ads must have a margin of 0.3125" on all sides and include 0.125" of bleed.</i>	<b>8" x 10.75"</b> <b>203 x 273 mm</b> <i>(0.3125" margin) (0.125" bleed)</i>		<b>\$5,590</b>	<b>One-Third Square</b>	<b>4.75" x 4.75"</b> <b>120.5 x 120.5 mm</b>		<b>\$2,150</b>
<b>Two-Thirds Page</b>	<b>4.75" x 9.75"</b> <b>120.5 x 247.5 mm</b>		<b>\$3,950</b>	<b>One-Third Vertical</b>	<b>2.25" x 9.75"</b> <b>57 x 247.5 mm</b>		<b>\$2,150</b>
<b>Half-Page Island</b>	<b>4.75" x 7.25"</b> <b>120.5 x 184 mm</b>		<b>\$3,230</b>	<b>Quarter Page</b>	<b>3.5" x 4.75"</b> <b>89 x 120.5 mm</b>		<b>\$1,625</b>
<b>Half-Page Horizontal</b>	<b>7.25" x 4.75"</b> <b>184 x 120.5 mm</b>		<b>\$3,120</b>	<b>One-Sixth</b> <i>sMart Section Placement in sMart section only. One-Sixth page ads can be combined to make larger ads.</i>	<b>2.25" x 4.75"</b> <b>57 x 120.5 mm</b>		<b>\$645</b>
<b>Half-Page Vertical</b>	<b>3.5" x 9.75"</b> <b>89 x 247.5 mm</b>		<b>\$3,120</b>	<b>Cover Corner</b> <i>TRIANGLE To supplement your display ad.</i>	<b>3.25" x 3.25"</b> <b>82.5 x 82.5 mm</b> <i>(0.3125" margin) (0.125" bleed)</i>		<b>\$2,695</b>

## Print Magazine Rates

The above rates are just basic guidelines. 20% Discount offered for AGMA members and extensive frequency and package discounts (up to 50% savings) to advertisers who order multiple print ads or who combine print advertising with an online or email campaign. Contact Dave Friedman, [friedman@agma.org](mailto:friedman@agma.org) for a custom quotation that meets your specific marketing goals.

\*All rates include full color. Premium Positions add 15%.



## MEDIA GUIDE

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### Special Offers

In addition to our regular advertising throughout the year, we also offer special focus issues, each of which has additional advertising opportunities, often at a significant discount from our regular rates. See respective fliers in the Media Guide pages for special rate offers.

- **MPT Expo Show Guide**—Let us help you make the most of your trade show investment.

## 2025 EDITORIAL CALENDAR

Print

*Gear Manufacturing and Gear Design in every issue.*

ISSUE	FOCUS	EDITORIAL THEME	INDUSTRY HIGHLIGHT	SUGGESTED TOPICS (Submissions Welcome!)	SHOW COVERAGE	AD DEADLINE	ARTICLE SUBMISSION DEADLINE
January/February	Cutting Tools	State of the Gear Industry The Future of Gearing	Aerospace & Defense	Annual Survey, Emerging Technologies, Future of the Gear Industry, Training & Education, Automotive, Aerospace, Off-Highway, Industrial Gears, Standards, Tool Sharpening, e-Mobility	Bearing Show/Lubricant Expo (March 18–20)	1/16/2025	12/13/2024
March/April	Heat Treating Forging Gear Blanks		Energy	Metallurgy, Steel, Hardness Testing, Materials Innovations, Powder Metal, Standards, Wind Power, Gear Failure	Rapid + TCT (April 8–10) Formnext (April 8–10)	3/13/2025	2/14/2025
May	Grinding & Abrasives	Gear Noise	Robotics	Grinding, Chamfering, Deburring, Coatings, Isotropic Finishing, Honing, Shot Peening, Coolants & Lubricants, Plastic Gears, e-Drives		4/10/2025	3/14/2025
June	Inspection Workholding & Toolholding	Quality	Off-Highway	Inspection Equipment, Metrology, Gages, Vision, Software, NDT, Lean, Maintenance, inline inspection		5/15/2025	4/18/2025
July	Plastic Gears Powder Metal	e-Mobility	Automotive	5-Axis, Skiving, Data-Driven Manufacturing, Robotics, Workholding		6/12/2025	5/16/2025
August	Software	Automation	Industrial Gears	Machine Tools, Cutting Tools, Workholding, IIoT, Smart Manufacturing, Digitizing the Job Shop, Big Gears, AI	EMO Hannover (Sept 22–26)	7/17/2025	6/20/2025
September/October	MPT Expo	Emerging Technologies	Transportation	Hobbing, Shaping, Skiving, Bevel Gear Machines, Cutting Tools, Workholding	MPT Expo (Oct 21–23) FNA 2025	9/11/2025	8/15/2025
MPT Expo Show Guide				Booth Listings, Featured Products and Services, Show Details, Schedule of Events	MPT Expo (Oct 21–23)		9/18/2025
November/December	Lubrication	Workforce Development	Medical	Back to Basics, Service, Condition Monitoring, Training & Education, Energy, Precision Gears		11/13/2025	10/17/25

If you would like to be included in our editorial coverage, please contact Aaron Fagan, Senior Editor ([fagan@agma.org](mailto:fagan@agma.org)) or download our Editorial Guidelines at [geartechnology.com/GT-Contribute.pdf](http://geartechnology.com/GT-Contribute.pdf)

