

# A Packed House

**"Ahem. Could everybody please scootch over? We need to make as much room as possible, because we're expecting a full house."**

As many of you know, we're being joined this issue by more than 1,200 subscribers who are reading the magazine for the first time via *E-GT*, the completely electronic version of *Gear Technology*.

The launch of *E-GT* places us at the forefront of the publishing world. We've worked very hard over the past year to make an exact duplicate of the printed version, including all articles and advertisements in full color, just as they appear in the magazine.

*E-GT* allows us to serve the gear industry better than ever before. Our mission has always been to provide vital technical information and news that helps make the gear industry more productive and competitive. As the gear industry has become more global, we've found the need to reach out to a wider, more global audience. *E-GT* lets us better reach all the places where gears are being designed, made, bought and sold.

Before *E-GT*, subscribers outside the United States had to pay for *Gear Technology*. Now, with *E-GT*, qualified subscribers anywhere in the world have free access to the same information that appears in our printed version. Previously, where an overseas gear manufacturer might have subscribed to one copy of the magazine, now five or even ten people subscribe in the same location.

Already, the response has been overwhelming. Many of those who have viewed our sample pages online and subscribed to *E-GT* have written to tell us what they thought about the new format.

For example, the chief engineer of a major gear cutting tools factory in China told us, "I am glad to be one of the subscribers of *E-GT*. I think I just found a shortcut to contact the advanced gear world."

A mechanical engineer at a gear manufacturing company in Argentina wrote, "I just want to congratulate you for the idea of having an electronic version of your magazine free on the Net."

A new *E-GT* subscriber from Malaysia said, "This provides updated gear technology know-how and related information—appreciated."

"I am happy to be able to read your magazine again, now as a .PDF instead of printed, and free of charge instead of by payment," said an engineer who works for a manufacturer of gearmotors in the Netherlands.

Others have written just to wish us well and to congratulate us on the new format. "Go on and good luck," wrote the director of a gear manufacturing company in Brazil, after he filled out the subscription form for *E-GT*.

Up to now, *Gear Technology* had subscribers in 35 countries outside the United States. Today, thanks to *E-GT*, our subscribers are in more than 50 countries, and the number of people we reach outside the United States has more than doubled.

In some places, like India, the number of subscriptions has nearly tripled. Also, we've expanded our readership to places the magazine has never gone before. Today, our magazine is read in:

Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, the Czech Republic, Denmark, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Italy, Japan, Korea, Latvia, Luxembourg, Malaysia, Mexico, the Netherlands, New Zealand, Oman, Pakistan, Peru, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, the United Kingdom, Venezuela, Yugoslavia and Zimbabwe. This list will continue to grow with *E-GT*.

But *E-GT* isn't just for those outside the United States. We're pleasantly surprised that *E-GT* is just as attractive to our readers here in America, many of whom now subscribe to both the print and electronic versions.

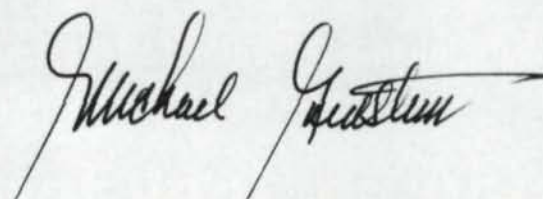
"I am impressed with your electronic approach to *Gear Technology* magazine," said the product development manager of a Midwest gear manufacturer.

"I look forward to seeing and receiving *Gear Technology* online," said the general manager of a Midwest gear manufacturing job shop.

All of this hubbub about *E-GT* doesn't mean we're going to change anything in our regular printed version. We'll continue to bring you the same high-quality product, including the best technical articles, feature articles, news and other information related to gear design, manufacturing, inspection, processing and buying. That quality applies to both our printed and electronic versions, but now you have a choice in how you want to receive the information.

For those of you who haven't yet seen *E-GT*, I encourage you to log on to [www.geartechology.com](http://www.geartechology.com) and try the sample pages. If you think *E-GT* could be useful to you or your company, then sign up for a free subscription, and let us know what you think about our latest endeavor. We can always squeeze in a few more subscribers.

Sincerely,



Michael Goldstein, Publisher & Editor-in-Chief

**"Hey, buddy! Can you PLEASE make some room down there?"**