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If, by some chance, there's no card attached to your magazine, that doesn't mean you're off the hook. Maybe the card was removed by someone in the mailroom. Maybe it fell off in transit. Maybe your colleague got tired of reading your copy and wanted to subscribe for himself. Whatever. Just turn to page 57. There's another copy there. Or just go to www.geartechnology.com/subscribe.htm if you're reading this online. (Either way, the whole process should take less than a minute.)

However you do it, we NEED your response. It doesn't matter if you've been receiving the magazine non-stop for 34 years (Thanks, by the way, if that's the case) or if you've just signed up. It doesn't matter if you're an advertiser, industry bigwig or close personal friend. If you want to keep receiving *Gear Technology*, you MUST fill this out.

You see, we're completely overhauling the way we handle your information. That includes your name, job title, company affiliation, mailing address, e-mail address and so on. We're doing everything we can to protect that information and to use it responsibly.

Many of you are aware that the European Union's General Data Protection Regulation (GDPR) went into effect last month. No doubt you've recently received a flurry of e-mails asking you to re-opt-in to various lists, because publishers like us want to be able to continue serving you.

But in many ways, what we're doing goes way beyond the GDPR. Yes, we want to protect your privacy. Yes, we want to use your e-mail address and personal information responsibly. But more importantly, we want to provide you with information that's of value to you, and we want to provide it in the way that makes most sense to you, not us. So we're asking you to confirm that you want the information, and we're asking you to specify how you want to receive it.

More importantly, we're asking you to tell us a little bit about yourself. It's not because we're nosy. It's because the information you provide helps us do our job better. Knowing who you are, where you work and how you're involved with the gear industry helps us craft our magazine, newsletters and websites in a way that appeals to the broadest spectrum of you.



Publisher & Editor-in-Chief
Michael Goldstein

In addition, this is part of a much broader effort on our part to better serve the gear industry. Even though we already have, by far, the broadest reach among publications serving our industry, we're committed to expanding that even further. We're investing heavily in our circulation because we believe very strongly in this industry, and we want to serve as many gear industry professionals as we possibly can. So far our efforts have paid off greatly. In the past month alone, we've grown our requested circulation by 10%, and we're only just beginning. Mind you, we're not just dumping in names to pad the list. We're sending our magazine and e-mail products to more people who want them. And that's our goal.

You can help by filling out the form and sending it in.

A handwritten signature in blue ink that reads "Michael Goldstein". The signature is fluid and cursive, with a large, stylized 'M' at the beginning.

Michael Goldstein,
Publisher & Editor-in-Chief
P.S. Send your subscription form to:
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