



## Why do YOU Read *Gear Technology*?

A year ago, we sent out a small e-mail survey with one simple question: "Why do you read *Gear Technology*?" At that time, we were extremely gratified, even somewhat overwhelmed, by the enthusiastic and appreciative response of our readers, and I wrote about the survey and the results in my editorial in the September/October 2008 issue.

When we sent out the survey this year with the same question, you'd think we would have been prepared for the results. We weren't. If anything, our readers are even more appreciative than they were a year ago.

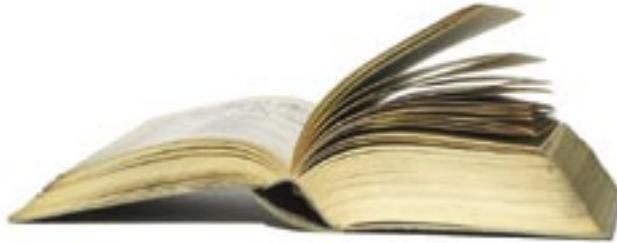
We expected that *Gear Technology's* articles would be well received. We spend a lot of time and effort ensuring that our technical articles are the most relevant, accurate and useful articles possible. We take great pride in the importance of the articles and the breadth of subjects we've covered over the years. That effort is reflected in the readers' comments:

"I have spent 35 years in the gear industry and have found *Gear Technology* essential in keeping up with the latest gear design and processing innovations," said a project manager for a Tier One automotive supplier.

"I am particularly interested in the technical articles, and I appreciate the fact that the quality of the articles seems to have increased in the last few years," said a senior engineer at an East Coast gear manufacturer.

"The technical articles make up a large part of my ongoing education," said the VP of engineering at a major Midwest gear manufacturer.

In addition to these, there were many more comments praising our articles and their importance to the



industry and its education. We received responses from a wide variety of companies including people working in gear design, manufacturing, testing, inspection and heat treating. We also heard from gear buyers and users, as well as the people who manufacture, sell, service and install gear manufacturing equipment, tooling and fixturing. Even with such a wide spectrum of readers, there seems to be something for everybody in *Gear Technology*.

What surprised us most was the number of respondents who specifically cited the importance of the information in the advertisements. They consider the ads to be an important part of their gear industry education. They look to the ads for a current understanding of the state of the art and updates about what new products and processes are available in the marketplace, as well as who can supply them. Of course, we here at *Gear Technology* are very appreciative of our advertisers. But it's also extremely important for the advertisers to understand that the readers consider their advertisements to be a part of their educational experience when reading *Gear Technology*.

"The advertisements do their part in bringing the latest technologies to the fore," said a gear engineer for a major worldwide speed reducer manufacturer.

"We are investigating equipment updates and purchasing some new equipment for cutting and inspecting gears, so we find the advertising as well as the articles helpful," said the

director of manufacturing at a major U.S. gear manufacturer.

"The ads help me find vendors we need to fill the gaps in our production capabilities," said an engineering manager at a major gear manufacturer.

So I'd like to compliment our advertisers for helping us educate the gear industry. The information provided in the ads is often just as valuable to our readers as the information in our articles.

Although the survey is extremely gratifying to us here at *Gear Technology*, we would like even more feedback. What could we or should we be doing that we're not? What types of information do you need that we're not already providing? We'll be at Gear Expo, booth #1241, serving espresso to any who are interested. We'd love to sit and chat with you about how we can make *Gear Technology* even better for you. But even if you can't make it to the show, we hope you'll drop us a line at [publisher@geartechnology.com](mailto:publisher@geartechnology.com).

In any business, you can't be successful unless your customers are successful. At *Gear Technology*, we try to provide you with the information that helps you be more productive and profitable, no matter what part of gear manufacturing you're involved with. So we need you to tell us how we can help you.

Ultimately, you are our customer, and we want you to be as successful as possible.

Michael Goldstein,  
Publisher & Editor-in-Chief