

The Digital Evolution



Publisher & Editor-in-Chief
Randy Stott

Digital communications have been a big part of what we do here at *Gear Technology* since we launched *geartechnology.com* way back in 1996.

We were trailblazers back then, venturing off into the great unknown that was the World Wide Web.

Over the years, our digital offerings have evolved. In 2003, we launched the digital version of *Gear Technology*. Shortly thereafter, we created the *Michael Goldstein Gear Technology Library*, the complete digital archive of every article we've ever published. We tagged articles with keywords and created an online searchable database to help you find articles on the subjects you were looking for, whether it was profile shift, elastohydrodynamic lubrication, bending fatigue or what have you. In 2009, we launched our e-mail newsletters, and in 2014 we launched the blog.

Over those same years, the digital landscape itself has changed, with the introductions of Google (1998), LinkedIn (2003), Facebook (2004), Youtube (2005), Twitter (2006), Instagram (2010), TikTok (2018) and so on. We've participated in many of these small revolutions (and continue to do so).

Many print-centric publishers have struggled with these changes. It used to be very expensive to create content. The costs of printing and mailing created a high bar for entry. Not so anymore, because anyone can create content and put it out there for the world to see. And today the distribution of content is controlled by algorithms and the whims of the audience itself via individual consumers' ability to like, upvote, share and so forth.

We've been very fortunate to hang on to our print-centric mindset, because our content is not so easily produced. Not just anybody can talk about the technical aspects of gear engineering. Plus, much of what we produce—like our technical articles—doesn't easily lend itself to the popular digital formats. You can't present a technical research paper in a podcast, for example.

So we're not doing away with the print publication—or the PDF replicas of it—anytime soon. But we *ARE* continuing to evolve with the times. In fact, we've been working hard over the past year—and investing in technology—to help us continue that evolution.

In 2022, you'll see some of those changes, starting with the launch of our new website. The new *geartechnology.com* will come with some important features, such as increased integration of video and social media, as well as our completely revamped online buyer's guide. You'll also begin to see content that's individually customized based on what's most relevant to what you do.

More importantly, we're committed to creating content with a digital-first mindset wherever that makes sense. We're creating videos for *Gear Technology TV* and sharing them on social media (see www.geartechnology.com/tv/). We've significantly increased the topics we plan to cover in our e-mail newsletter, to the point where you should be seeing original content on gear-relevant topics every week (but only if you subscribe. In fact, here's a preview of what you can expect from the newsletter over the coming weeks:

- January 5 – Cutting Tools
- January 12 – Big Gears
- January 19 – Fine-Pitch Gears
- January 26 – Lubrication
- February 2 – Automation
- February 9 – Heat Treating

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