

# The Gear Industry on Your Desktop

With this issue, we're proud to present our latest milestone. The *Gear Technology Buyers Guide 2003* on CD-ROM—a comprehensive snapshot of nearly 400 of the industry's suppliers—is the best directory of the gear industry available.

Put the CD-ROM in your computer and try it out. Organized by product and service headings like the Yellow Pages®, it's easy to use. *Gear manufacturers will find the suppliers of machine tools, cutting tools, inspection equipment and every other product and service needed to process, manufacture and test gears and gear-related products. Gear buyers will find the companies that manufacture gears and gear drives, organized by type, size, quality and other specifications. We're confident that you'll use this resource time and time again.*

But the *Gear Technology Buyers Guide 2003* is more than just a milestone. It's also a stepping stone. It's a product that bridges the gap between the printed directories we used to produce and the comprehensive, dynamic directories we're building at *The Gear Industry Home Page™* and *powertransmission.com™*. Those websites are increasingly becoming the way people look for information on the gear industry.

The strength of the websites is that they're able to provide much more than a snapshot of the industry. Instead, what they offer is a full-motion, constantly updated, multidimensional universe of activity, which you can tap into just by logging on. The potential amount of information that can be put and found online is infinite.

On any given day, as many as 2,000 users log on to *The Gear Industry Home Page™* and *powertransmission.com™*, and we deliver an average of 7,000 pages of information—every day! People who come to our sites aren't just visiting, either. They're finding what they need and clicking through to the websites of our advertisers—at the rate of about 18,000 click-thrus per month.

*The Gear Industry Home Page™*, which is located at [www.geartechnology.com](http://www.geartechnology.com), is the place to find all the major manufacturers and suppliers of gear machine tools, inspection equipment and cutting tools, as well as providers of a wide variety of services, such as heat treating and consulting. It's also where you'll find information on *Gear Technology* magazine, industry news, technical events, and hyperlinks to the world of gearing.

*powertransmission.com™* is designed for buyers of gears, bearings, motors and other power transmission components. More than a hundred manufacturers are listed by the types of components they make.

Both websites are extremely intuitive and easy to navigate. They allow keyword searches, and they include types of information not available in any other format. Some of the companies have complete brochures and even video clips on our websites.

In addition, you can use hyperlinks to visit the websites of hundreds of companies. You can easily request a quotation from one company or a dozen companies, all at one time.

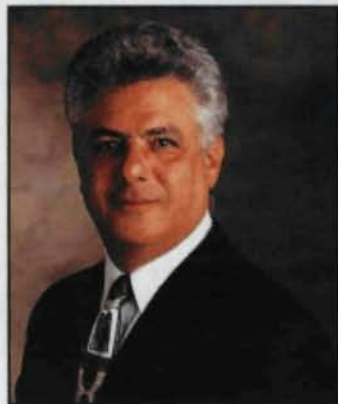
If you haven't visited our websites lately, do so today! Bookmark each of them because I'm sure you'll want to come back.

The websites and the *Gear Technology Buyers Guide 2003* on CD-ROM are perfect complements for each other. If one resource doesn't have the information you need, chances are, the other one does. Between the two websites and the CD-ROM, there's no need to look anywhere else for gear industry suppliers.

We've chosen to produce a CD-ROM buyers guide rather than a printed buyers guide because the information we're able to provide in a printed guide is limited, and we're seeing how effective the new media are. The amount of information we're able to provide and the ease of use and the accessibility of our electronic directories—both the CD-ROM and the websites—far surpass anything that could be done in print.

Other publishing companies have also produced directories, some of those directories even purport to cover the gear industry. But none of them are nearly as complete as what we offer.

At *Gear Technology*, we're gear people. This is the only magazine we publish, the only industry we cover. For more than 19 years, *Gear Technology* has brought you the best gear industry information available—technical and educational articles, news, product information and industry events. We've done so through our printed magazine, our websites and our buyers guide. And we'll continue to do so—like no one else can.



*Michael Goldstein*

Michael Goldstein, Publisher & Editor-in-Chief

**P.S.—**Those of you who would like to reach our 2,000 users per day and receive some of our 18,000 click-thrus per month should be advertising on our websites. That's where customers are looking for the types of products and services you offer. Many of your competitors are already there. For just \$1,195, with no production costs, you get a whole year of constant promotion—all over the world. Request a media kit by telephone at (847) 437-6604 or by e-mail at [people@geartechnology.com](mailto:people@geartechnology.com).

Also, we'd love to hear from all of you who have opinions regarding our magazine, CD-ROM, websites or anything else. Please write us at [people@geartechnology.com](mailto:people@geartechnology.com) to tell us how our products can make you and your company be more productive or effective.