

gear

TECHNOLOGY[®] SINCE 1984

2016
MEDIA KIT

THE GEAR INDUSTRY'S INFORMATION SOURCE

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GEAR TECHNOLOGY

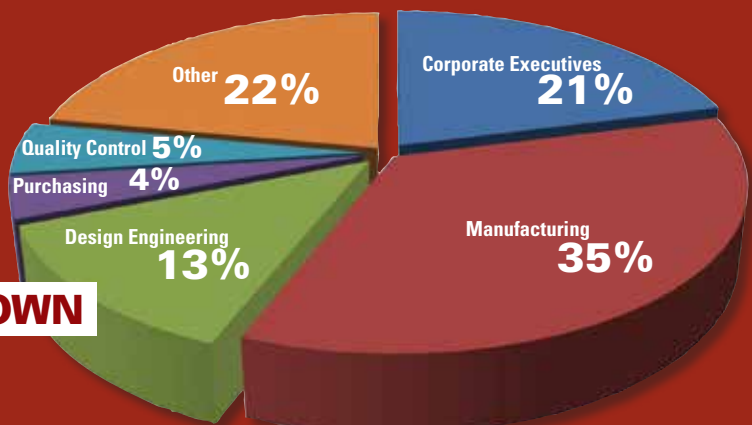
is written for the gear manufacturing industry. Our articles cover every phase in the life of a gear, from gear design through end use, including every step in-between. But our focus is on manufacturing, and our core audience cares very deeply about gears and how they're made.



75% of GEAR TECHNOLOGY subscribers say they READ EVERY ISSUE

70% of GEAR TECHNOLOGY subscribers say they spend more than 20 minutes with EACH ISSUE

80% of GEAR TECHNOLOGY subscribers say they also use the website — www.geartechnology.com



READERSHIP BREAKDOWN

*All statistics on this page are based on publisher's own data, unless otherwise indicated. Our magazine circulation is audited annually by BPA Worldwide.

Broad Reach

Gear Technology has the widest reach of any publication serving the gear industry. Between our printed magazine, our website, our monthly e-mail newsletters and our twice-monthly product alerts, we provide the most thorough and comprehensive means to communicate with the gear industry.

13,000+ Qualified Subscribers to Gear Technology*

All qualified subscribers have been qualified within the past two years. Our magazine circulation is audited annually by BPA Worldwide. A comprehensive report on that circulation is available at www.geartechnology.com/adinfo.htm or via the BPA website at www.bpaww.com.



22,000+ Unique Website Visitors Per Month*

Our website is home to a wealth of information on gears and gear manufacturing. Our 22,000+ unique visitors look at nearly 60,000 pages per month and spend an average of 2 minutes on the site each visit. (website statistics are based on Google Analytics average monthly statistics for January-June, 2015)

13,000+ Monthly Newsletter Recipients*

Our monthly e-mail newsletter is received by more than 13,000 opt-in subscribers who look forward to reading the latest posts on the *Gear Technology* blog as well as other exclusive online content.



11,200+ Twice Monthly Product Alert Recipients

Our product alerts include the latest information about gear manufacturing technology, delivered right to our subscribers' inboxes—more than 11,000 of them, twice per month.

9,500+ Custom E-blast Opt-Ins*

More than 9,500 subscribers receive custom e-blasts from our advertisers. Sending a customized message to our 3rd Party opt-in list is a great way to promote your special events, webinars or new product launches.

1,350+ LinkedIn Members*

Our reach also extends to social media, where Gear Technology stays engaged with gear manufacturing professionals around the world. The Gear Technology magazine LinkedIn group is home to more than 1,350 members, and our Twitter feed is followed by more than 650.



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2016 EDITORIAL CALENDAR

ISSUE	FOCUS	FEATURED TOPICS	INDUSTRY SPOTLIGHT	ADVERTISING DEADLINE†
January/February	Big Gears	Lubrication & Coatings	Aerospace	January 8, 2016
March/April	Heat Treating	Plastic Gears	Energy	March 4, 2016
May	Cutting Tools	Multi-Axis Machining	Off-Highway	April 8, 2016
June	Gear Grinding	Workholding	Transportation	May 6, 2016
July	Gear Inspection	Heat Treating	Heavy Industry	June 10, 2016
August	IMTS Show Issue ⚙️	Deburring/Chamfering	Automotive	July 8, 2016
September/October	Software	Splines & Shafts	Industrial Machinery & Machine Tools	September 2, 2016
November/December	Buyers Guide ⚙️	State of the Gear Industry	Government & Defense	October 14, 2016

⚙️ Special Advertising Opportunities Available. See www.geartechnology.com/adinfo.htm for separate information kits.

Manufacturing sMart – New in 2016

Starting in 2016, we're proud to launch our new advertising section – Manufacturing sMart – featuring 1/4 page sMART ads that are a great way to promote your webinars, online videos, brochures, white papers, case studies and other special promotions.

Unlike the old-fashioned “classified” section, these value-priced sMART ads are larger and higher profile. And best of all, they'll be placed in a more prominent position towards the middle of the magazine.

1x	3x	6x	8x
\$495	\$425	\$375	\$325

sMart Ads measure 2¼ inches wide x 4¾ inches tall and fit six to a page. This configuration is ideal for promoting literature, videos and websites!

2016 CATALOG NOW AVAILABLE



More than 1,000 new components added. Order your copy today!
www.CUTTOOLS.com

Gear Webinar March 30, 10 p.m.



Sign up today to learn top gear manufacturing techniques from our expert instructors

- Grinding
- Manufacturing
- Inspection

Register online at www.gearwebinar.com

GEARDYNE

- CNC Gear Hobbers
- CNC Twin Spindle Turning
- CNC Vertical Machining










WWW.GEARDYNE.COM

PRINT ADVERTISING

Print advertising is the lifeblood of any marketing campaign, and *Gear Technology* is the industry leader for delivering your message to the right audience. *Gear Technology* is mailed eight times per year (see page 4 for our schedule of topics and deadlines).

PRINT MAGAZINE 2016 RATES

			1×	3×	6×	8×
Full Page	8" × 10¾" (+1/8" bleed) 203 × 273 mm		\$5,215	\$4,950	\$4,500	\$3,965
½ Page	4¾" × 9¾" 120.5 × 247.5 mm		\$3,690	\$3,500	\$3,195	\$2,775
½ Page Island	4¾" × 7¼" 120.5 × 184 mm		\$3,015	\$2,860	\$2,610	\$2,275
½ Page Horizontal	7¼" × 4¾" 184 × 120.5 mm		\$2,915	\$2,765	\$2,515	\$2,150
½ Page Vertical	3½" × 9¾" 89 × 247.5 mm		\$2,915	\$2,765	\$2,515	\$2,150
⅓ Page Square	4¾" × 4¾" 120.5 × 120.5 mm		\$2,015	\$1,910	\$1,745	\$1,535
⅓ Page Vertical	2¼" × 9¾" 57 × 247.5 mm		\$2,015	\$1,910	\$1,745	\$1,535
¼ Page	3½" × 4¾" 89 × 120.5 mm		\$1,525	\$1,450	\$1,320	\$1,145
Manufacturing sMart ads (1/6 page)	2¼" × 4¾" 57 × 120.5 mm		\$495	\$425	\$375	\$325

* All rates include full color. * Premium positions: add 15%. * Rates for all online options can be found on pages 6-7.

SPECIAL OFFERS

In addition to our regular advertising throughout the year, we also offer a number of special focus issues, each of which has additional advertising opportunities, often at a significant discount from our regular rates. Each of these special issues has a separate information kit, available on our website at www.geartechnology.com/adinfor.htm

- **August 2016 - IMTS Show**
Make sure visitors know about your presence at IMTS 2016. Our showstoppers special advertising section offers promotional punch at value pricing.
- **November/December 2016**
The printed buyers guide makes sure that our audience of manufacturing professionals keeps your company in mind when they make important purchasing decisions. We offer a number of special advertising options that are available in this issue only.

E-MAIL PROGRAMS

E-MAIL NEWSLETTERS

Gear Technology's E-mail Newsletter is delivered once per month to more than 13,000+ opt-in subscribers. Each issue of the e-mail newsletter brings our readers the latest blog posts, news from the gear industry and exclusive articles. Each issue of the newsletter can accommodate one sponsor and up to six Impact Block advertisers.



2016 E-MAIL NEWSLETTER SCHEDULE		
MONTH	ISSUE DATE	AD CLOSE
January	1/20	1/13
February	2/17	2/10
March	3/16	3/9
April	4/20	4/13
May	5/18	5/11
June	6/22	6/15
July	7/20	7/13
August	8/17	8/10
September	9/21	9/14
October	10/19	10/12
November	11/16	11/9
December	12/14	12/7

NEWSLETTER SPONSOR

- Graphic image in jpg, gif or png format
- 728x90 pixels

IMPACT BLOCKS

Impact Blocks are ad units that can be placed in either our E-mail Newsletters or our Product Alerts. They consist of:

- Graphic image in jpg, gif or png format (200 pixels wide x 135 pixels tall).
- Headline – Up to 10 words
- Copy – up to 50 words
- Link to the URL of your choice



Hob multiple gearings with a single setup

Star SU presents the Baum and Koch 100 H horizontal hobbing machine. Hob splines and geared shafts up to 100 mm in diameter. Mount tools in combinations to cut different gearings on one workpiece or to mill keyways and slots in one tool setup without retooling. Come see it at IMTS Star SU booth (#4804).

[Read More](#)

E-MAIL NEWSLETTER RATES*

	1x	6x	12x	24x
Sponsor Banner	\$995	\$895	\$795	\$695
Impact Block	\$495	\$445	\$395	\$345

*E-mail Newsletter frequencies are calculated based on all advertising, print and electronic. Thus, an 8x print advertiser who runs in four E-mail Newsletters is entitled to the 12x E-mail Newsletter rate.

E-MAIL PRODUCT ALERTS

Gear Technology's Product Alert is e-mailed twice per month, and it includes updates on the latest gear industry products. Up to 12 Impact Blocks can be featured each month, keeping our 11,200 opt-in subscribers up to date on the state-of-the-art in gear manufacturing technology.



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[Read More](#)

E-MAIL PRODUCT ALERT RATES*

	1x	6x	12x	24x
Impact Block	\$495	\$445	\$395	\$345

*E-mail Product Alert frequencies are calculated based on all advertising, print and electronic. Thus, an 8x print advertiser who runs in four Product Alerts is entitled to the 12x Product Alert rate.

2016 PRODUCT ALERT SCHEDULE		
MONTH	ISSUE DATE	AD CLOSE
January - A	1/13	1/6
January - B	1/27	1/20
February - A	2/10	2/3
February - B	2/24	2/17
March - A	3/9	3/2
March - B	3/23	3/16
April - A	4/13	4/6
April - B	4/27	4/20
May - A	5/11	5/4
May - B	5/25	5/18
June - A	6/15	6/8
June - B	6/29	6/22
July - A	7/13	7/6
July - B	7/27	7/20
August - A	8/10	8/3
August - B	8/24	8/17
September - A	9/14	9/7
September - B	9/28	9/21
October - A	10/12	10/5
October - B	10/26	10/19
November - A	11/9	11/2
November - B	11/23	11/16
December - A	12/7	11/30
December - B	12/21	12/14

DEDICATED E-BLASTS

(\$3,000 per blast)

Do you have a specific message you'd like to send to our subscriber base? **Gear Technology** has more than 9,500 opt-in subscribers to our 3rd-party mailing list. That means these subscribers welcome your gear-related messages. At just \$3,000 per e-mail blast, this is a great way to promote your special event, auction sale or new product launch.

geartechnology.com TARGETED KEYWORD ADVERTISING

In 2015, **geartechnology.com** received a major facelift and overhaul to make it even easier for our site visitors to find the content they want. Related content is now displayed throughout the site, and that includes advertising. So, in 2016, we're pleased to offer targeted keyword advertising for the following high-volume search terms:

- Bevel Gears
- Cutting Tools
- Gear Design
- Grinding
- Heat Treating
- Hobbing
- Inspection

When a visitor is on a page related to one of these keywords, whether it's a news item, a technical article or a feature article, your ad can now appear next to this related content. Only three positions are available for each keyword, so you must act fast if you want to take advantage of this opportunity before a highly engaged audience.

- Targeted Keyword Specs:
- 300 pixels wide x 250 pixels tall
 - JPG, GIF or PNG format
 - \$500/month per keyword

Guaranteed average of 5,000 impressions per month.

BANNER ADS

Take advantage of the highest-profile spaces on our website with banner ads on our home page:

- **Top Banner** - \$1,000/month – 728x90 pixels (guaranteed 10,000 impressions per month, 3-month running average).
- **Left Column Banner** - \$500/month – 728x90 pixels
- **Right Column Banner** - \$400/month – 410x80 pixels
- **Button Banner** - \$300/month – 120x120 pixels
- **Bottom Banner** - \$200/month – 585x125 pixels (up to 5 advertisers share this position)



geartechnology.com BUYERS GUIDE

The world's most comprehensive directory of gear industry suppliers reside at **geartechnology.com**. Being listed in the buyers guide guarantees that your information is available when potential customers are looking for you—any time of the day, and from anywhere in the world. Getting listed in the buyers guide is quick, easy and absolutely FREE. Just visit us online to fill out the form at www.geartechnology.com/getlisted.php.

Premium Listings (\$1,795 per year)

Premium listings appear on every applicable buyers guide category. They are positioned above the free listings, and they include a logo and brief description of your company. Premium listing advertisers can customize their descriptions for each category, or they can use a standard description for all categories.

Premium listing advertisers also receive a customized Company Page, which includes:

- » Contact information, Company Logo, 250-word description, Up to three photos, e-mail link, Links to your website



Sponsor a Category (\$995 per year)

To make the biggest possible impact in the buyers guide, advertisers can sponsor one of our main categories for just \$995 per year. Available categories include: Cutting Tools, Gear Blanks & Raw Material, Gear Drives, Gear Cutting Machinery, Gear Forming Machinery, Gear Grinding Machinery, Gear Manufacturing Services, Gears, Grinding Wheels, Heat Treating Equipment, Heat Treating Services, Inspection Equipment, Lubricants, Machine Tools, Services, Software and Workholding & Toolholding.

As the sponsor, you get a 728x90 pixel banner at the top of the main category and each sub-category beneath it. Also, in any sub-category where your company is listed, your premium listing is automatically moved to the top of the page (above even the other premium listing suppliers). Only two sponsorships are available in each main category position.



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Since 1984, *Gear Technology* has served as the gear industry's primary resource for technical information related to gear manufacturing—a role that requires an unparalleled depth of knowledge and expertise.

In fact, more than 200 years of manufacturing experience goes into writing each issue of *Gear Technology*. Indeed, collectively, our in-house editorial team can boast more than a century of manufacturing industry experience with 95 years specific to gear manufacturing. Add our dedicated technical editors (some of the most recognized names in the industry), who diligently provide expert review of our technical articles, and you see we provide the expertise that can't be matched anywhere else.



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Michael Goldstein, Publisher & Editor-in-Chief, publisher@geartechnology.com
Randy Stott, Managing Editor, wrs@geartechnology.com
Dave Friedman, Advertising Sales Manager, dave@geartechnology.com

Michael Goldstein, Publisher & Editor-in-Chief, began his career in the gear industry in 1964, when he joined his father at Cadillac Machinery Co., Inc. As a machine tool dealer specializing in Gleason bevel gear machines, Michael rose to prominence in the industry, with leadership roles in the Machinery Dealers National Association (MDNA), as well as the European Association of Machine Tool Merchants (EAMTM). He founded *Gear Technology* in 1984, and has been involved with the American Gear Manufacturers Association (AGMA) throughout his career. [50 years in the gear industry]



Randy Stott, Associate Publisher & Managing Editor, has a Bachelor's degree in journalism and an MBA in marketing. His background includes a wide variety of technical writing and editing in the automotive, software and manufacturing industries. He was instrumental in the launching of *geartechnology.com* in 1996, *powertransmission.com* in 1997 and *Power Transmission Engineering* in 2007. He joined *Gear Technology* in 1994 and became managing editor in 1998. [21 years in the gear industry]



Dave Friedman, Associate Publisher & Sales Manager, has more than 30 years of sales and marketing experience and has concentrated his career on helping B2B advertisers successfully reach their target audiences. His experience includes extensive work with both regional and global publications, including those serving industries such as metal finishing and off-highway equipment. He joined *Gear Technology* in 2009. [6 years in the gear industry]



Jack McGuinn, Senior Editor, has a diverse, 20-year history in manufacturing, including management-level positions in quality assurance and testing; product development; marketing and promotion; and industrial journalism. He has been with *Gear Technology* since 2005. [10 years in the gear industry]



Matthew Jaster, Senior Editor, has a B.A. in journalism from Columbia College Chicago and has 15+ years of writing and editing experience in automotive, manufacturing, engineering, law and arts and entertainment.



Technical Editors

William (Bill) Bradley, Robert Errichello, Octave Labath, Joseph Mihelick, Charles D. Schultz, Robert E. Smith