



GEARSolutions 

2017 **Media Guide**

letter from the editor

Gear Solutions magazine is celebrating its 15-year anniversary as the most trusted source for information and technical knowledge in the gear manufacturing industry. We are pleased to bring you this 2017 Media Guide that includes some of our facts and figures, accomplishments, and offerings to better serve you — and to give us further causes to celebrate with you this year.

Within this media guide, you'll find the results from our reader survey data as well as the accredited BPA audit with detailed subscriber data, so our advertisers know exactly who is receiving the magazine and we know exactly who our readers are. We use this data to tailor the magazine's focus areas.

In our 2017 editorial calendar (on the following page), you'll find these focus areas divided into each issue, covering the gamut of the industry. If there is a topic you would like to see more of, please let me know. I would love to hear from you.

In this guide, you'll also read about our monthly columns, company profiles, and more valuable technical content from industry experts. We feel fortunate to work with the brightest minds in the gear industry.

In 2017, we will see more developments in the growth of Industry 4.0 and the Industrial Internet of Things, or IIoT, including advanced analytics, machine connectivity, and data-driven services. This also affects plant floor automation and processes that improve productivity. We will see more robotics and the discussions of additive manufacturing — both pros and cons. With many new, impactful advancements on the horizon, we will bring you the latest and greatest to keep you in-the-know.

Be sure to follow *Gear Solutions* magazine on Twitter and Facebook, as we continue to improve our social media platforms as well as elevate our website and our Gear Solutions app — the first and only mobile app for the gear manufacturing industry — with more features and easier navigation for exceptional usability.

We value the opportunity to be your guide for the gear manufacturing industry, and we look forward to partnering with you this year. We also look forward to meeting you at AGMA's 2017 Gear Expo in October in Columbus, Ohio. It's our chance to speak with you on how we can help you better connect with others in the industry, learn how your company is advancing the industry through its own developments, or learn how you are implementing an innovation to improve your processes and productivity. We enjoy hearing these success stories from you and providing a place to share them with our readers and your potential customers.

As always, thanks for reading and bringing us along on your journey through an auspicious 2017.

Molly J. Rogers

Molly J. Rogers
editor

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*did you know...

88.6%

of our subscribers
recommend, buy,
or approve
products/services

67.09%

answered yes to:

“Have you ever bought or
recommended a product or
service after reading about
it in *Gear Solutions*?”

57.9%

of our readers
are executive or
department management.

With respect to
gear manufacturing
investments,

35.88%

of our readers expect to
buy/source more than
last year.

*Based on publisher's own data.

editorial calendar

JANUARY

FOCUS: Raw Materials
Noise Analysis

Editorial Deadline 11/15/2016

Advertising Deadline 12/15/2016

FEBRUARY

FOCUS: Gear Inspection
Gear Design

Editorial Deadline 12/15/2016

Advertising Deadline 1/16/2017

MARCH

FOCUS: Lubrication
Broaching

Editorial Deadline 1/16/2017

Advertising Deadline 2/15/2017

APRIL

FOCUS: Cutting Tools
Workholding

Editorial Deadline 2/15/2017

Advertising Deadline 3/15/2017

MAY

FOCUS: Forging/Casting
Gear Grinding

Editorial Deadline 3/15/2017

Advertising Deadline 4/17/2017

JUNE

FOCUS: Coatings/Finishing
Gear Hobbing

Editorial Deadline 4/17/2017

Advertising Deadline 5/15/2017

JULY

FOCUS: Heat Treating
Bearings

Editorial Deadline 5/15/2017

Advertising Deadline 6/15/2017

BONUS ISSUE
Tooling &
Workholding
Inspection &
Metrology

AUGUST

FOCUS: Powder Metal Gears
Chamfering/Deburring

Editorial Deadline 6/15/2017

Advertising Deadline 7/17/2017

SEPTEMBER

FOCUS: Pre-Gear Expo
Show Preview

Editorial Deadline 7/17/2017

Advertising Deadline 8/15/2017

OCTOBER

FOCUS: Gear Expo
Show Issue

Editorial Deadline 8/15/2017

Advertising Deadline 9/15/2017

NOVEMBER

FOCUS: Annual
Buyer's Guide

Editorial Deadline 9/15/2017

Advertising Deadline 10/16/2017

DECEMBER

FOCUS: Plastic Gears
Bevel Gears

Editorial Deadline 10/16/2017

Advertising Deadline 11/15/2017

“What other actions have you taken as a result of reading *Gear Solutions?*”

74.05%

Visited company website

73.42%

Discussed with someone else
(colleague, friend, etc.)

66.46%

Saved for future reference

39.87%

Identified potential suppliers

24.05%

Collected information
for purchase

25.95%

Contacted company
or sales rep

*Based on publisher's own data.

PHILOSOPHY

Gear Solutions is designed to mirror the multi-faceted nature of the gear industry. Through editorial contributions from industry experts, we explore every element of the gear production process, including raw materials, design, costs, heat treat, quality control, workflow, and everything in between. Each month, *Gear Solutions* offers its readers the latest, most valuable content available from companies large and small, as well as critical thoughts on what this information means for the future of the gear industry.

IN EVERY ISSUE

Each issue of *Gear Solutions* includes three columns — Tooth Tips, Materials Matter, and Hot Seat — plus a company profile and a Q&A. A description of each is listed below:

Company Profile

Each month, we profile a different company, from international distributors to mom-and-pop shops. With interviews and photography, the company profile is a comprehensive look at gear companies of all sizes at all stages of development, and it's our most-read feature. Contact us if you'd like your company to be the subject of a profile.

Tooth Tips

With content provided by world-renowned engineers, Tooth Tips is an ongoing analysis of the exceptionally technical process of the operation of gears.

Materials Matter

Exploring factors such as grain size and porosity, the Materials Matter column is a look at the range of steels and alloys used in gear production.

Hot Seat

With its advantages of strength and durability (two indispensable traits for gears), the heat treating process is used in virtually all gear production processes today. Hot Seat provides readers with a continuing discussion on this ancient metalworking practice.

Q&A

Gear Solutions talks with a different industry member for a discussion of their experiences in the industry, an overview of their company, and advice on navigating the gear industry. Contact us if you're interested in being the subject of a Q&A.

SUBMISSIONS:

Gear Solutions often turns to individuals and companies within the gear industry to write original articles for publication in the magazine. These articles, written with an authoritative voice and a non-commercial tone, serve to educate and inform the gear industry, build trust with our readers, and are an effective complement to your print and digital advertising campaigns.

For more information on how to submit articles for publication or if you would like to be considered as a recurring contributor, contact the editor, Molly J. Rogers, at 800.366.2185 ext. 205, or email editor@gearsolutions.com.

PRESS RELEASES:

News and product releases should be sent by email directly to editor@gearsolutions.com.

SALES CONTACT:

For sales, contact Chad Morrison at chad@gearsolutions.com.

COMPANIES & AGENCIES:

Please add editor@gearsolutions.com to your press release distribution lists.

publisher's subscription data

subscribers' number of employees*

61.32%	1 — 49
9.11%	50 — 99
14.37%	100 — 499
4.80%	500 — 999
10.40%	1,000+

100%

recommend/buy/approve*

58.22%	machines
55.00%	tooling
48.89%	services

e-subscribers*

122 different countries served

8,993

*Publisher's data. All other statistics on right supported by BPA Worldwide.

QUALIFIED MONTHLY CIRCULATION 12,152

mailed geographic breakdown: 10,107

North America
94.50%

NORTHWEST CENTRAL
MN, IA, MO, ND, SD, NE, KS
7.05%

MIDDLE ATLANTIC
NY, NJ, PA
10.26%

SOUTHWEST CENTRAL
AR, LA, OK, TX
20.26%

NORTHEAST CENTRAL
OH, IN, IL, MI, WI
24.50%

SOUTH ATLANTIC
DE, MD, DC, VA, WV, NC, SC, GA, FL
11.10%

MOUNTAIN
MT, ID, WY, CO, NM, AZ, UT, NV
3.72%

NEW ENGLAND
ME, NH, VT, MA, RI, CT
4.09%

SOUTHEAST CENTRAL
KY, TN, AL, MS
3.54%

PACIFIC
AK, WA, OR, CA, HI
9.98%

International
5.50%

CANADA EAST
NB, NL, NS, PE, QC
0.69%

CANADA CENTRAL
MB, NU, ON
2.20%

OTHER INTERNATIONAL
0.21%

CANADA WEST
AB, BC, NT, SK, YT
1.03%

MEXICO
1.37%

digital geographic breakdown: 1,925

24.77% Europe
8.10% Middle East

43.37% Asia
3.63% Asia Pacific

0.62% Caribbean
8.31% Africa

10.23% South America
0.97% North/Central America

SOCIAL
Facebook: 876
Twitter: 731
LinkedIn: 214

NEWSLETTERS
Monthly: 5,696
Social: 5,649

APP
Cumulative Downloads
194

WEBSITE
Average pageviews
33,098

job function

- 49.5% Executive/Corporate Management
- 1.5% Purchasing
- 5.5% Manufacturing Production Management
- 2.5% Manufacturing Production Department
- 3.6% Manufacturing Engineering Management
- 14.3% Manufacturing Engineering Department
- 2.0% Design/Research/Development Management
- 4.5% Design/Research/Development Department
- .9% Quality Control/Inspection Management
- 1.2% Quality Control/Inspection Department
- 2.2% Maintenance/Automation/Technical Management
- 4.9% Maintenance/Automation/Technical Department
- 5.3% Sales and Marketing
- 2.1% Training & Other Qualified Personnel

why BPA?

Any publication can claim to be “widely read” or “heavily requested.” Fortunately, there exists a worldwide organization comprised of media owners, advertising agencies, and advertisers to quantify claims such as these. BPA Worldwide audits the circulation of B2B and consumer magazines, as well as other media, providing publishers and advertisers alike with assurance that they are reaching the right audiences. The audit is summarized in a report (the BPA Brand Report), which provides the total brand metrics that media owners and marketers have been looking for.



online advantages

over
30,000
total views each month

gearsolutions.com

On gearsolutions.com, we have paired our vast technical archives with the latest web technologies to develop the most efficient, streamlined, and user-friendly web experience in the gear industry. Our user-value method takes a four-part approach: information, usability, community, and mobility.

See how you can take advantage of gearsolutions.com to promote your company.

storefront

Connect your company to the gear industry with a storefront in the *Gear Solutions* Community.

Storefronts paint a portrait of your company with a 500-word description and include your logo, phone number, website link, email addresses, and videos. Your social media pages such as Twitter and Facebook are integrated with live updates, which may also be re-posted through our social media feeds. With a community storefront, your company also receives a premium listing in the annual Buyer's Guide published each November. Premium listings feature graphic treatments to draw more attention to your company.



email opportunities

***AVERAGE OPEN RATE OF E-BLAST: 25%**

Email is a timely, efficient method of reaching customers. It compels immediate action on the part of the reader, leading to high volumes of impressions from subscribers who have chosen to receive third-party offers. As such, it is a vital component to a comprehensive marketing program.

*Based on publisher's own data.

Finish First, at IMTS

Genesis® 260GX – New Threaded Wheel Grinding Powerhouse

The 260GX takes high-volume, high-quality gear grinding to the next level. The GX series maximizes productivity with dual spindles for load/unload in parallel with machining. The software-guided setup allows operators to change from one workpiece to another in under 20 minutes using a single tool. Workflow from setup until grinding the first workpiece is fully automatic. The 260GX applies the latest grinding process technology with twist control and polish grinding for mirror-like surfaces.

Integrated Gleason automation and advanced Gleason tooling solutions make this the ultimate single-source solution.

*did you know...

How many other people read your copy of *Gear Solutions* magazine?

2.9

potential readers

39,083

*Taken from the *Gear Solutions* annual Reader's Survey.

magazine ad rates & sizes

PRICING

	12X	6X	3X	1X
FULL PAGE	\$1880	2000	2190	2400
1/2 PAGE ISLAND	1460	1525	1740	1840
1/2 PAGE	1345	1460	1560	1690
1/3 PAGE	775	850	925	1,050
1/4 PAGE	625	685	735	890
1/9 PAGE	375	400	425	475
LISTING (PER LINE)	10	—	—	15
PRIORITY (PAGES 1-5)	2725	—	—	—
COVER 2 (INSIDE FRONT)	3225	—	—	—
COVER 3 (INSIDE BACK)	2975	—	—	—
COVER 4 (BACK COVER)	3500	—	—	—

All posted rates non-commissionable.
\$800 charge for color on Full Page. Ad rates subject to surcharge for ad build.

AD DIMENSIONS

	BLEED	TRIM	LIVE
FULL PAGE	8.625" x 11.125"	8.375" x 10.875"	7.475" x 9.975"
1/2 PAGE ISLAND	—	4.94" x 7.45"	—
1/2 PAGE HORIZONTAL	—	7.475" x 4.925"	—
1/2 PAGE VERTICAL	—	3.675" x 9.975"	—
1/3 PAGE SQUARE	—	4.94" x 4.925"	—
1/3 PAGE VERTICAL	—	2.4" x 9.975"	—
1/4 PAGE	—	3.675" x 4.925"	—
1/9 PAGE	—	2.4075" x 3.24"	—

online rates & sizes

INDUSTRY ADVANTAGE

\$500
MONTH

190 X 230
PIXELS

MINI \$150 MONTH 190 X 45
PIXELS

MEDIA REQUIREMENTS

Bindery

Each issue of the magazine will be perfect bound.

Artwork

Proper output of your ad materials can only be ensured if you submit your artwork as a high-resolution PDF.

We accept artwork in the following media types:

- FTP
- CD-ROM/DVD-R
- Electronic Transfer via email

IMAGES

We accept photos/images as follows:

- TIFF, EPS or JPEG
(CMYK format, 266 dpi minimum)

SEND FILES

Email artwork to artwork@gearsolutions.com and copy your sales representative.

Or log on to our FTP:

msimktg.sharefile.com with

email: ftp@msimktg.com

password: **mediasolutions**

Place files in the Gear Solutions folder.

MISCELLANEOUS INFORMATION

- All sent artwork must include the following:
 - Magazine Title
 - Issue Date
 - Advertiser's Name
 - List of Contents
 - Contact Information (name, phone, email, fax if applicable)



mobile app

Gear Solutions introduced the gear manufacturing industry's first mobile app, available for iPhone and Android. Users can browse 200-plus industry event calendar listings with dates, program details, websites, and built-in maps/ directions.

The app allows the user to create a custom, multi-platform user profile to post notes and add contacts to your phonebook and calendar entries.

The app comes pre-loaded with phone numbers, websites, email addresses, and maps to instantly connect to a rapidly expanding community of more than 130 gear industry companies, plus the latest updates from AGMA and the current issue of *Gear Solutions*. Users can also share articles and stay connected through social media tools. The app is fully integrated with gearsolutions.com.

Pre-loaded directory of companies indexable by name, location, and service.

- > Includes "drive-to" feature
- > Auto-dial phonebook and email contacts
- > Create customized contacts in your profile

A calendar of exhibitions, classes, conferences, and industry events.

- > Dates, times, and locations
- > Links to registration information
- > Includes "drive-to" feature

Gear Solutions social media connections in one application.

- > Twitter/Facebook/LinkedIn access
- > Connect and interact with gearsolutions.com
- > Direct posting to your community storefront

Our complete magazine archive.

- > Customized article indexing to your profile
- > Screen responsive for easy readability
- > Direct links to vendor websites

Portal to the gear industry's premier association.

- > Membership application
- > AGMA standards reports
- > Information on AGMA's technical committees

digital magazine

The *Gear Solutions* digital magazine, available at gearsolutions.com, is a fully interactive digital magazine. Readers can make notations, create bookmarks, share articles on social media, watch videos, click hyperlinked advertisements, even "flip the pages" with the mouse — it's all part of the *Gear Solutions* digital magazine experience.



facebook.

View featured articles from the magazine chosen especially by the staff, and support the community of gear professionals.



twitter

Follow us on Twitter to keep up with the latest news, product announcements, and events in the gear industry.



LinkedIn

Keep up with other professionals discussing the gear manufacturing industry by joining the *Gear Solutions* group on LinkedIn.