



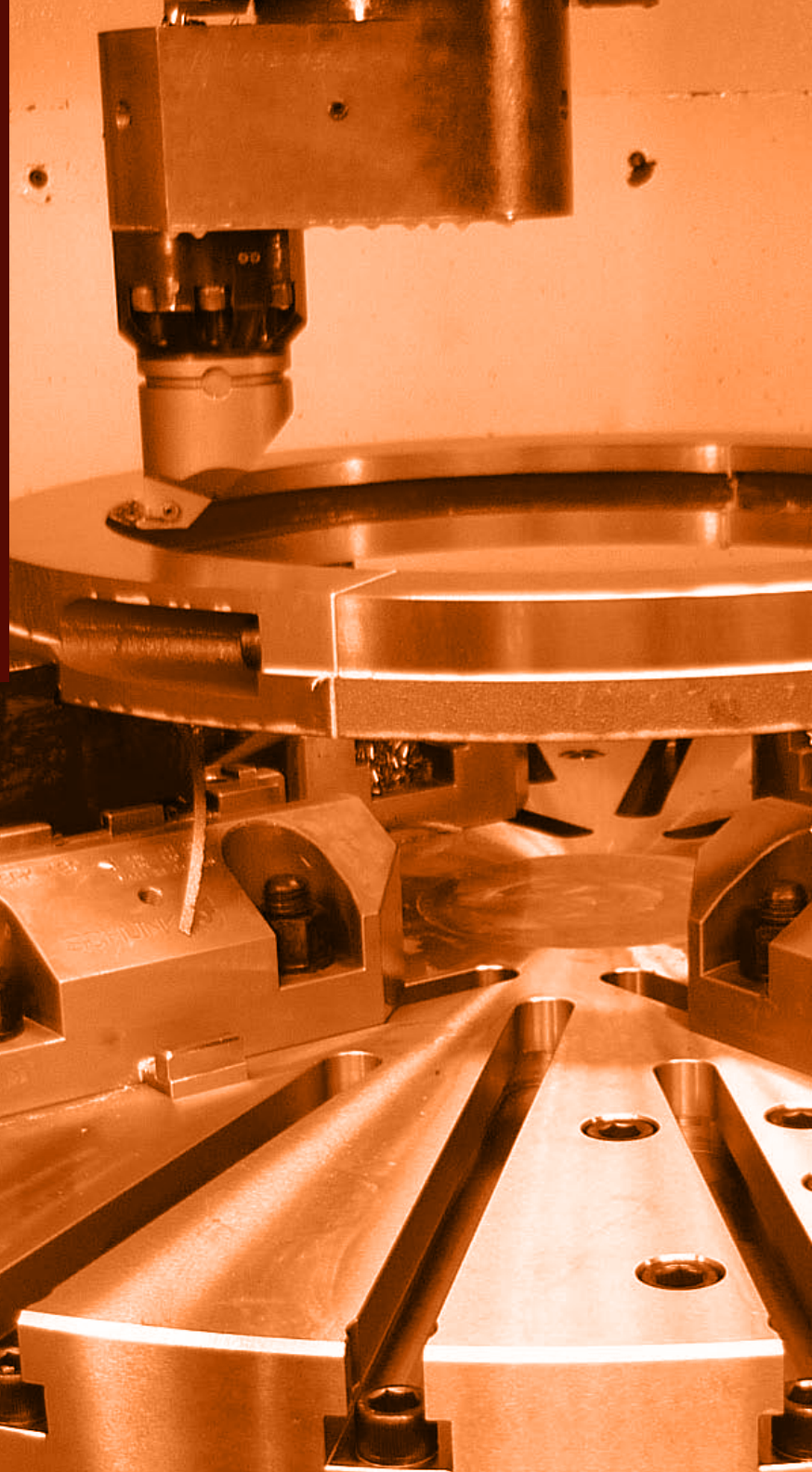
2012

GEAR Solutions
media kit



“Everyone at Marposs is excited about their article that appeared in *Gear Solutions* magazine. They have already received an inquiry from a very prestigious manufacturer after one of their engineers read the article. Thank you very much for publishing the story!”

Steve Penn
Penn Marketing Services
Representing Marposs



We've all heard the old adage that you're judged by the company you keep. This is something we take very seriously. We realize that you're looking at more than circulation and frequency of publication when you're making your advertising plans. You're also thinking of tangible qualities such as excellent content and design, along with creative outreach strategies including developing a useful Web site and harnessing the various forms of social media. But there are intangible qualities as well, such as the magazine's reputation and the contribution it makes to the industry it serves. Let's take a look at our approach to each of these areas.

Media Solutions, Inc.—publisher of *Gear Solutions* and *Wind Systems* magazines—recently conducted a survey of its readers, asking 30 questions about their work as well as their opinion of our own. One question was “How would you rate the quality of *Gear Solutions* editorial content against other industrial publications?” I am pleased to report that more than 72 percent of respondents rated us “above or well above” average. I believe this not only reflects the caliber of our contributors, but also the respect with which we handle that content, both from an editorial as well as a design standpoint.

As for our Web site, everything we've published since launching the magazine nine years ago is archived in our searchable database and available for PDF download. We do not require that visitors subscribe to the magazine or sign in to access that material because we don't want to impede the flow of information. Many readers enjoy viewing the digital version of the magazine online as well as visiting our Facebook page, in addition to receiving news of webinars and conferences throughout the week via Twitter.

Speaking of our reputation, I can tell you that we are constantly being approached by international organizations seeking to partner with us on various initiatives in support of the gear manufacturing industry. We make sure that *Gear Solutions* is a presence at conferences including Gear Expo, IMTS, imX, and quite a few events hosted by the American Wind Energy Association and the Canadian Wind Energy Association. While this is certainly one way we serve the industry and help promote our advertisers, we also devote four pages of each issue to the American Gear Manufacturers Association as a means of supporting their important work.

As new technologies continue to impact the publishing industry—and gear manufacturing, as well—we are constantly assessing our situation to make sure we're at the leading edge in communicating your message effectively. We were one of the first trade journals to begin incorporating “quick response” (QR) codes into the ads we build, for instance, and we all share the goal of developing fresh, smart approaches to spreading the word about your products, services, and capabilities both here in the United States and around the world.

One last word about our survey results. To the question “Where does your company find ideas about adopting gear manufacturing advancements?,” 71 percent responded that they rely on *Gear Solutions* magazine, and 76 percent said they discuss what they read in our pages with others. So think about making us part of your advertising strategy in the coming year... we promise you'll be in good company!




Russ Willcutt, editor
Gear Solutions Magazine
 gearsolutions.com
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editorial calendar

january	raw materials noise analysis
february	gear inspection gear design
march	lubrication broaching
april	cutting tools workholding
may	forging/casting gear grinding
june	coatings finishing
july	heat treating bearings
august	pre-IMTS
september	IMTS
october	powder metal gears chamfering/deburring
november	buyer's guide
december	plastic gears bevel gears

editorial calendar subject to change



“I just wanted to let you know that we’ve had a fantastic response to the publication of our article in your magazine. Some of the largest U.S.-based bearing manufacturers stated that it was the “most comprehensive and informative paper” on the subject available in the public domain. Many thanks!”

Prof. Jarek Rosinski
Managing Director
JR Dynamics Ltd.

media specs

bindery

Each issue of the magazine will be saddle bound.

artwork

Proper output of your ad materials can only be ensured if you submit your artwork in the the following data formats:

- **Hi-resolution PDF** (Use Acrobat Distiller's Press Settings)

We can only accept artwork in the following media types:

- FTP (see below for more information)
- CD-ROM/DVD-R
- Electronic Transfer via E-mail (see below for more information)

Sorry, we cannot accept 3.5" (1.44MB) floppies or film

images

We can accept photos/images as follows:

- TIFF, EPS or JPEG (CMYK format, 300dpi minimum)

electronic transfer

- Send artwork to: artwork@gearsolutions.com or logon to:

msimktg.sharefile.com with email: ftp@msimktg.com password: **mediasolutions**

Place files in the Gear Solutions folder

- Scan all artwork for viruses before emailing. You may be liable for any damages to computer equipment caused by a sent virus.
- If e-mailing, files should be compressed into Stuffit (.sit) or Zip (.zip) format before doing so.

miscellaneous information

- Fonts, images/scans, logos/artwork must be embedded in all EPS or Hi-Res PDF files.

- All sent artwork (including email) must include the following:

- Magazine Title
- Advertiser's Name
- Contact Information (name, phone, email, fax if applicable)
- Issue Date
- List of Contents

magazine ad rates & sizes

pricing

	12X	6X	3X	1X
FULL PAGE.....	\$1740	1880	2075	2300
1/2 PAGE ISLAND.....	1525	1640	—	—
1/2 PAGE.....	950	1090	1285	1475
1/3 PAGE.....	775	850	925	1,050
1/4 PAGE.....	575	625	695	750
1/9 PAGE.....	375	400	425	475
LISTING (PER LINE).....	10	N/A	N/A	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

	TRIM	BLEED
FULL PAGE	8.375" x 10.875"	8.625" x 11.125"
1/2 PAGE ISLAND	4.875" x 7.875"	n/a
1/2 PAGE HORIZONTAL	7.75" x 4.875"	n/a
1/2 PAGE VERTICAL	3.75" x 9.875"	n/a
1/3 PAGE SQUARE	4.875" x 4.875"	n/a
1/4 PAGE	3.75" x 4.875"	n/a
1/9 PAGE	2.45" x 3.25"	n/a

online ad rates & sizes


gearsolutions.com

INDUSTRY ADVANTAGE	\$500/month
BANNER	\$350/month
MINI BUTTON	\$150/month
STOREFRONT COMMUNITY	\$350/year

ad dimensions

BANNER	390 x 50 pixels
MINI BUTTON	88 x 31 pixels
INDUSTRY ADVANTAGE	190 x 230 pixels

specs & rates



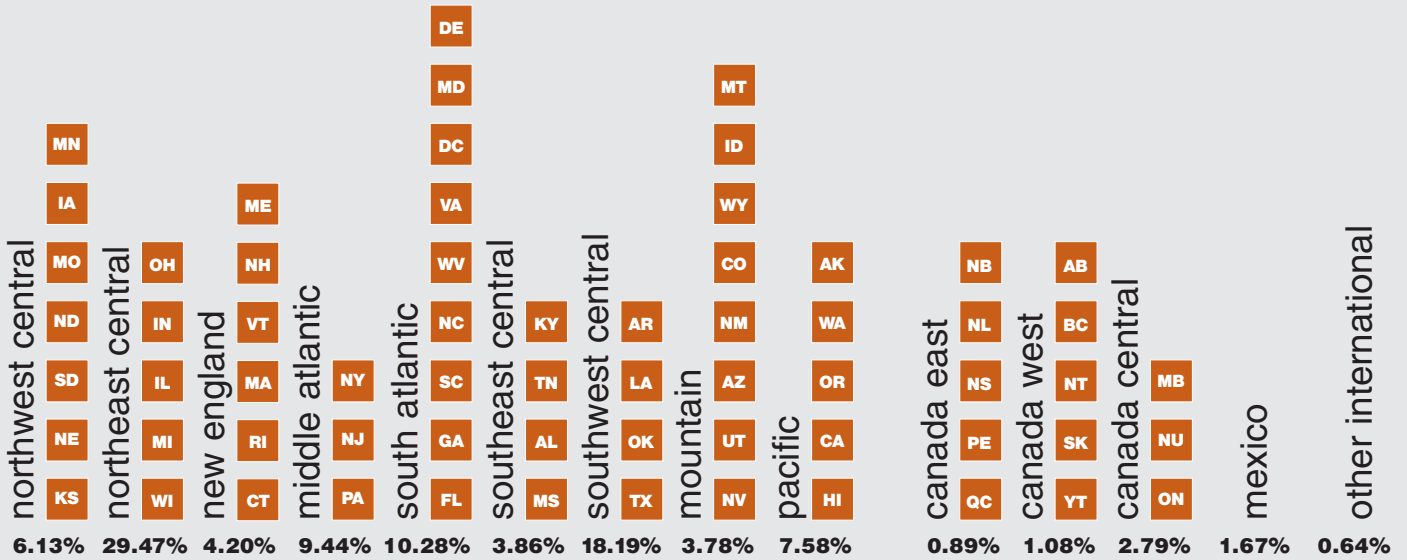
“It’s a pleasure working with people who are so enthusiastic about what they do, and who treat smaller companies with the same respect they do larger operations. We continue to get calls from the ads we’ve placed in *Gear Solutions*.”

Valerie Forest, vice president
Riverside Spline & Gear

mailed geographic breakdown: 10,107

UNITED STATES TOTAL
92.93%

INTERNATIONAL TOTAL
7.07%



digital geographic breakdown: 2,742

europa 14.80%	asia 55.22%	caribbean 0.66%	south america 7.66%
middle east 10.14%	asia pacific 2.26%	africa 8.53%	central america/mexico 0.73%

job function

executive/corporate management 40.80%	manufacturing production 10.90%	design/research/development 7.30%	maintenance/automation 7.30%
purchasing 1.60%	manufacturing engineering 20.90%	quality control/inspection 2.70%	other qualified/personnel 8.50%

number of employees*

- 56.30%** 1 — 49
- 9.97%** 50 — 99
- 15.01%** 100 — 499
- 3.72%** 500 — 999
- 5.70%** 1,000+
- 9.30%** unspecified

100%

recommend/buy/approve*

- 60.74%** machines
- 58.23%** tooling
- 61.70%** services

e-subscribers*

123 different countries served

8,816+

QUALIFIED
monthly circulation

12,849



*based on publisher's own data, all other statistics supported by BPA Worldwide.

circulation

social media



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



Receive periodic promotions and news of Webinars, training sessions, and other upcoming professional development events.



Follow Media Solutions, Inc.—publisher of *Wind Systems* and *Gear Solutions* magazines—and network with members of the staff.

reprints

We offer complete customized reprint services for featured articles, columns, profiles, and advertisements. Reprints can be a powerful and cost-effective complement to your existing marketing strategy. They can be used as trade-show handouts, as sales tools for your in-house and field representatives, or to send to potential customers in direct mail campaigns. Reprints are available in quantities of 250 or more.

design

Since many companies don't employ their own graphic designers, we offer professional design services at very reasonable rates. We're able to take an existing company brochure, logo, photos, etc., to create a unique and original ad that is guaranteed to capture the reader's attention. Another way we can help you stand out is by designing your company's Web site. Our experienced and professional Web designers will gather all pertinent information—even meeting with you, if desired—to create a design that will be sure to make a splash in the marketplace. In addition, we also offer custom catalog design services. Our designers are equipped to craft a catalog for you that is loaded with valuable information, and presented in a way that will help your customers navigate its pages easily. We can also provide a turnkey package by printing your catalog at a rate that is quite economical.

editorial

Part of your success has to do with the expertise you've accumulated over the years. Sharing this knowledge is a powerful way of spotlighting your company's capabilities, and magazines are the perfect medium. We can help you develop feature story ideas and show you how to pitch them. In addition, we can provide guidance on how to write and format press releases so that they won't be ignored, and we also offer editing/proofing services for those releases, as well as your technical papers.

e-mail

Our e-mail marketing program is a great vehicle for promoting your company's latest advertising campaign. Whether it be a new product launch, a company announcement, news of expanded facilities or services, or even the latest auction, an e-mail blast is one of the quickest and most-effective ways of getting your message in front of literally thousands of potential customers—immediately. Plus, our e-mail list consists of companies that have asked to receive e-mail promotions from third parties in the gear industry.

lists

We offer two list rental programs that can aid in the success of your direct mail campaigns. The first list consists of 15,000± gear-specific company names and addresses, which will help those who are strictly interested in targeting the gear industry. The second list is much more comprehensive, containing more than 43,000± names representing the manufacturing industry as a whole. This list will assist those who offer products and services to all manufacturers. Our list rental program can be combined with our catalog design and reprint services to create a broad, powerful, and effective marketing campaign.

P.O. BOX 1987 • PELHAM, AL 35124 • P: 205.380.1573 • F: 205.380.1580 • 800.366.2185

Published by MEDIA SOLUTIONS, Inc.

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