



GEARSolutions 

2018 **Media Guide**

letter from the editor

Gear Solutions magazine has been the most trusted source for information and technical knowledge in the gear manufacturing industry for more than 15 years. As we continue to report on the gear industry, we bring you this 2018 Media Guide that includes some of our facts and figures, accomplishments, and offerings to help serve you.

You'll find the results from our reader survey data as well as the accredited BPA audit with detailed subscriber data that lets our advertisers know exactly who is receiving the magazine and lets us know exactly who our readers are. We use this data to tailor the magazine's monthly focus areas highlighted in the 2018 editorial calendar. The topics cover the gamut of the industry.

You'll also find details on our monthly columns, company profiles, and more valuable technical content from industry experts. We are proud to say we work with some of the brightest minds in the gear industry.

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.

We value the opportunity to be your guide for the gear manufacturing industry, and we look forward to partnering with you this year and many years to come.

We also look forward to meeting you at Chicago's IMTS show. It's our chance for a one-on-one 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 and sharing them with our readers and your potential customers.

Here's to a prosperous and innovative 2018. As always, thanks for reading.



Kenneth Carter
editor

Gear Solutions magazine
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81%

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

63%

of subscribers said they
had bought or recommended
a product or service after
reading about it in
Gear Solutions

60%

of our readers
are executive or department
management

With respect to gear
manufacturing investments,

40%

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

editorial calendar

JANUARY

FOCUS: Raw Materials
Coating/Finishing

Editorial Deadline 11/22/2017

Advertising Deadline 12/15/2017

MARCH

FOCUS: Lubrication
Broaching

Editorial Deadline 1/22/2018

Advertising Deadline 2/15/2018

MAY

FOCUS: Forging/Casting
Gear Grinding

Editorial Deadline 3/22/2018

Advertising Deadline 4/16/2018

JULY

FOCUS: Heat Treating,
Innovative Technology

Editorial Deadline 5/22/2018

Advertising Deadline 6/15/2018

SEPTEMBER

FOCUS: IMTS
Show Issue

Editorial Deadline 7/23/2018

Advertising Deadline 8/15/2018

NOVEMBER

FOCUS: Annual
Buyer's Guide

Editorial Deadline 9/24/2018

Advertising Deadline 10/15/2018

FEBRUARY

FOCUS: Gear Inspection
Gear Design

Editorial Deadline 12/22/2017

Advertising Deadline 1/15/2018

APRIL

FOCUS: Cutting Tools
Workholding

Editorial Deadline 2/22/2018

Advertising Deadline 3/15/2018

JUNE

FOCUS: Gear Shaping,
Gear Hobbing

Editorial Deadline 4/23/2018

Advertising Deadline 5/15/2018

AUGUST

FOCUS: Pre-IMTS
Show Preview

Editorial Deadline 6/22/2018

Advertising Deadline 7/16/2018

OCTOBER

FOCUS: Powder Metal Gears
Chamfering/Deburring

Editorial Deadline 8/22/2018

Advertising Deadline 9/17/2018

DECEMBER

FOCUS: Plastic Gears
Bevel Gears

Editorial Deadline 10/22/2018

Advertising Deadline 11/15/2018

96%

of readers have discussed an ad/article with others, visited a company website, saved an ad/article for further use, identified potential suppliers, collected information for purchase, or contacted a company or sales rep

87%

of readers read half or all of printed technical articles

69%

of readers say the advertising in Gear Solutions educates and is an important part of the magazine

54%

of readers say they read the magazine as much for the advertising as for the articles

77%

of readers say the companies that advertise build trust and are a reliable source

Taken from annual Signet Research™ study

BONUS ISSUE

Tooling &
Workholding

Inspection &
Metrology

PHILOSOPHY

Gear Solutions is designed to shine a spotlight on the multi-faceted gear industry. Through editorial contributions from industry experts, we explore elements of the gear production process, including raw materials, design, costs, heat treat, quality control, workflow, and more. 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:

Company Profile

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. 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 expert 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 invites experts 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 editor Kenneth Carter at 800.366.2185 ext. 204, or email kenneth@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*

44.70%	1 — 49
12.12%	50 — 99
22.04%	100 — 499
6.91%	500 — 999
14.23%	1,000+

100%

recommend/buy/approve*

55.69%	machines
42.42%	tooling
48.75%	services

e-subscribers*

122 different countries served

8,668

*Publisher's data

QUALIFIED MONTHLY CIRCULATION **11,889**

North America

94.36%

NORTHWEST CENTRAL

MN, IA, MO, ND, SD, NE, KS

4.79%

NORTHEAST CENTRAL

OH, IN, IL, MI, WI

24.28%

NEW ENGLAND

ME, NH, VT, MA, RI, CT

3.57%

MIDDLE ATLANTIC

NY, NJ, PA

8.98%

SOUTH ATLANTIC

DE, MD, DC, VA, WV, NC, SC, GA, FL

8.25%

SOUTHEAST CENTRAL

KY, TN, AL, MS

3.36%

SOUTHWEST CENTRAL

AR, LA, OK, TX

29.61%

MOUNTAIN

MT, ID, WY, CO, NM, AZ, UT, NV

3.54%

PACIFIC

AK, WA, OR, CA, HI

7.98%

International

5.64%

CANADA EAST

NB, NL, NS, PE, QC

0.63%

CANADA WEST

AB, BC, NT, SK, YT

1.07%

CANADA CENTRAL

MB, NU, ON

2.14%

MEXICO

1.59%

OTHER INTERNATIONAL

0.21%

digital geographic breakdown: 1,373

29.38% Europe
5.03% Middle East

41.95% Asia
3.52% Asia Pacific

0.50% Caribbean
7.90% Africa

9.84% South America
1.88% North/Central America

SOCIAL

Facebook: 939
Twitter: 941
LinkedIn: 260

NEWSLETTERS

Monthly: 7,078
Social: 6,988

APP

Cumulative Downloads
322

WEBSITE

Average page views
38,956

job function

- 41.6% Executive/Corporate Management
- 1.9% Purchasing
- 8.4% Manufacturing Production Management
- 3.0% Manufacturing Production Department
- 3.5% Manufacturing Engineering Management
- 14.1% Manufacturing Engineering Department
- 2.0% Design/Research/Development Management
- 4.6% Design/Research/Development Department
- 2.0% Quality Control/Inspection Management
- 1.8% Quality Control/Inspection Department
- 2.6% Maintenance/Automation/Technical Management
- 6.4% Maintenance/Automation/Technical Department
- 5.2% Sales and Marketing
- 2.9% 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
38,000
total views each month

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.

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.

COMMUNITY
FOR ONLY
\$350
PER YEAR



email opportunities

AVERAGE OPEN
RATE OF E-BLAST:
22.71%

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

Total Gear Solutions **Gleason**

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?

3.1

potential readers

36,856

Taken from annual Signet Research™ study

magazine ad rates & sizes

PRICING

	12X	6X	3X	1X
FULL PAGE	\$2680	2800	2990	3200
2/3 PAGE	2185	2250	2465	2750
1/2 PAGE ISLAND	1860	1925	2140	2240
1/2 PAGE	1745	1860	1960	2090
1/3 PAGE	1040	1115	1190	1315
1/4 PAGE	825	885	935	1090
1/9 PAGE	465	490	515	565
2-PAGE SPREAD	4285	4480	4785	5215
PRIORITY (PAGES 1-5)	3525	—	—	—
COVER 2 (INSIDE FRONT)	4025	—	—	—
COVER 3 (INSIDE BACK)	3775	—	—	—
COVER 4 (BACK COVER)	4300	—	—	—

All posted rates non-commissionable.
\$200 charge for bleeds. Ad rates subject to surcharge for ad build.

AD DIMENSIONS

	BLEED	TRIM	LIVE
2-PAGE SPREAD	17.25" x 11.125"	16.75" x 10.875"	16" x 9.975"
FULL PAGE	8.625" x 11.125"	8.375" x 10.875"	7.475" x 9.975"
2/3 PAGE	5.44" x 11.125"	4.94" 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	4.175" x 11.125"	3.675" x 9.975"	—
1/3 PAGE SQUARE	—	4.94" x 4.925"	—
1/3 PAGE VERTICAL	2.9" x 11.125"	2.4" x 9.975"	—
1/4 PAGE	—	3.675" x 4.925"	—
1/9 PAGE	—	2.4075" x 3.24"	—

Gutter size on 2-page spread is 1".

testimonials

"It's great for keeping us up to date on the gear industry. I have used many articles for my manufacturing practices. I even learned basic gear geometry equations from one issue."

"I read it to increase my knowledge of the field. Many of the articles have helped me refine designs."

"With the majority of the technical articles, you can almost always learn something new, and/or get a different approach to a problem or issue you may be seeing in the industry."

"I use it to expand my knowledge in the gear industry and to identify suppliers who can help our business."

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.



banner ads & media requirements

728X90
LEADERBOARD



250X250
LARGE SQUARE

120X240
MINI
SKYSCRAPER

banner ad rates

Banner ads are a great way to get customers directly to your website after reading Gear Solutions' exclusive editorial content. Banner ads can be displayed in multiple locations on each Gear Solutions web page.

Leaderboard	Call for pricing
Large Square	\$500/monthly
Mini Skyscraper	\$350/monthly
Button	\$150/monthly
Top Article Leaderboard	Call for pricing
Bottom Article Leaderboard	Call for pricing
Company Profile Keyword	Call for pricing

120X60
BUTTON

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: **msi12345**

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)