

CHARTING NEW DIRECTIONS
IN THE MANUFACTURE
OF GEARS

GEAR

PRODUCTION

2016 MEDIA PLANNER

PRINT



ONLINE



EMAIL



EVENTS



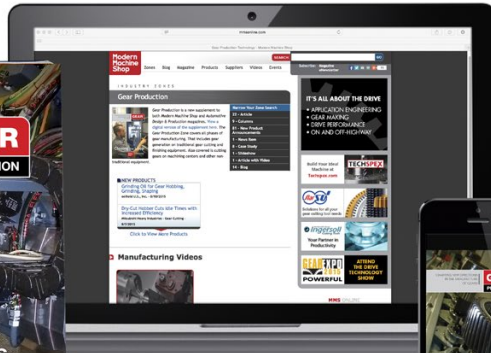
In Association with

**Modern
Machine
Shop**

A D&P
AUTOMOTIVE DESIGN&PRODUCTION

GEAR

PRODUCTION



Gear Production complements both *Modern Machine Shop* and *Automotive Design & Production* magazines by providing application-based editorial content reported directly from the field, along with valuable articles contributed by machine tool builders, cutting tool suppliers and software designers. Each issue explores new technologies, equipment, and processes from all aspects of gear manufacturing that will help you expand your customer base, enter new markets and meet your own manufacturing goals.

DISTRIBUTION

PRINT EDITION

- 10,000 copies mailed to qualified subscribers of *Modern Machine Shop* and *Automotive Design & Production*
- 4,000 copies distributed at industry events including: IMTS 2016, Fabtech, Amerimold, MFG4

DIGITAL EDITION

- 66,000+ digital editions emailed to manufacturing professionals
- Digital editions archived on: MMOnline.com/zones/gear and Autofieldguide.com/zones/gear

ONLINE

- MMOnline.com Gear Production Zone & Autofieldguide.com Gear Production Zone
- 1,500+ views/month

GEAR PRODUCTION 2016 EDITORIAL CALENDAR

ISSUE	FEATURED TOPICS	BONUS DISTRIBUTION
APRIL 2016 Closing Date: 03/01/2016 Materials Deadline: 03/08/2016	Traditional Gear Manufacturing	THE MFG MEETING MFG4
	Gear Milling	
SEPTEMBER 2016 Closing Date: 08/01/2016 Materials Deadline: 08/08/2016	IMTS Show Coverage	IMTS
	Traditional Gear Manufacturing	FABTECH/AWS
	Gear Milling	AMERIMOLD

Special Integrated Advertising Packages

PRINT EDITION

April: Full page, 4-color Ad

September: Full page, 4-color Ad

Distribution: 10,000 issues polybagged to MMS and AD&P subscribers

Bonus Distribution:
4,000 issues distributed at IMTS, Fabtech, Amerimold and MFG4

ONLINE

Gear Production Zone

– MMSonline.com:
Hybrid Banner Ad Package
January 2016-December 2016

Gear Production Zone

– AutoFieldGuide.com:
Hybrid Banner Ad Package
January 2016-December 2016

DIGITAL EDITION

April: Full page, 4-color Ad

September: Full page, 4-color Ad

Distribution:
66,000+ invitations emailed to MMS and AD&P subscribers

2016 BUNDLE PACKAGE PRICING

\$12,860 (VALUE=\$24,860)

(Limited Availability: 12) Note: Must run in both editions to qualify. Must contract before January 1, 2016

GEAR

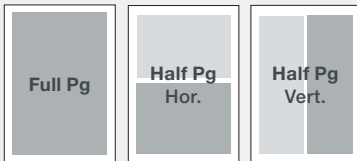
PRODUCTION

A-La-Carte Ad Pricing

	Full Page	Half Page Horizontal	Half Page Vertical
	\$6,430	\$4,000	\$4,000

SPECIFICATIONS

Print & Digital Specifications:



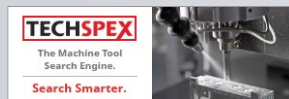
Half Pg Hor.
5.625" W x 4.1875" H
143 mm x 106 mm

Half Pg Vert.
2.75" W x 8.5" H
70 mm x 216 mm

Full Page
Bleed: 7.125" W x 9.875" H (181 mm x 251 mm)
Trim: 6.625" W x 9.375" H (168 mm x 238 mm)
Live: 5.875" W x 8.875" H

File Requirements
Please submit print advertisements as a Press Quality PDF File.
(Add .125 inch bleed for full page ads)

Web Specifications:



Sample Branded Hybrid Ad



Sample Hybrid Ad

Video Ad:

AD: 300W x 250H pixels; 40K; PNG, JPG, GIF;
VIDEO: (16:9), .wmv, .avi, .mov, mpeg4, 29.97 frames/sec
30 sec. - 4 minutes

— OR —

Flash Ad:

300W x 250H pixels; 40K
Animated SWF/FLA; 15 sec. max; 25 frames/sec; 2 loops max.
Submit both .FLA and .SWF files.

— AND —

Brand Hybrid Ad:

300W x 100H pixels, 72dpi
Left: 150 x 100 pixels; text or logo on white background; 10K; GIF/JPG (static)
Right: Brand logo/image 150 x 100 pixels; 10K; GIF/JPG (static)

— OR —

Live Text Hybrid Ad:

Left: Live text entered by MMS Advertising Mgr. 120 characters.
Right: Brand logo/image/tag 150 x 100 pixels; 10K; GIF/JPG (static)

ADVERTISERS

Dillon Manufacturing	Ingersoll Cutting Tools
DMG MORI	Kapp Technologies
Exsys Tool	Liebherr Gear Technology
Gear Expo	Sandvik Coromant
Gleason Corp.	Southern Gear & Machine
Hainbuch	



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THE METALWORKING GROUP



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