

CHARTING NEW DIRECTIONS
IN THE MANUFACTURE
OF GEARS

GEAR

PRODUCTION

Supplement to:

**Modern
Machine
Shop**

AUTOMOTIVE DESIGN
and **PRODUCTION**

MESSAGE FROM THE PUBLISHER

We recognize that the latest developments in process technology, production equipment, tooling and software are driving innovation in gear manufacturing today. That's why Gardner Business Media is launching a supplement named GEAR PRODUCTION in September 2013. This special issue will be poly-bagged with *Modern Machine Shop* and *Automotive Design & Production*, whose selected readers need to be aware of emerging opportunities in gear making. Advanced technology is transforming how gears are designed, tested, manufactured and inspected. As a result, historic shifts are underway to move gear manufacturing into broad, new settings where fresh entrants are being attracted to the field.

Automotive

Vehicle sales have been increasing steadily during the past few years. This trend has boosted the market for automotive gears. At the same time, car buyers, regulators and designers are demanding quieter, more efficient, less costly and longer lasting gear components.

Metalworking

A diverse range of industries such as aerospace, energy and machinery requires specialized, highly engineered gear components. Especially equipped CNC machining centers are likely to provide the flexibility and capability required for economical production of these gears, while traditional processes such as gear hobbing and gear grinding take on an essential supporting role.

Reaching a combined audience of 12,000 selected manufacturing professionals, GEAR PRODUCTION provides guidance and motivation to pursue opportunities for implementing progressive gear manufacturing technologies.

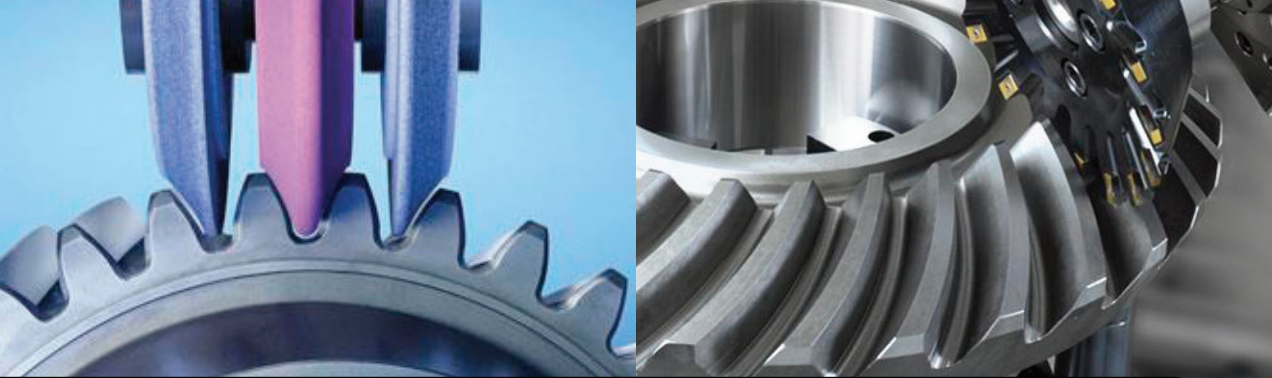


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Charting New Directions in the Manufacture of Gears

Advanced technology is transforming how gears are designed, tested, manufactured and inspected. As a result, historic shifts are underway to move gear manufacturing into broad, new settings where fresh entrants are being attracted to the field.



IN EACH ISSUE:

- Editor's Commentary
- Feature Articles
- Product Information

PRINT EDITION
DISTRIBUTION

10,000+

BONUS EVENT
DISTRIBUTION

2,000+

DIGITAL EDITION
DISTRIBUTION

99,000+

**TOTAL
DISTRIBUTION**

111,000+



MODERN MACHINE SHOP

is the premier publication serving North America's discrete parts manufacturing marketplace. Reaching an active audience of more than 95,000 owners, executives and managers at facilities ranging from contract shops to tier 1 suppliers and OEMs, MMS is the best outlet for equipment and service suppliers to reach metalworking professionals who are interested or engaged in GEAR PRODUCTION.



Mark Albert,
Editor in Chief
malbert@mmsonline.com



PRINT CIRCULATION

Subscribers: **95,000**
Facilities: **48,000**

EMAIL AUDIENCE

75,000

WEBSITE VISITS

86,000



POLY-BAGGED CIRCULATION

Subscribers: **6,500**
Facilities: **3,200**

SUPPLEMENT

TITLES

Manufacturing Engineering: 2,522
Corporate Management: 1,678
Manufacturing Production: 1,201
Other Management Titles: 1,099

INDUSTRY

Transportation (Auto 16%, Aero 57%, Rail 8%) 75 %
Gears, Motor, Drives, Hydrostatic Transmissions: 25 %



AUTOMOTIVE DESIGN AND PRODUCTION

is the one media brand invested in delivering your message in print, online, via email and in person to the right automotive audience at the right time. AD&P addresses product and process development for OEM and supplier readers. Meanwhile, AD&P delivers the most management circulation in the business, along with a targeted base of design and manufacturing engineers and purchasing agents.



Gary Vasilash,
 Editor in Chief
 gsv@autofieldguide.com



PRINT CIRCULATION

Subscribers: **37,900**
 Facilities: **19,000**

EMAIL AUDIENCE

24,000

WEBSITE VISITS

18,000



SUPPLEMENT

POLY-BAGGED CIRCULATION

Subscribers: **3,500**
 Facilities: **1,600**

TITLES

Manufacturing Engineering: 1,392
 Corporate Management: 1,142
 Manufacturing Production: 631
 Other Management Titles: 335

INDUSTRY

Transportation (Auto 66%, Aero 18%) 86%
 Gears, Motor, Drives, Hydrostatic Transmissions: 14%

GEAR

PRODUCTION

September 2013

CLOSING DATE:

July 29, 2013

MATERIALS DEADLINE:

August 5, 2013

**GEAR PRODUCTION
SUPPLEMENT COVERAGE:**

- Traditional Gear Manufacturing
- Gear Milling

**MODERN MACHINE SHOP
ADDITIONAL TOPICS COVERED:**

- Automation
- Oil Field Machining

**AUTOMOTIVE DESIGN & PRODUCTION
ADDITIONAL TOPICS COVERED:**

- Quality
- Powertrain

**GEAR PRODUCTION
COVERAGE ALSO INCLUDES:**

- Process & Equipment
- Software
- Tooling & Workholding
- Quality and Inspection
- Heat Treating
- Materials

GEAR

PRODUCTION

BONUS DISTRIBUTION:

GEAR EXPO

September 17-19

Indianapolis, IN

QUALITY EXPO

September 10-12

Chicago, IL

IMX

November 18-20

Las Vegas, NV

SEMA

November 5-8

Las Vegas, NV

EMO

September 16-21

Hannover, Germany

WESTEC

October 15-17

Los Angeles, CA

FABTECH

November 18-21

Chicago, IL

PRI

December 12-14

Indianapolis, IN

GEAR

PRODUCTION

Advertising Package

TOTAL COST:
\$5,000

TOTAL VALUE:
\$25,905

TOTAL SAVINGS:
\$20,905

FULL PAGE, 4 COLOR PRINT AD IN
GEAR PRODUCTION **PRINT** EDITION:

- **Value: \$7,410 / \$6,695**

FULL PAGE, FULL COLOR AD
AND EMBEDDED VIDEO AD IN
GEAR PRODUCTION **DIGITAL** EDITION:

- **Value: \$250 / \$250**

HYBRID AD PACKAGE **ONLINE:**
MMSONLINE.COM

GEAR PRODUCTION ZONE
September - December 2013

- **Value: \$6,000**

HYBRID AD PACKAGE **ONLINE:**
AUTOFIELDGUIDE.COM

POWERTRAIN ZONE
September - December 2013

- **Value: \$5,000**

EXTENDED REACH / ADDED VALUE

Print Specifications:



Full Pg

Full Page Standard Ruled Page:

5.625" W x 8.5" H (146 mm x 210 mm)
w/Bleed: 7.125" W x 9.875" H (181 mm x 251 mm)
Final Trim: 6.625" W x 9.375" H (168 mm x 238 mm)
Max Live Area: 5.875" W x 8.875" H

Digital Specifications:



GEAR PRODUCTION Digital Edition

The *GEAR PRODUCTION* Digital Edition is delivered via email to 99,000 manufacturing professionals.

Includes a Full-Page, Full Color Ad and Embedded Video Placement.

Web Specifications:



Flash Ad:

300W x 250H pixels
Specs: Animated SWF/FLA, 40k, 15 sec. max, 25 frames/sec, 2 loops max.

Video Ad:

640W x 360H pixels
Specs: SWF/FLA, 40k, 29.97 frames/sec, 30 sec. - 4 minutes



Sample Branded Hybrid Ad



Sample Live Text Hybrid Ad

Hybrid Ad:

300W x 100H pixels
Specs: Static jpg or gif, 72dpi, 20k

INDUSTRY EVENT:

GEAR EXPO is a biennial event and the world's only conference and expo designed exclusively for the gear industry.

For three days, gear buyers and manufacturers network and build relationships that benefit their respective companies. Attendees see firsthand the latest technology on the market and discuss trends in the industry with experts. Exhibitors have the opportunity to meet face-to-face with attendees and other exhibitors and will display more than 750,000 pounds of machinery on the show floor!



September 17-19, 2013
Indianapolis, IN

www.gearexpo.com

PRESENTED BY:

THE AMERICAN GEAR MANUFACTURERS ASSOCIATION is a voluntary association of companies, consultants, and academicians with a direct interest in the design, manufacture, and application of gears, couplings and related power transmission components and equipment.



www.agma.org

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