



American Gear Manufacturers Association
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OVERVIEW

Gear Technology is published by the American Gear Manufacturers Association. It is written for those who design, manufacture, inspect, process, specify, purchase and use gears and related products.

Qualified subscribers Make Gears, Buy Gears or work in a related industry (see page 2 for full definition).

MAGAZINE

12,890 total circulation
Avg. Jan-June 2020

NEWSLETTER

11,384 e-mail delivered
52X per year

E-BLASTS

8,898 e-mail delivered
6-month average

WEBSITE

16,812 monthly user sessions

EXECUTIVE SUMMARY

GEAR TECHNOLOGY magazine (8X per year) Average Reach per Issue		12,070
a. Delivery Method		
1. Print, 6 month average		5,410
2. Nonduplicated Digital (E-mail notification), 6-month average		6,660
GEAR TECHNOLOGY E-mail Newsletter (52X per year)		
Confirmed deliveries to our opt-in only list (6-month average)		11,384
GEAR TECHNOLOGY E-blasts		
Confirmed deliveries to our opt-in only list (6-month average)		8,898
GEARTECHNOLOGY.COM		
Monthly user sessions (6-month average)		16,812
GEAR TECHNOLOGY Social Media (as of June 30, 2024)		
a. X (Twitter) followers		1,626
b. Facebook followers		2,009
c. LinkedIn group members		4,691

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients work at locations where gears and related products (including splines, sprockets, worms, etc.) are designed, manufactured, purchased or used, or they work in a related field.

NON-QUALIFIED CIRCULATION-
May 2024 Gear Technology

Type	Copies
Advertiser/Agency	157
Trade Shows/ Conventions	0
Other	213

QUALIFIED BREAKOUT - May 2024 Gear Technology

QUALIFIED CIRCULATION	Copies	Percent
Direct Request	9,234	76.9%
AGMA Members	2,777	23.1%
TOTALS	12,011	100.0

BREAKOUT BY TITLE/FUNCTION - May 2024 Gear Technology

JOB TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT
Executive/Corporate Management	2,696	22.4%
Manufacturing Production Managers	882	7.3%
Manufacturing Production Department	444	3.7%
Manufacturing Engineering Management	1,068	8.9%
Manufacturing Engineering Department	1,499	12.5%
Product Design/R&D Management	304	2.5%
Product Design/R&D Department	1,973	16.4%
Purchasing	201	1.7%
Marketing and Sales	1,120	9.3%
Quality Control Management	230	1.9%
Quality Control Department	219	1.8%
Other Qualified Personnel	1,375	11.4%
TOTALS	12,011	100%