

gear TECHNOLOGY®

2027 Media Guide

PTE™

MOTION + POWER
MANUFACTURERS ALLIANCE™





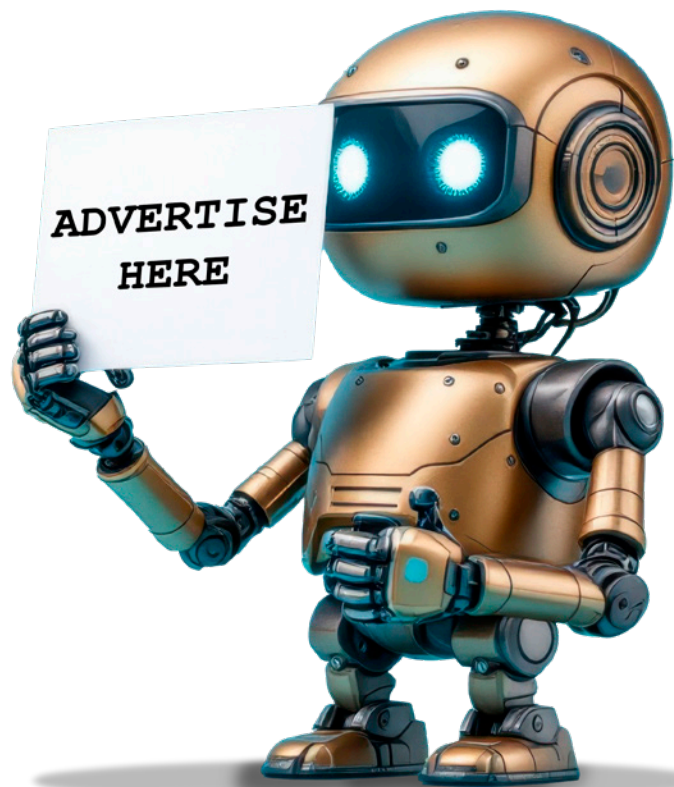
The Complete Supply Chain Under One Roof

The Motion + Power Manufacturers Alliance (MPMA) is the newly merged organization that brings together technical standards and content, gearing and bearing engineers, subject matter experts and leaders in the power transmission industries. By leveraging MPMA's highly-technical publications, *Gear Technology* and *Power Transmission Engineering*, you automatically have positioned your brand directly in front of key decision makers all over the world.

MPMA brings it all together.

- **Gear Technology.** Our flagship publication has been the Gear Industry's Information Source since 1984, and our print magazine and digital offerings are important tools for you to build your brand and reach gear designers, gear manufacturers, OEM buyers and users of gears and gear drives.
See page 4 for more info.
- **Power Transmission Engineering.** PTE is the magazine of mechanical components, focusing on design engineers, maintenance/MRO professionals and end users involved in the specification and purchase of gears, bearings, motors, gear drives, couplings, clutches, brakes and all other power transmission components.
See page 5 for more info.
- **Robust Digital Communications.** Our online audience is ready to read about your latest innovations. From our websites and webinars to social media posts and trackable emails—our publications offer robust options to capture lead generation to see an immediate ROI.
See pages 6-7 for more info.
- **In-Person Events and Sponsorships.** MPMA is known for gathering the leaders of the industry together, in person for curated programming and unparalleled networking. This is where you logo can go the distance by being a sponsor at the following events:
 - Motion + Power Technology Expo
 - Annual Meeting
 - Fall Technical Meeting (FTM)
 - Strategic Networking and Leadership (SNL) Forum

See page 8 for more info.





Graphic Design, Ad Consultation and Marketing Services

Let our professional design team help you build your ads.* MPMA already has a dedicated understanding of the marketplace and the competitive landscape you face, so we're ideally suited to help your company get noticed—at a fraction of the cost of an outside agency.

- Print ad design and development, starting at \$550
- Digital ad design and development (banner ads or impact blocks), starting at \$330
- Social media graphics, starting at \$250
- Copy for your impact block or small advertisement, starting at \$275
- Dedicated e-blast, starting at \$550
- Social media posts, starting at \$275
- Ask us about logo creation, and full marketing campaigns from start to finish

**All assets created by our team on your behalf become your property to do with as you please (including to run with other publications/media platforms). This includes copy written for you, images created for you and full high-resolution PDFs of any ads we develop for you.*



FIELD SERVICE

When a gearbox fails, we'll come to you.

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PROCESS CAPABILITIES	ADVANCED PRODUCTS
• Swiss Type Multi-tasking Machines • CNC Lathe Machining, Milling, Turning • Wire EDM • Precision Gear Fabrication • Gear Hobbing • Gear Shaping • Bevel Gear Cutting • Laser Welding • Heat Treating • Passivation	• Custom Gearboxes • Fabricated to Customer Design • In House Manufacture of Precision Individual Components • Assembly and testing to Customers Requirements • Complex Machined Components • Assembly and Testing of Mechanical or Electro-Mechanical Assemblies • ESD Procedures and ESD Compliant Workbenches • Assembly and Testing of Small to Large Multi-items components

Advanced Products for Robotics and Automation
CGI Motion standard products are designed with customization in mind. Our team of experts will work with you on selecting the optimal base product and craft a unique solution to help differentiate your product or application. So when you think customization, think standard CGI assemblies.



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explore what CGI Motion can do for you.**

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gear TECHNOLOGY®

The leading publication serving the gear industry—since 1984.

Gear Technology is published by the Motion + Power Manufacturers Alliance, and it's written specifically for the gear industry.

For more than 40 years, gear industry decision makers have turned to *Gear Technology* for our unbiased technical content, decades of editorial experience and the breadth and depth of coverage.

Print + Digital = The Best of Both Worlds

In addition to publishing the industry's longest running and most respected publication, *Gear Technology* also offers a full suite of digital tools to help you reach your customers via website, e-mail and social media. This powerful combination gives you the ability to tailor your approach to meet your marketing needs.

- **Print (12,000 circulation)**
- **E-Mail Newsletters (11,000 circulation)**
- **Dedicated E-Blasts (9,000 circulation)**
- **Buyer's Guide (14,000 monthly visitors to geartechnology.com)**
- **Banner Advertising (14,000 monthly visitors to geartechnology.com)**
- **White Paper, Webinar or Custom Promotion packages**

**For rates and specs,
please visit our full
media kit at**



geartechnology.com/adinfo

2027 EDITORIAL CALENDAR—Print

Gear Design and Manufacturing in every issue.

ISSUE	EDITORIAL THEME	TOPICS (Submissions Welcome!)	SHOW COVERAGE	AD DEADLINE
January/ February	The Cutting Tools Issue	Hobs, Shaper Cutters, Broaches, Skiving Tools, Milling Cutters, Shaving Cutters, Indexable Inserts/Bevel Cutter Blades, Carbide, PM-HSS, Tool Coatings/PVD, Regrinding, Annual State of the Gear Industry Coverage	GEAPS Exchange (Feb 20–23) MinExchange 2027 (Feb 28–Mar 3)	1/15/2027
March/ April	The Inspection Issue	Metrology, CMMs, Gages, Vision, Inline Inspection, NDT, Analysis Software, Gear Analytical Inspection, Single/Double-Flank Testing, Surface/Roughness Metrology, Form Measurement	Control (May 11–14), Hannover Messe (Apr 5–8), RAPID + TCT (Apr 12–15)	3/12/2027
May	The Robotics & Automation Issue	Robotics, Machine Tending, Cobots, Gantry Loading, Part Handling, Bin Picking, Robotic Deburring, Workholding, Cell Integration, Lights-Out Manufacturing, Assembly	Automate Las Vegas (May 10–13), Manufacturing Technology East (May 11–13), PMTS (May 4–6)	4/2/2027
June	The Gear Design Issue	Gear Design, Macro- & Microgeometry, Load Rating (AGMA/ISO), Tooth Contact Analysis, Transmission Error & NVH, Simulation & FEA, Generative/AI-Assisted Design, Design for Manufacturability	PowderMet 2027 (Jun 20–23)	5/14/2027
July	The Machine Tools Issue	Gear Hobbing Machines, Gear Shaping Machines, Power Skiving, Bevel Gear Machines, Multi-Tasking/Mill-Turn, 5-Axis Machining, Turning & Milling, Machine Automation, Spindles, CNC Controls, Machine Monitoring	FABTECH (Sep 13–16)	6/4/2027
August	The Grinding & Abrasives Issue	Gear Grinding, Grinding Wheels, Abrasives, Dressing, Honing, Superfinishing, Isotropic Finishing, Shot Peening, Chamfering, Deburring, Coolants & Lubricants	Heat Treat (Oct 5–7), EMO Milano (Oct 4–8)	7/9/2027
September/ October	The MPT Expo Issue	Gear Manufacturing, Gear Cutting, Hobbing, Gear Grinding, Heat Treating, Gear Inspection, Machine Tools, Cutting Tools, Workholding, Gear Design & Software, Bevel & Worm Gears, Custom Gear Manufacturing	MPT Expo (Oct 26–28), MPMA FTM (Oct 27–29)	9/10/2027
November/ December	The Heat Treating & Metals Issue	Carburizing, Nitriding, Induction Hardening, Vacuum Furnaces, Atmosphere Furnaces, Quenching, Hardness Testing, Alloy Steel, Powder Metal, Forging, Gear Blanks	Manufacturing Technology Southwest (Nov 2–4), Manufacturing Technology West (Nov 16–18), Agritechnica (Nov 14–20)	10/22/2027

PTE™

Power Transmission Engineering is an integrated media platform serving design, plant, and manufacturing engineers focused on mechanical motion. 96% of *PTE* readers indicated they are involved in specifying and purchasing mechanical components (bearings, brakes, drives, gears and more).

Print + Digital = The Best of Both Worlds

From automation and packaging to aerospace & defense, from food & beverage to industrial machinery, and from robotics to medical equipment, *PTE* connects with the engineers and MRO professionals who choose the right components for their products—whether they're OEMs developing new designs or facilities managers upgrading equipment on the plant floor.

- **Print (23,000 circulation)**
- **E-Mail Newsletters (18,000 circulation)**
- **Dedicated E-Blasts (15,000 circulation)**
- **Buyer's Guide (14,000 monthly visitors to powertransmission.com)**
- **Banner Advertising (14,000 monthly visitors to powertransmission.com)**
- **White Paper, Webinar or Custom Promotion packages**



**For rates and specs,
please visit our full
media kit at**



powertransmission.com/pte-adinfo

2027 EDITORIAL CALENDAR — Print

Mechanical Power Transmission Components and Motion Control in every issue.

ISSUE	EDITORIAL THEME	TOPICS (Submissions Welcome!)	SHOW COVERAGE	AD DEADLINE
February	The Mining Issue	Off-Highway, Agriculture, Construction, Condition Monitoring, Aggregate/Cement/Asphalt, Sensors, MRO, Software, System Design, Gear Design	GEAPS Exchange (Feb 20–23); MinExchange 2027 (Feb 28–Mar 3)	1/8/2027
March	The Automotive Issue	e-Mobility, Electrification, Battery, Hybrids, Trucks, Transmissions, Motorcycles, Electric Motors, Engines, Software, Automation	WCX 2027 World Congress (Apr 27–29); CTI Symposium 2027 (May 11–12)	2/5/2027
April	The Robotics & Automation Issue	Servo Drives, Mechatronics, Software, AGVs, Warehouse Logistics, Airport Baggage Handling, Conveyor Systems, Sensors, Linear Motion, Motion Control	ProMat 2027 (April 19–21); Automate Las Vegas (May 10–13)	2/26/2027
June	The MRO Issue	Predictive, Preventative, Prescriptive, IIoT, Condition Monitoring, AI, Industrial Machinery, Software, Sensors, Safety, Vibration	Sensors Converge (June 8–10); Reliable Plant (June 14–17); PowderMet 2027 (June 20–23)	4/30/2027
August	The Transportation Issue	Aircraft, Spacecraft, Helicopters, eVTOLs, Drones, Trains, Marine, Bus, Trucks, Sensors, Smart Components, System Design	IAA Mobility (Sep 7–12)	7/2/2027
September	The Packaging/Food & Beverage Issue	Conveyors, Motion Control, Supply Chain, Robotics, Automation, Seals, MRO, Lubrication, Software, Material Handling	Pack Expo Las Vegas (Sep 27–29); Eats 2027 (Oct 26–28)	8/6/2027
October	The MPT Expo Show Issue	Booth Previews, Case Studies, Exhibitor Profiles and Emerging Technology	MPT Expo (Oct 26–28); MPMA FTM (Oct 27–29)	9/3/2027
December	The Energy Issue	Oil & Gas, Solar, Hydro, Wind, Energy Efficiency, Renewables, Sustainability, Lubrication, Seals, MRO, Software, Electrification	PowerGen 2028 (TBD); Cleanpower 2028 (TBD)	10/22/2027



E-Mail Newsletters

Gear Technology's e-mail newsletter is delivered weekly (on Wednesdays) to 11,000 gear industry professionals. The e-mail newsletter brings our readers the latest news and exclusive articles.

PTE's e-mail newsletter is delivered weekly (on Tuesdays) to 18,000 design and maintenance engineers involved in the purchase and/or specification of mechanical power transmission components.

Each issue includes a focus topic and highlights some of our best content, as well as online-only articles and the latest news. Advertising options in the newsletters include:

- **Sponsor Banner**—Placed at the top of the newsletter to guarantee maximum visibility above the fold
- **Impact Blocks**—These custom ad blocks are unique to MPMA newsletters. They include a graphic image, headline, copy and link to the URL of your choice
- **Sponsored Content**—Place your educational white paper, article or video in our e-mail newsletter. This native advertising option gives you the opportunity to generate leads and increase your brand's position as a leading expert in our industry.

Dedicated E-Blasts

Do you have a specific message you'd like to send to our audience? Dedicated e-blasts are a great way to promote your special event or new product launch!

- ***Gear Technology*** dedicated e-blasts are sent to more than 9,000 gear industry professionals.
- ***PTE*** dedicated e-blasts are sent to more than 14,000 engineers involved in the specification or purchase of gears, bearings, motors, gear drives and other power transmission products.

All dedicated e-blasts include lead capture.





Banner Advertising

Take advantage of the highest-profile spaces on our website with banner ads on our home page and embedded throughout the site adjacent to editorial. All ad types are available on both *geartechnology.com* and *powertransmission.com*.

- **Top Banner**—This is a rotating position shared by up to five advertisers. Appears at the top of the home page and throughout the site.
- **Rotating Carousel**—These square ads appear prominently on the home page and also throughout the site.
- **Middle Banner**—Position shared by up to five advertisers, appears about half-way down the home page and editorial pages.
- **Keyword Banners**—Square ads that appear in the carousel positions, but specifically on pages with related content.
- **Sponsored Content**—Great for promoting white papers or videos. Includes home page positioning, a dedicated registration page and lead collection.

Buyer's Guide

The Buyer's Guide at *geartechnology.com* features a comprehensive directory of gear industry suppliers. Thousands of visitors per month come to *geartechnology.com* looking for vital information about gear manufacturing, including information about the suppliers of machines, tooling and services needed to manufacture gears and related components.

The Buyer's Guide at *powertransmission.com* includes suppliers of all types of mechanical power transmission and motion control products.

Premium listings (\$1,895 per year) appear on every applicable Buyer's Guide category, on both *powertransmission.com* and *geartechnology.com*. They are positioned above the free listings, and they include a logo and brief description of your company.

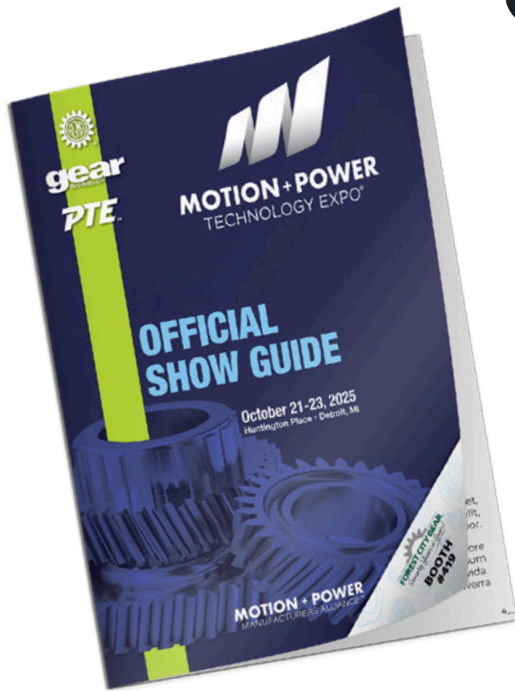
Social Media Package

Let us do the work for you and maximize your reach and engagement through our social media platforms! This package includes a consultation, copy, and development of five social media posts that will be pushed out through our industry groups and LinkedIn, along with our specialized lists. Starting at \$1,575.

Webinar Production and Hosting Package

Choose a topic for an interactive and educational webinar. We'll market it, host it and produce it for you. Starting at \$3,675.

- Co-branded with your company as sponsor, along with MPMA, *Gear Technology* or *PTE* for added credibility!
- Recording lives on the MPMA platforms as part of our webinar collection.
- Includes dedicated e-mail promotion, e-mail newsletter promotion and social media posts to recruit attendees.
- Hosts will receive a full registration list with contact information for qualified leads.



MOTION + POWER TECHNOLOGY EXPO

40 Years of driving the gear industry forward

Join hundreds of exhibitors and thousands of attendees in 2027 for the next edition of MPMA's premier event. MPT Expo is your gateway to growth. Exhibit and connect with buyers across the complete power transmission supply chain. Showcase your technology and expertise to connect with thousands of decision-makers from key industries like defense, automotive, aerospace, agriculture, oil & gas, energy, medical, mining, robotics and more!

Annual Sponsorship Opportunities

MPMA additionally hosts three flagship events: the Annual Meeting, the Strategic Networking & Leadership (SNL) Forum and the Fall Technical Meeting (FTM). Industry suppliers and manufacturers are given an exclusive opportunity to be seen where their customers are through on-site sponsorships during these programs.

Do you want to grow your brand recognition and showcase your support of these important industry events? See contact info below.

Please contact our team to help you put together the best possible marketing package:

Katie Mulqueen, Manager, Member Engagement and Sales
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