

Power Transmission Engineering®

MEDIA GUIDE



Power Transmission Engineering is POWERED by The American Gear Manufacturers Association



2024
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The **ONLY** magazine targeting **BUYERS** of *Mechanical Power Transmission Components*

96% of

Power Transmission Engineering readers are involved with the purchase of mechanical motion components. Here's where those purchasing influencers are most concentrated:

- Belts & Belt Drives 46%**
- Sensors 40%**
- Gearmotors 46%**
- Couplings 60%**
- Motors 48%**
- Controls 31%**
- Gears 74%**
- Clutches 45%**
- Actuators 35%**
- Pneumatics 34%**
- Chain & Chain Drives 41%**
- Linear Motion 29%**
- Bearings 73%**
- Seals 53%**
- Lubrication 59%**
- Brakes 42%**
- Hydraulics 40%**
- Gear Drives 71%**

At **PTE**, we focus our articles on **the mechanical components** readers buy.



2024 EDITORIAL CALENDAR—Print

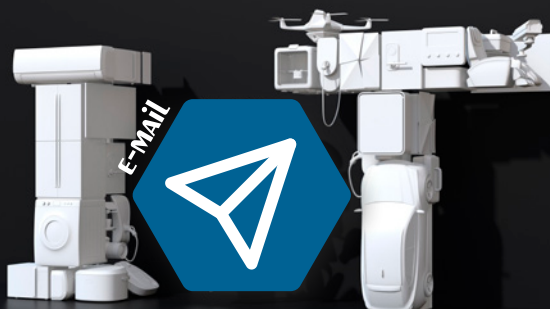
Gears, Bearings, Motors, Motion Control **IN EVERY ISSUE**

| ISSUE | FOCUS | EDITORIAL THEME | INDUSTRY HIGHLIGHT | SUGGESTED TOPICS (Submissions Welcome!) | SHOW COVERAGE | AD DEADLINE |
|-----------|---|-----------------------|----------------------|---|---|-------------|
| February | Software | Component Design | Energy | Oil & Gas, Solar, Hydro, Wind, Energy Efficiency, Gear Design, Bearing Design, Motor Design | Westpack (Feb 6-8) IPTEX 2024 (Feb 22-24) MDMS 2024 (Feb 13-15) | 1/4/2024 |
| March | Fluid Power | Smart Systems | Off-Highway | Mining, Construction, Agriculture, Transportation, Fluid Power, Hydraulics/Pneumatics, Lubrication & Seals | Modex 2024 (March 11-14) Hannover Messe (April 22-26) Cleanpower 2024 (May 6-9) | 2/1/2024 |
| April | Couplings | Automation | Robotics | Gearmotors, Servo Drives, Mechatronics, Software, AGVs, Automate Show | Automate 2024 (May 6-9) CTI USA Symposium (May 15-16) STLE Annual Meeting & Expo (May 19-23) | 2/29/2024 |
| June | Clutches & Brakes | Electrification | Automotive | e-Mobility, Automotive, Trucks, Transmissions, Trains, Motorcycles, Marine Drives | Dritev 2024 (June 12-13) Powdermet 2024 (June 16-19) 5th Int'l FVA Conference/Bearing World (June 25-26) | 5/2/2024 |
| August | Belt & Chain Drives SPS/IMTS SHOWSTOPPERS Advertising Section | Maintenance & Repair | Heavy Industry | Primary Metals, Aggregate/Cement/Asphalt, Pulp & Paper, Chemicals, Mill Drives, Couplings, Belt Drives, Chain Drives, SPS-Smart Production Solutions | Turbomachinery & Pump Symposia (Aug 20-22) IMTS 2024 (Sept 9-14) SPS - Smart Production Solutions (Sept 9-14) | 7/3/2024 |
| September | Gearmotors | Factory of the Future | Aerospace | Gears, Electric Drives, Gearmotors, Prototyping, Additive Manufacturing, IIoT/Smart Manufacturing, Medical, Robotics, Precision Motion, Drones, Helicopters | SPS/IMTS (Sept 9-14) The Battery Show (Oct 8-10) | 8/1/2024 |
| October | Packaging/ Material Handling | Lubrication | Logistics & Shipping | Food & Beverage, Gearmotors, Conveyors, Motion Control, Chain Drives, Supply Chain | Pack Expo (Nov 3-6) SPS Nuremberg (Nov 12-14) | 9/5/2024 |
| December | Linear Motion | Sustainability | Food & Beverage | Servo Drives, Controls, Sensors, Precision Components, Energy Efficiency | Automation Fair (TBD) Power-Gen International (Jan 23-25) CTI Berlin (TBD) | 10/31/2024 |

2024 EDITORIAL CALENDAR – E-mail Newsletter

Delivered the first four Thursdays of every month.

| ISSUE | FOCUS | ADVERTISING DEADLINE |
|--------------|--------------------------|----------------------|
| January 4 | Gears | December 28, 2023 |
| January 11 | Bearings | January 4 |
| January 18 | Chain Drives | January 11 |
| January 25 | Clutches & Brakes | January 18 |
| February 1 | Sensors | January 25 |
| February 8 | Motion Control | February 1 |
| February 15 | e-Mobility | February 8 |
| February 22 | Motors | February 15 |
| March 7 | Condition Monitoring | February 29 |
| March 14 | Fluid Power | March 7 |
| March 21 | Couplings | March 14 |
| March 28 | Mechatronics | March 21 |
| April 4 | Motion Control | March 28 |
| April 11 | Gear Drives | April 4 |
| April 18 | Software | April 11 |
| April 25 | Automate Show | April 18 |
| May 2 | Automate Show | April 25 |
| May 9 | Smart Systems | May 2 |
| May 16 | Maintenance | May 9 |
| May 23 | Gears | May 16 |
| June 6 | Belts & Belt Drives | May 30 |
| June 13 | Linear Motion | June 6 |
| June 20 | Gearmotors | June 13 |
| June 27 | Couplings | June 20 |
| July 3 | Pumps | June 27 |
| July 11 | Mechatronics | July 3 |
| July 18 | Bearings | July 11 |
| July 25 | IIoT/Smart Manufacturing | July 18 |
| August 1 | Material Handling | July 25 |
| August 8 | e-Mobility | August 1 |
| August 15 | Servomotors and Drives | August 8 |
| August 22 | Clutches & Brakes | August 15 |
| September 5 | Gear Drives | August 29 |
| September 12 | Automation | September 5 |
| September 19 | Software | September 12 |
| September 26 | Gears | September 19 |
| October 3 | Bearings | September 26 |
| October 10 | Gearmotors | October 3 |
| October 17 | Lubrication & Seals | October 10 |
| October 24 | Pack Expo | October 17 |
| November 7 | Robotics | October 31 |
| November 14 | Motors | November 7 |
| November 21 | Couplings | November 14 |
| November 27 | Wind Energy | November 21 |
| December 5 | Conveyor Systems | November 27 |
| December 12 | Belt & Belt Drives | December 5 |
| December 19 | Bearings | December 12 |
| December 26 | Linear Motion | December 19 |



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AGMA UPDATES

Operator Hobbing & Shaper Cutting | Oct. 5-6—Chicago
Learn and understand the fundamentals of gear manufacturing. Acquire knowledge and understanding of gear nomenclature, hobbing and shaping of spur and helical gears, and splines. Learn and understand hobber and shaper machine set-up, as well as gear tooth wear inspection. Understand the manufacturing process before gear tooth cutting, as well as producing processes. Acquire concepts to further hobbing processes, i.e., heat treat, gear tooth shaving, and grinding and/or skiving. Gain knowledge to establish a solid foundation for all basic gear manufacturing.
[Read More](#)

Robot Simulation: Make the Most of Your Investment in Automated Manufacturing | Oct. 5—Virtual
Manufacturers in every industry are adopting robotic automation at an accelerating rate. The investment required for automation is often significant and comes with a host of options. "What type of size of Robot should be selected? What throughput can be achieved through this new system? Will the workload fit into my production line? All of these questions can be answered with Robot Simulation Software. This multi-function tool is invaluable in modeling complicated manufacturing systems, in addition to supporting how Robot Simulation Software can be utilized, this presentation will provide Case Studies that demonstrate how simulation early in the project can avoid later problems.
[Read More](#)

Power Transmission Engineering e-mail newsletter, delivered the first four Thursdays of every month.

Power Transmission Engineering 2022 Newsletter August 23, 2022
Power Transmission Technology Update

A Look at Servo Technology for Power Transmission Systems
This article looks at the latest news on servo motors, drive and control. How do we differentiate between the definitions? What are design engineers faced between a stepper and a servo motor? Also, a quick update on the benefits of closed-loop servo control.
[Read More](#)

[optional content]

QUICK REACTING AND READILY AVAILABLE TORQUE LIMITERS
Proper torque overload protection is often omitted from machine design and increases about size, inertia, and performance - not to mention long lead times. The SLE addresses all of this with a compact low inertia design that meets both low and changeover within milliseconds of an overload. It's also readily available.
[Read More](#)

Gear Technology e-mail newsletter, delivered the first four Wednesdays of every month.

gear Technology 2022 Newsletter August 24, 2022
Gear Manufacturing Technology Update

Verisurf Offers Universal Measurement and Inspection at IMTS
Verisurf Software, Inc. will be demonstrating a universal approach to measurement and inspection at this year's IMTS Show in Booth # 3114A. Verisurf software provides universal and inspection workflows with inspection plans that can be created once and used across the manufacturing enterprise in any portable or fixed CMM.
[Read More](#)

Technology Advancements in EV Inspection
Different components, characteristics and electric vehicle (EV) motor and load requirements in the automotive industry. EV motor inspection is changing how gear analysis and inspection is carried out. Detecting noise issues in gears and pinion gears requires an analytical approach like a detective. The problem could come from the design itself, manufacturing or typical relief issues, tooth flank form deviations like variations in perhaps covering areas that directly impact noise. Every aspect of gear production needs to be examined to provide the most accurate results.
[Read More](#)

For more details, visit
powertransmission.com/adinfo

The Right Tools for Your Marketing Goals!

As technology changes and readers' information consumption and response habits evolve, so must your marketing strategy. That's why we continue to develop and improve our tools to drive both brand recognition and response. While print remains the dominant tool to reach and impact this highly technical field, we offer many digital tools designed to enhance branding, response and lead generation. Integrated marketing is the key to a successful marketing plan in 2024.



PRINT

PRINT

Maximum visibility ideal for brand awareness.

- Display Ads (next to editorial)
- sMart Ads (special value rates)
- SPS/IMTS Showstopper Exhibitor Ads (special value rates)
- Engineering Showcase (sponsored content in print)



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E-MAIL

Drive response in *PTE* e-mail programs (GDPR/CAN-SPAM compliant.)

- E-Newsletter
- Dedicated E-mail
- Native (sponsored content)



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Be seen on the PT industry's website.

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- Keyword Banners
- Online Buyers Guide
- Native (sponsored content)



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