

MOTION + POWER

MANUFACTURERS ALLIANCE™



American
Gear Manufacturers
Association®



American Bearing
Manufacturers Association



MOTION + POWER
TECHNOLOGY EXPO™

gear
TECHNOLOGY®

PTE
™

2026

Media Guide



Print



Digital



In Person

The Complete Supply Chain Under One Roof

The American Gear Manufacturers Association (AGMA) and the American Bearing Manufacturers Association (ABMA) have merged to form the Motion + Power Manufacturers Alliance (MPMA). The powerful media brands of *Gear Technology* and *Power Transmission Engineering (PTE)* combined with extensive programming developed by MPMA will allow you to leverage an even larger audience with unrivalled access to decisionmakers across the complete spectrum of power transmission technologies.

MPMA Media 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.** Websites, white papers, webinars, e-mail, and social media ready for your story. We've got you covered.
See pages 6-7 for more info.
- **In-Person Events and Sponsorships.** MPMA brings the industry together at Motion + Power Technology Expo (next show in 2027) along with our Annual Meeting, Fall Technical Meeting, Strategic Networking and Leadership Forum and countless in-person and online education classes, webinars and other events.
See page 8 for more info.



MARKETING



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.

Our readers consist of:

Corporate Executives	21%
Manufacturing Operations	14%
Manufacturing Engineering	24%
Design Engineering	21%
Marketing and Sales	11%
Purchasing	2%
Other	6%

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 all the options, including sizes, specs, deadlines and rates, please visit our full media kit at geartechnology.com/adinfo

2026 EDITORIAL CALENDAR — Print

Gear Manufacturing and Gear Design in every issue.

ISSUE	FOCUS	EDITORIAL THEME	INDUSTRY HIGHLIGHT	SUGGESTED TOPICS (Submissions Welcome!)	SHOW COVERAGE	AD DEADLINE
January/February	Cutting Tools	State of the Gear Industry The Future of Gearing	Aerospace & Defense	Annual Survey, Emerging Technologies, Future of the Gear Industry, Training & Education, Automotive, Aerospace, Off-Highway, Industrial Gears, Standards, Tool Sharpening, e-Mobility	Iptex (February 26–28) Bearing Show/Lubrication Expo (March 17–19)	1/15/2026
March/April	Heat Treating Forging Gear Blanks		Energy	Metallurgy, Steel, Hardness Testing, Materials Innovations, Powder Metal, Standards, Wind Power, Gear Failure	Quality Show/Assembly Show (TBD) CTI Symposium (April 19–20)+H21	3/12/2026
May	Grinding & Abrasives	Gear Noise	Robotics	Grinding, Chamfering, Deburring, Coatings, Isotropic Finishing, Honing, Shot Peening, Coolants & Lubricants, Plastic Gears, e-Drives	STLE (May 17–21) Cleanpower (June 1–4)	4/9/2026
June	Inspection Workholding & Toolholding	Quality	Off-Highway	Inspection Equipment, Metrology, Gages, Vision, Software, NDT, Lean, Maintenance, Inline Inspection	Reliable Plant (June 15–18) Automate (June 22–25) WorldPM (June 25–29)	5/14/2026
July	Machine Tools Powder Metal	e-Mobility	Automotive	5-Axis, Skiving, Data-Driven Manufacturing, Robotics, Workholding	Advanced Manufacturing Expo (AME) (July 28–29)	6/4/2026
August	Repair & Refurbish	Supply Chain	Industrial Gears	Powder Metal, Cutting Tools, Workholding, IIoT, Smart Manufacturing, Digitizing the Job Shop, Big Gears, AI	IMTS 2026 [Show Issue]	7/16/2026
September/October	Robotics & Automation	Emerging Technologies	Medical	Hobbing, Shaping, Skiving, Bevel Gear Machines, Cutting Tools, Workholding	IMTS (September 14–19) TPS (September 22–24)	9/17/2026
November/December	Lubrication	Workforce Development	Transportation	Back to Basics, Service, Condition Monitoring, Training & Education, Energy, Precision Gears	CES 2027 (January 6–9)	11/12/2026

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).

Our readers consist of:

Corporate Executives	7%
Plant Engineering / MRO	31%
Design Engineering	56%
Marketing and Sales	3%
Other	2%

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 reaches the engineers and MRO professionals that decide what components are best for their product, whether they are OEMs designing new products or facilities managers upgrading plant equipment.

- **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 all the options, including sizes, specs, deadlines and rates, please visit our full media kit at powertransmission.com/pte-adinfo

2026 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	Actuators	Medical Devices	Aerospace & Defense	Quality, Inspection, Prototyping, Additive Manufacturing, IIoT/Smart Manufacturing, Precision Drones, Helicopters, Linear Motion, Powder Metal, Plastics, Software	The Bearing Show/Lubrication Expo (March 17–19)	1/5/2026
March	Clutches & Brakes	Fluid Power	Off-Highway	Mining, Construction, Agriculture, Transportation, Hydraulics, Pneumatics, Large Components, Condition Monitoring, Sensors, Safety	MODEX (April 13–16) Hannover Messe (April 20–24)	2/5/2026
April	Motion Control	Automation	Robotics	Couplings, Gearmotors, Drives, Humanoids, Cobots, AI, AGVs, AMRs, Warehouse Logistics, Material Handling, Supply Chain, Controls, Controllers, Servos, Software	CTI Symposium (April 19–20) STLE (May 17–21) Cleanpower (June 1–4)	2/26/2026
June	EV Components	Electrification	Transportation	e-Mobility, Automotive, Trucks, Transmissions, Trains, Motorcycles, Marine Drives, Electric Motors, Controllers, Thermal Management, Drivetrain	Coiltech North America (June 10–11) Reliable Plant (June 15–18) Automate (June 22–25) WorldPM (June 25–29)	4/30/2026
August	Lubrication & Seals	Digital Manufacturing	Agriculture	Materials, Metallurgy, Pumps, Compressors, Energy, Automation, Powder Metal, Plastics, Food Lubricants, Tribology, Predictive Maintenance, Software	IMTS (Sep 14–19) IVT Expo America (August 19–20) TPS (September 22–24)	7/2/2026
September	Gears & Gear Drives	Sustainability	Energy	Oil & Gas, Solar, Hydro, Wind, Energy Efficiency, Water/Wastewater, Renewables, Power Generation	IMTS (September 14–19)	8/6/2026
October	Belts & Chains	Sensors	Packaging/ Material Handling	Conveyors, Electric Motors, Drives and Drive Systems, Linear Motion, Controls, Software, Robotics, Couplings	Pack Expo (October 18–21)	9/3/2026
December	Couplings	Condition Monitoring	Food & Beverage	Servo Drives, Controls, Predictive Maintenance, Precision Components, Energy Efficiency, Training, Workforce Development, Emerging Technologies	MDSM (TBD) CES 2027 (January 6–9, 2027)	10/29/2026



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.

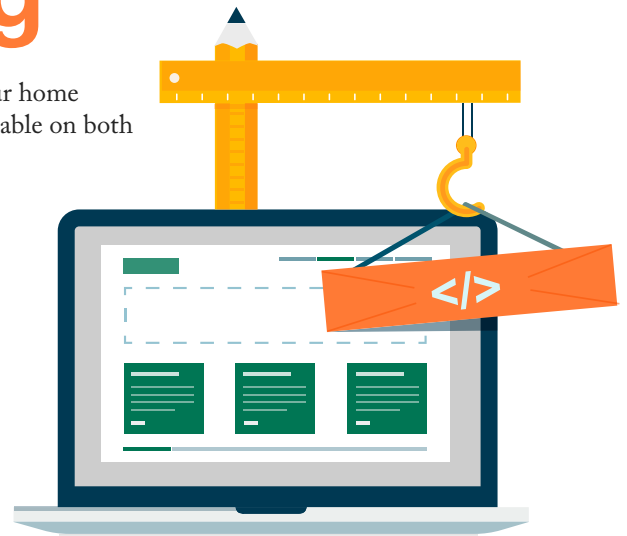


Banner Advertising



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* is the world's most comprehensive directory of suppliers serving the gear industry. 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

Includes consultation and development of five social media posts and includes 5× push to industry groups, MPMA Media social accounts and specialized lists (provided by advertiser). Starting at \$1,500.

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 \$3,500.

- Co-branded with your company as sponsor, along with MPMA, *Gear Technology* or *PTE* for added credibility!
- Recording lives on the MPMA Media platforms as part of our webinar collection.
- Includes dedicated e-mail promotion, e-mail newsletter promotion and social media posts to recruit attendees.

For all the options, including sizes, specs, deadlines and rates, please visit our full media kits at geartechnology.com/adinfo AND powertransmission.com/pte-adinfo



MOTION + POWER TECHNOLOGY EXPO®

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

In addition to MPT Expo, MPMA also produces its Annual Meeting, Strategic Networking & Leadership Forum (SNL) and Fall Technical Meeting (FTM) every year, providing industry suppliers with a unique opportunity to be seen where their customers are gathering throughout the year.

MPMA offers a wide variety of sponsorship packages that will get your brand in front of tens of thousands of industry professionals that are relevant to your business development.

Putting It All Together in Your Price Range

We offer significant discounts to our advertisers and sponsors, based on volume. Our goal is to provide you with the most marketing value for your dollar, and we work hard to make sure your goals are met. We will work with your team and your budget.

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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