



# Who Can You Trust?

We've made a lot of changes at *PTE* lately, including the redesign of our printed magazine and website with a sleek new logo and a more comfortable, vibrant, readable look and feel. You might think these changes are largely cosmetic. But they're not. We began the process more than a year ago, and from the beginning, every decision was driven by a desire to serve you, the reader.

## Our goal? To build and grow trust.

Over the past decade, media companies have gone too far in the effort to capitalize on the public's willingness to endlessly scroll through mindless content. Clickbait has become more important than fact, and the line between the bottom line and editorial integrity has become blurred (or even erased).

Here at AGMA Media, we're doubling down on integrity. You might notice in our new designs that advertising is clearly marked or delineated. That's definitely on purpose. Both online and in print, ads and sponsored content are separated from editorial by a light grey background. On the website, advertising is labeled as advertising, and sponsored content (such as white papers or webinars) is labeled as sponsored.

## What's the difference, you ask?

Editorial items are chosen and prepared by our editorial team. They edit out superfluous, ambiguous and biased content. They try to make sure that facts are represented as facts, and opinions represented as opinions. Their job is to deliver the information that will be most useful to you. In this way, the editors act as your filter.

In fact, from that perspective, the editors don't really work for me, or even AGMA. They work for you.

Advertising and sponsored content, on the other hand, are prepared by the suppliers in our industry and delivered to you as-is—and that's a wonderful thing. The information presented in advertisements and sponsored content is among the most valuable information we offer, because the companies who produce it are the most knowledgeable about the technologies, products and processes involved. We've heard time after time from our readers how much they value that content, and we couldn't provide the full picture without it.

I hope you'll take a few moments to visit the new website at [www.powertransmission.com](http://www.powertransmission.com) to better understand some of the changes we've made and the depth of our commitment to you. I'm confident you'll like what you see enough to renew your subscription at [www.powertransmission.com/subscribe/](http://www.powertransmission.com/subscribe/)

**PTE**

**P.S.** Since we work for you, then technically you're our boss, and it's time for you to give us our annual performance review. In addition to renewing your subscription, we'd love to get some feedback—positive or negative—about how we're doing. Send your comments about the redesign, your faith in B2B media or any piece of content you see. E-mail me directly at [stott@agma.org](mailto:stott@agma.org).

*Randy Stott*

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Publisher & Editor-in-Chief

