

Power Transmission Engineering

2022 MEDIA GUIDE



REACH
BUYERS OF MECHANICAL
MOTION PRODUCTS



Power Transmission Engineering is
now published by The American
Gear Manufacturers Association

Power Transmission Engineering

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:

Motors 48%

Chain & Chain Drives 41%

Bearings 73% Brakes 42%

Sensors 40% Gears 74%

Linear Motion 29% Seals 53%

Gear Drives 71% Pneumatics 34%

Gearmotors 46% Couplings 60%

Lubrication 59% Hydraulics 40%

Controls 31% Clutches 45%

Actuators 35% Belts & Belt Drives 46%

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

2022 EDITORIAL CALENDAR

ISSUE	FOCUS	IN EVERY ISSUE	FEATURED TOPICS	ADVERTISING DEADLINE
February 2022	Energy	Bearings, Gears, Gear Drives, Motors	Oil & Gas, Solar, Hydro, Wind, Energy Efficiency	December 30, 2021
March 2022	Off-Highway	Bearings, Gears, Gear Drives, Motors	Mining, Construction, Agriculture, Transportation, Fluid Power, Hydraulics/Pneumatics, Lubrication & Seals	February 3
April 2022	Automation	Bearings, Gears, Gear Drives, Motors	Automate Show, Motion Control, Gearmotors, Couplings, Robotics, Servo Drives, Mechatronics, Software, AGVs	March 3
June 2022	Transportation	Bearings, Gears, Gear Drives, Motors	eMobility, Automotive, Trucks, Transmissions, Trains, Motorcycles, Marine Drives, Clutches & Brakes, CTI Drivetrain Symposium	May 5
August 2022	Heavy Industry	Bearings, Gears, Gear Drives, Motors	Primary Metals, Aggregate/Cement/Asphalt, Pulp & Paper, Chemicals, Mill Drives, Couplings, Belt Drives, Chain Drives	June 30
September 2022	Hannover Messe USA	Bearings, Gears, Gear Drives, Motors	Gears, Electric Drives, Gearmotors, Prototyping, Additive Manufacturing, IIoT/Smart Manufacturing, Medical, Robotics, Precision Motion	July 28
October 2022	Aerospace & Defense	Bearings, Gears, Gear Drives, Motors	Pack Expo, Packaging, Material Handling, Food & Beverage, Helicopters, Airplanes, Drones, Spacecraft	September 8
December 2022	Motion Control	Bearings, Gears, Gear Drives, Motors	Food & Beverage, Linear Motion, servo drives, Controls, Sensors, Precision Components	October 27
December 2021	Motion Control	Bearings, Gears, Gear Drives, Motors	Linear Motion, servo drives, Controls, Sensors, Precision Components	November 4

2022 E-MAIL NEWSLETTER SCHEDULE

ISSUE	FOCUS	IN EVERY ISSUE	ADVERTISING DEADLINE
January 4 E-News	Gears	Bearings, Gears, Gear Drives, Motors	December 30, 2021
January 11 E-News	Bearings	Bearings, Gears, Gear Drives, Motors	January 6
January 18 E-News	Chain Drives	Bearings, Gears, Gear Drives, Motors	January 13
January 25 E-News	Clutches & Brakes	Bearings, Gears, Gear Drives, Motors	January 20
February 1 E-News	Gearmotors	Bearings, Gears, Gear Drives, Motors	January 27
February 8 E-News	Motion Control	Bearings, Gears, Gear Drives, Motors	February 3
February 15 E-News	e-Mobility	Bearings, Gears, Gear Drives, Motors	February 10
February 22 E-News	Motors	Bearings, Gears, Gear Drives, Motors	February 17
March 1 E-News	Clutches & Brakes	Bearings, Gears, Gear Drives, Motors	February 24
March 8 E-News	Gears	Bearings, Gears, Gear Drives, Motors	March 3
March 15 E-News	Fluid Power	Bearings, Gears, Gear Drives, Motors	March 10
March 22 E-News	Couplings	Bearings, Gears, Gear Drives, Motors	March 17
April 5 E-News	Motors	Bearings, Gears, Gear Drives, Motors	March 31
April 12 E-News	Mechatronics	Bearings, Gears, Gear Drives, Motors	April 7
April 19 E-News	Motion Control	Bearings, Gears, Gear Drives, Motors	April 14
April 26 E-News	Gear Drives	Bearings, Gears, Gear Drives, Motors	April 21
May 3 E-News	Software	Bearings, Gears, Gear Drives, Motors	April 28
May 10 E-News	Lubrication & Seals	Bearings, Gears, Gear Drives, Motors	May 5
May 17 E-News	Maintenance	Bearings, Gears, Gear Drives, Motors	May 12
May 24 E-News	Automate Show	Bearings, Gears, Gear Drives, Motors	May 19
June 7 E-News	CTI Drivetrain Symposium	Bearings, Gears, Gear Drives, Motors	June 2
June 14 E-News	Belts & Belt Drives	Bearings, Gears, Gear Drives, Motors	June 9
June 21 E-News	Linear Motion	Bearings, Gears, Gear Drives, Motors	June 16
June 28 E-News	Gearmotors	Bearings, Gears, Gear Drives, Motors	June 23
July 5 E-News	Couplings	Bearings, Gears, Gear Drives, Motors	June 30
July 12 E-News	Pumps	Bearings, Gears, Gear Drives, Motors	July 7
July 19 E-News	Mechatronics	Bearings, Gears, Gear Drives, Motors	July 14
July 26 E-News	Bearings	Bearings, Gears, Gear Drives, Motors	July 21
August 2 E-News	IIoT/Smart Manufacturing	Bearings, Gears, Gear Drives, Motors	July 28
August 9 E-News	Material Handling	Bearings, Gears, Gear Drives, Motors	August 4
August 16 E-News	e-Mobility	Bearings, Gears, Gear Drives, Motors	August 11
August 23 E-News	Servo Motors and Drives	Bearings, Gears, Gear Drives, Motors	August 18
September 6 E-News	Hannover Messe USA/IMTS	Bearings, Gears, Gear Drives, Motors	September 1
September 13 E-News	Gear Drives	Bearings, Gears, Gear Drives, Motors	September 8
September 20 E-News	Automation	Bearings, Gears, Gear Drives, Motors	September 15
September 27 E-News	Software	Bearings, Gears, Gear Drives, Motors	September 22
October 4 E-News	Gears	Bearings, Gears, Gear Drives, Motors	September 29
October 11 E-News	Condition Monitoring	Bearings, Gears, Gear Drives, Motors	October 6
October 18 E-News	Pack Expo	Bearings, Gears, Gear Drives, Motors	October 13
October 25 E-News	Fluid Power	Bearings, Gears, Gear Drives, Motors	October 20
November 1 E-News	Bearings	Bearings, Gears, Gear Drives, Motors	October 27
November 8 E-News	Gearmotors	Bearings, Gears, Gear Drives, Motors	November 3
November 15 E-News	Motors	Bearings, Gears, Gear Drives, Motors	November 10
November 22 E-News	Lubrication & Seals	Bearings, Gears, Gear Drives, Motors	November 17
December 6 E-News	Gear Drives	Bearings, Gears, Gear Drives, Motors	December 1
December 13 E-News	Linear Motion	Bearings, Gears, Gear Drives, Motors	December 8
December 20 E-News	Couplings	Bearings, Gears, Gear Drives, Motors	December 15
December 27 E-News	Bearings	Bearings, Gears, Gear Drives, Motors	December 22

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 2021.



PRINT – Maximum visibility ideal for brand awareness.

- Display Ads (next to editorial)
- sMart Ads (special value rates)
- Buyers Guide Ads (special value rates)
- IMTS / Hannover Messe USA Showstopper Exhibitor Ads (special value rates)
- Engineering Showcase (sponsored content in print)



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

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



POWERTRANSMISSION.COM - Be seen on the PT industry's web site.

- Home page banners
- Keyword banners
- Online Buyers Guide
- Native (sponsored content)

INTEGRATED PROGRAMS – Multiple formats to maximize response and reach more readers.

- White Papers
- Webinars
- Custom programs

[For complete, detailed information, including ad rates and specs, visit www.powertransmission.com/adinfo.htm]

Power Integrated Package (Branding & Lead Gen) – Save 50%

Print Ads—Full Page, 4-Color—All 8 issues

Engineering Showcase – full page advertorial (Native) – 1X

E-mail Impact Block Ads – Monthly (12x)

Home Page Web Banner – 12 months

Buyers Guide Sponsored Category & Premium Listing – 12 months

Webinar or White Paper Promotion – 1x

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