

PTE on a Growth Path

We are pleased to present this issue of *Power Transmission Engineering*, featuring our annual printed-version Buyers Guide, a comprehensive directory featuring about 800 suppliers of power transmission components from around the world. Our editors and staff have worked hard over the past several months to ensure that the information presented here is as inclusive and accurate as possible.

A core part of what we do here is making sure that our readers – the people who design, buy and use mechanical power transmission products – know where to find the suppliers of technology they need. In fact, the Buyers Guide has been a big part of our mission since we first launched *powertransmission.com* in 1997. What's more, while the printed guide in your hands provides a handy reference that's easy to use, the online version of the Buyers Guide includes even more comprehensive information, and you can drill down to even more specific product categories. Furthermore, the online Buyers Guide is continually evolving, as new companies are added and changes come in throughout the year.

I'd like to thank all of the suppliers who took the time to get listed and who also helped us by updating and reviewing their information online. Their contributions are at least as important as ours. Of course, I would be remiss in my duties if I didn't also thank the advertisers who support what we do. Your generous support has helped this publication grow and expand over the past seven years.

Thanks to that support, *Power Transmission Engineering* has been able to grow significantly—this past year more so than any year previously. In fact, every aspect of *Power Transmission Engineering* has expanded in 2013. We've added more pages in each issue to bring you as much valuable information as possible, including new features and columns like "Ask the Expert," which brings the technology down to a more practical level.

And there's plenty more growth on the horizon. In fact, beginning in 2014, we're expanding our schedule to publish eight issues instead of six. We'll be adding issues with a special focus on the IFPE show in March and a special focus on MDA, IANA and IMTS in September.

On top of that, we're also significantly expanding our efforts at electronic communication. We know how busy you are, so we're doing



everything we can to make sure you get the information you need in the manner that's most convenient to you. With that in mind, we've stepped up our efforts at communicating via social media, including LinkedIn, Twitter and Facebook, and we're expanding our e-mail distribution as well, with our highly popular "Product Alerts" scheduled for twice a month in 2014, in addition to our regular monthly newsletter.

So far, our efforts seem to be paying off, as we've seen a significant increase in subscriptions, with our overall distribution increasing by more than 13% for 2014 vs. 2013. It's extremely important to us that we deliver this magazine to those who are most interested in it, so please keep those subscription cards coming in. If you haven't renewed in a while, please do so at www.powertransmission.com/subscribe.htm.

In closing, I'd just like to offer everyone in the industry our sincere wishes that you enjoy a very prosperous 2014.

Randy Stott

