Power Transmission Engineering

2016 MEDIA KIT

THE MAGAZINE FOR MECHANICAL COMPONENT BUYERS
Power Transmission Engineering

- Focused Content
- Dedicated Audience
- Exceptional Results

Power Transmission Engineering is the magazine of mechanical components. Our audience specifies, purchases and uses gears, gear drives, bearings, motors, couplings, clutches, lubrication, seals and many other mechanical power transmission and motion control components.

PTE Readers Purchase, Specify or Recommend...

Power Transmission Engineering caters to a wide variety of job titles with a heavy focus on design engineering and maintenance titles in industries that rely on mechanical motion.
MULTI-CHANNEL REACH

Power Transmission Engineering reaches the most focused audience of professionals involved in the purchase or specification of mechanical power transmission components. Between our printed magazine, our website, our monthly e-mail newsletter and twice-monthly product alerts, we provide the most thorough and comprehensive means to communicate with the design engineers, plant managers and maintenance professionals who make up our core audience.

17,000 Qualified Subscribers to Power Transmission Engineering*

27,000+ Page Views Per Month*
Our website is home to a wealth of information on mechanical power transmission products. Our highly engaged visitors (more than 13,000 user sessions per month) spend more than three minutes on the site each visit. (based on Google Analytics average monthly statistics for January – August 2015).

11,500+ Monthly Newsletter Recipients*
Our monthly e-mail newsletter is received by nearly 12,000 opt-in subscribers each month.

10,000+ Twice Monthly Product Alert Recipients*
Our Product Alerts include the latest information about gears, speed reducers, bearings, motors and other mechanical power transmission components. The information is delivered right to our subscribers’ inboxes—more than 10,000 of them—twice per month.

9,000+ Custom E-Blast Opt-Ins*
More than 9,000 subscribers receive custom e-blasts from our advertisers. Sending a customized message to our 3rd-party opt-in list is a great way to promote your special events, webinars, or new product launches.

1,200+ Twitter Followers* Our reach also extends to social media, where Power Transmission Engineering stays engaged with those interested in power transmission and motion control. Our twitter feed is followed by more than 1,200, and our LinkedIn group has 250 members.

*All statistics on this page are based on publisher’s own data, unless otherwise specified.

PHONE: 847-437-6604 | FAX: 847-437-6618
# 2016 Editorial Calendar

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<th>ISSUE</th>
<th>FOCUS</th>
<th>FEATURED TOPICS</th>
<th>INDUSTRY SPOTLIGHT</th>
<th>PRE-SHOW COVERAGE</th>
<th>ADVERTISING DEADLINE*</th>
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<tbody>
<tr>
<td>February</td>
<td>Mechatronics</td>
<td>Gears &amp; Gear Drives</td>
<td>Heavy Industry</td>
<td>Hannover Messe (partner country: USA)</td>
<td>January 22, 2016</td>
</tr>
<tr>
<td>March</td>
<td>* Engineering Showcase</td>
<td>Clutches &amp; Brakes</td>
<td>Medical Devices</td>
<td>Wind Power, Powdermet, Sensors Expo</td>
<td>February 12, 2016</td>
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<tr>
<td>April</td>
<td>Couplings</td>
<td>Lubrication &amp; Seals</td>
<td>Automotive</td>
<td></td>
<td>March 18, 2016</td>
</tr>
<tr>
<td>June</td>
<td>Motors</td>
<td>Belt &amp; Chain Drives</td>
<td>Aerospace</td>
<td></td>
<td>May 20, 2016</td>
</tr>
<tr>
<td>September</td>
<td>Motion Control</td>
<td>Maintenance, Repair &amp; Upgrade, Sensors</td>
<td>Off-Highway</td>
<td></td>
<td>August 12, 2016</td>
</tr>
<tr>
<td>December</td>
<td>* Buyers Guide</td>
<td>Belt &amp; Chain Drives, Linear Motion</td>
<td>Transportation</td>
<td></td>
<td>November 4, 2016</td>
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* Special Advertising Opportunities Available. See [www.powertransmission.com/adinfo.htm](http://www.powertransmission.com/adinfo.htm) for separate information kits.

* NOTE: Editorial deadlines are much earlier than the ad close dates. If you have an article you’d like to submit for a particular issue, or if you want to be included in our editorial coverage for one of the listed topics, please submit your materials and/or contact one of our editors at least a month prior to the advertising close date listed.

## Engineering sMart - New in 2016

Starting in 2016, we’re proud to launch our new advertising section — Engineering sMart — featuring ¼ page sMART ads that are a great way to promote your webinars, online videos, brochures, white papers, case studies and other special promotions.

Unlike the old-fashioned “classified” section, these value-priced sMART ads are larger and higher profile. And best of all, they’ll never be buried in the back of the magazine.

<table>
<thead>
<tr>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
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<tbody>
<tr>
<td>$495</td>
<td>$425</td>
<td>$375</td>
<td>$325</td>
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sMart Ads measure 2½ inches wide × 4¼ inches tall and fit six to a page. This configuration is ideal for promoting literature, videos and websites!
**SPECIAL OFFERS**
In addition to our regular advertising throughout the year, we also offer special focus issues, each of which has additional advertising opportunities, often at a significant discount from our regular rates. Each of these special issues has a separate information kit, available on our website at www.powertransmission.com/adinfo.htm.

**March 2016 – Engineering Showcase**
Now in its third year, this special focus issue gives our readers a glimpse of the latest technologies and the companies that provide them. We highlight the industry leaders in this once-per-year opportunity.

**PRINT MAGAZINE 2016 RATES**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>8&quot; × 10¼&quot; (+¼&quot; bleed) 203 × 273 mm</td>
<td>$3,650</td>
<td>$3,350</td>
<td>$2,850</td>
<td>$2,550</td>
</tr>
<tr>
<td>½ Page</td>
<td>4¾&quot; × 9¾&quot; 120.5 × 247.5 mm</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,120</td>
<td>$1,900</td>
</tr>
<tr>
<td>½ Page Island</td>
<td>4¾&quot; × 7¾&quot; 120.5 × 184 mm</td>
<td>$2,350</td>
<td>$2,150</td>
<td>$1,820</td>
<td>$1,650</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7¼&quot; × 4¾&quot; 184 × 120.5 mm</td>
<td>$1,950</td>
<td>$1,800</td>
<td>$1,550</td>
<td>$1,400</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3½&quot; × 9¾&quot; 89 × 247.5 mm</td>
<td>$1,950</td>
<td>$1,800</td>
<td>$1,550</td>
<td>$1,400</td>
</tr>
<tr>
<td>½ Page Square</td>
<td>4¾&quot; × 4¾&quot; 120.5 × 120.5 mm</td>
<td>$1,450</td>
<td>$1,300</td>
<td>$1,100</td>
<td>$990</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>2¼&quot; × 9¾&quot; 57 × 247.5 mm</td>
<td>$1,450</td>
<td>$1,300</td>
<td>$1,100</td>
<td>$990</td>
</tr>
<tr>
<td>¼ Page</td>
<td>3½&quot; × 4¾&quot; 89 × 120.5 mm</td>
<td>$1,050</td>
<td>$950</td>
<td>$800</td>
<td>$750</td>
</tr>
<tr>
<td>Engineering sMart ads (¼ page)</td>
<td>2¼&quot; × 4¾&quot; 57 × 120.5 mm</td>
<td>$495</td>
<td>$425</td>
<td>$375</td>
<td>$325</td>
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* All rates include full color. * Premium positions: add 15%. * Rates for all online options can be found on pages 6-7.

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**Why Do You Read Power Transmission Engineering?**

“To keep up with new products and designs.”
“I review the technical articles to stay current on failure modes and new designs.”
“To keep up on the latest bearings/couplings news.”
“I like the quick updates on new products, industry trends, etc.”
“I read it to better understand the products and how they’re used.”
“A lot of the technical articles are interesting. It makes me informed about what’s out there and exposes me to other industries.”
E-MAIL NEWSLETTERS

*Power Transmission Engineering*’s E-mail Newsletter is delivered once per month to more than 11,500 opt-in subscribers. The E-mail Newsletter brings our readers the latest news and exclusive articles. Each issue can accommodate one Sponsor Banner and up to six Impact Blocks.

IMPACT BLOCKS

Impact blocks are ad units that can be placed in either our E-mail Newsletters or our Product Alerts. The size and format of the ad is the same:
- Graphic image in jpg, gif or png format (200 pixels wide × 135 pixels tall)
- Headline – maximum 50 characters (about 8–10 words)
- Copy – maximum 50 words
- Link to the URL of your choice

E-MAIL PRODUCT ALERTS

*Power Transmission Engineering*’s Product Alert is mailed twice per month, and it includes updates on the latest mechanical components. Up to 12 Impact Blocks can be featured each month, keeping our 10,000+ opt-in subscribers up to date on the state of the art in mechanical power transmission and motion control technology.

TURNKEY WEBINARS

Want to host a webinar but don’t know how? Let the experts at *Power Transmission Engineering* help you with the details. We can handle the promotion, the registrations, the production and the setup for you. Custom packages available. Call for details at (847) 437-6604.

DEDICATED E-BLASTS ($3,000 per blast)

Do you have a specific message you’d like to send to our subscriber base? *Power Transmission Engineering* has more than 9,000 opt-in subscribers to our 3rd party e-mail list. These subscribers welcome your engineering-related messages. At just $3,000 per e-mail blast, this is a great way to promote your special event, auction sale or new product launch.
In 2015, powertransmission.com received a major facelift and overhaul to make it even easier for our site visitors to find the content they want. Related content is now displayed throughout the site, and that includes advertising. So, in 2016, we’re pleased to offer targeted keyword advertising for the following high-volume search terms:

- Gears
- Bearings

When a visitor is on a page related to one of these keywords, whether it’s a news item, a technical article or a feature article, your ad can now appear next to this related content. Only three positions are available for each keyword, so you must act fast if you want to take advantage of this opportunity before a highly engaged audience.

- Targeted Keyword Specs:
  - 300 pixels wide × 250 pixels tall
  - JPG, GIF or PNG format
  - $500/month per keyword

Guaranteed average of 5,000 impressions per month
Power Transmission Engineering boasts over a century of editorial experience in manufacturing, most of it focused specifically on mechanical power transmission components, including gears, bearings, motors, couplings and clutches.

The highly technical nature of mechanical engineering requires a dedicated team of professionals to assure accurate, relevant and valuable content is delivered to our readers in every issue.

Michael Goldstein, Publisher & Editor-in-Chief, began his career in the gear industry in 1964, when he joined his father at Cadillac Machinery Co., Inc. As a machine tool dealer specializing in Gleason bevel gear machines, Michael has helped solve gear manufacturing problems at factories all around the world. He founded Gear Technology in 1984, and has been involved with the American Gear Manufacturers Association (AGMA) throughout his career. He founded powertransmission.com in 1997 and Power Transmission Engineering in 2007.

Randy Stott, Associate Publisher & Managing Editor, has a Bachelor's degree in journalism and an MBA in marketing. His background includes a wide variety of technical writing and editing in the automotive, software and manufacturing industries. He was instrumental in the launching of geartechnology.com in 1996, powertransmission.com in 1997 and Power Transmission Engineering in 2007. He joined the staff in 1994 and became managing editor in 1998.

Dave Friedman, Associate Publisher & Sales Manager, has more than 30 years of sales and marketing experience and has concentrated his career on helping B2B advertisers successfully reach their target audiences. His experience includes extensive work with both regional and global publications, including those serving industries such as metal finishing and off-highway equipment. He joined Power Transmission Engineering in 2009.

Jack McGuinn, Senior Editor, has a diverse, 20-year history in manufacturing, including management-level positions in quality assurance and testing; product development; marketing and promotion; and industrial journalism. He has been on staff since 2005.

Matthew Jaster, Senior Editor, has a B.A. in journalism from Columbia College Chicago and has 15+ years of writing and editing experience in automotive, manufacturing, engineering, law and arts and entertainment.