

# gear

TECHNOLOGY®

JAN-DEC 2025

## Media Guide



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*Gear Technology* is POWERED by  
The American Gear Manufacturers  
Association

“If you want to reach the gear industry, you need **Gear Technology**.”

**Gear Technology** is published by The American Gear Manufacturers Association and written for the gear industry.

Our articles cover every phase in the life of a gear, including design, manufacturing, inspection, heat treating and end use.

For more than 39 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. Today, the THE MICHAEL GOLDSTEIN GEAR TECHNOLOGY LIBRARY at [geartechnology.com](http://geartechnology.com) is the most comprehensive collection of gear manufacturing information and technical articles available anywhere.



At **Gear Technology**, we focus our articles on comprehensive gear coverage.

## 2025 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	ARTICLE SUBMISSION 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	Bearing Show/Lubricant Expo (March 18–20)	1/16/2025	12/13/2024
March/April	Heat Treating Forging Gear Blanks		Energy	Metallurgy, Steel, Hardness Testing, Materials Innovations, Powder Metal, Standards, Wind Power, Gear Failure	Rapid + TCT (April 8–10) Formnext (April 8–10)	3/13/2025	2/14/2025
May	Grinding & Abrasives	Gear Noise	Robotics	Grinding, Chamfering, Deburring, Coatings, Isotropic Finishing, Honing, Shot Peening, Coolants & Lubricants, Plastic Gears, e-Drives		4/10/2025	3/14/2025
June	Inspection Workholding & Toolholding	Quality	Off-Highway	Inspection Equipment, Metrology, Gages, Vision, Software, NDT, Lean, Maintenance, inline inspection		5/15/2025	4/18/2025
July	Plastic Gears Powder Metal	e-Mobility	Automotive	5-Axis, Skiving, Data-Driven Manufacturing, Robotics, Workholding		6/12/2025	5/16/2025
August	Software	Automation	Industrial Gears	Machine Tools, Cutting Tools, Workholding, IIoT, Smart Manufacturing, Digitizing the Job Shop, Big Gears, AI	EMO Hannover (Sept 22–26)	7/17/2025	6/20/2025
September/October	MPT Expo	Emerging Technologies	Transportation	Hobbing, Shaping, Skiving, Bevel Gear Machines, Cutting Tools, Workholding	MPT Expo (Oct 21–23) FNA 2025	9/11/2025	8/15/2025
MPT Expo Show Guide				Booth Listings, Featured Products and Services, Show Details, Schedule of Events	MPT Expo (Oct 21–23)		9/18/2025
November/December	Lubrication	Workforce Development	Medical	Back to Basics, Service, Condition Monitoring, Training & Education, Energy, Precision Gears		11/13/2025	10/17/25



### TRIPLE YOUR IMPACT

Advertising in the **AGMA Gear Industry News** is now available exclusively through AGMA Media, in addition to the **Gear Technology** and **Power Transmission Engineering** e-mail newsletters:

#### AGMA Gear Industry News



**Operator Hobbing & Shaper Cutting | Oct. 5-6—Chicago**  
Learn and understand the fundamentals of gear manufacturing. Acquire knowledge and understanding of gear manufacturing, hobbing and grinding of spur and helical gears, and splines. Learn and understand hobbing and shaper machine setup, as well as gear tooth element inspection. Understand the manufacturing process before gear tooth hobbing, as well as hobbing processes. Apply concepts to other hobbing processes, i.e., lead hob, gear tooth dressing, and grinding gear shoring. Gear knowledge is essential to a wide spectrum of all gear manufacturing applications.

**Robot Simulation: Make the Most of Your Investment in Automated Manufacturing | Oct. 5—Virtual**  
Manufacturers in every industry are adopting robotic automation at an accelerating rate. The investment required for automation is often significant and comes with a host of risks. What type or size of Robot should be selected? What throughput can be achieved through this new system? Will the return be to the production floor? All of these questions can be answered with Robot Simulation Software. This multi-function tool is invaluable in modeling complicated manufacturing systems, in addition to exploring how Robot Simulation Software can be utilized. This presentation will provide Case Studies that demonstrate how simulation early in the project can avoid later problems.

delivered every Tuesday.

#### Gear Technology e-mail newsletter



**Verisurf Offers Universal Measurement and Inspection at IMTS**  
Verisurf Software, Inc. will be demonstrating a universal approach to measurement and inspection at this year's IMTS Show in Booth #11345. Verisurf Software provides measurement and inspection solutions with inspection plans that are created once and used across the manufacturing enterprise in any number of Board's tools.

**Technology Advancements in EV Inspection**  
Different component characteristics in electric vehicles lead to higher wear and tear requirements in the automotive industry. It contributes to a certain degree in changing how gear analysis and inspection is carried out. Drawing more resources to gear and production requires an analytical approach like a detector. The process could also come from the design side. Advancing or upgrading of gears, tools, and their dimensions like tolerances or perhaps covering them that directly impact wear. Every aspect of gear production needs to be reviewed in order to meet accurate results.

delivered every Wednesday.

#### Power Transmission Engineering e-mail newsletter



**A Look at Servo Technology for Power Transmission Systems**  
This article looks at the latest servo motor systems, drives and control. How do we differentiate between the different? What are design engineers looking for in a servo and a servo motor? Also, a quick update on the market of closed loop servo control.

**QUICK REACTING AND READILY AVAILABLE TORQUE LIMITERS**  
People design mechanical systems to often neglect their machine design over concerns about cost, weight, and performance – not to mention long lead times. The U.S. addresses all of these with a compact new servo design that uses ball-bearings for seal bearings within milliseconds of its received. It's also readily available.

delivered every Thursday.

For more details, visit [geartechology.com/adinfo](http://geartechology.com/adinfo)

ISSUE	FOCUS	ADVERTISING DEADLINE
January 8	Additive Manufacturing	January 2
January 15	Big Gears	January 9
January 22	Fine-Pitch Gears	January 16
January 29	Lubrication	January 23
February 5	Automation	January 30
February 12	Heat Treating	February 6
February 19	Workholding & Toolholding	February 13
February 26	Broaching	February 20
March 5	Bevel Gears	February 27
March 12	Cutting Tools	March 6
March 19	e-Mobility	March 13
March 26	Hobbing	March 20
April 2	Gear Blanks	March 27
April 9	Plastic Gears	April 3
April 16	Grinding	April 10
April 23	Honing	April 17
April 30	White Papers & Webinars	April 24
May 7	Metrology	May 1
May 14	Cutting Tools	May 8
May 21	Worm Gears	May 15
May 28	Skiving	May 22
June 4	Splines	May 29
June 11	Chamfering & Deburring	June 5
June 18	Cutting Tools	June 12
June 25	Plastic Gears	June 19
July 2	Workholding	June 26
July 9	Gear Shaping	July 3
July 16	Powder Metal Gears	July 10
July 23	Robotics	July 17
July 30	White Papers & Webinars	July 24
August 6	Forgings	July 31
August 13	e-Mobility	August 7
August 20	Heat Treating	August 14
August 27	Skiving	August 21
September 3	Gear Inspection	August 28
September 10	Deburring	September 4
September 17	Cutting & Grinding Fluids	September 11
September 24	Software	September 18
October 1	Turning, Milling & 5-Axis Machining	September 25
October 8	Rack & Pinion	October 2
October 15	Grinding	October 9
October 22	Lubrication	October 16
October 29	White Papers & Webinars	October 23
November 5	Software	October 30
November 12	IIoT/Industry 4.0	November 6
November 19	Custom Gear Manufacturing	November 13
November 26	Shot Peening	November 20
December 3	Automation	November 26
December 10	Heat Treating	December 4
December 17	Tool Sharpening	December 11
December 24	Year in Review	December 18
December 31	White Papers & Webinars	December 24

# 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.



print

## **PRINT**—Maximum visibility that is ideal for brand awareness.

- Display Ads (next to editorial)
- sMart Ads (special value rates)
- MPT Expo Show Guide advertising



e-mail

## **E-MAIL**—Drive response in *Gear Technology* e-mail programs (GDPR/CAN-SPAM compliant.)

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



online

## **GEARTECHNOLOGY.COM**—Be seen on the gear industry's website.

- Home Page Banners
- Keyword Banners
- Online Buyers Guide
- Native (sponsored content)



events

## **EVENTS**—Sponsorship and Exhibit opportunities.

- MPT Expo
- AGMA Live In-Person Events
- AGMA Webinars



social

## **INTEGRATED PROGRAMS**—Multiple formats to maximize response and reach more readers.

- White Papers
- Webinars
- Custom Programs
- Social Media
- Videos

### ***Power Integrated Package (Branding & Lead Gen) — Save 50%***

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