

# THE GEAR INDUSTRY'S INFORMATION SOURCE

Since our founding in 1984, *Gear Technology's* goal has been to educate and inform our readers of the technologies, products, processes, services and news of importance to the gear industry and to provide our advertisers with the most complete and current circulation of gear industry professionals available anywhere!

We call ourselves "The Gear Industry's Information Source"—and with good reason. We provide a central resource for technical information as well as a marketplace for the exchange of product information. All around the world, people who design, manufacture, test, buy, and use gears depend on *Gear Technology* to stay connected to the industry.

We'd like to invite you to our booth (B-7113) at IMTS 2004 to learn how we are reaffirming and strengthening our mission. But for those of you who won't be able to make it to the show, here's a brief summary of what it means to us to be "The Gear Industry's Information Source."

**THE** We know that you are inundated with information and that it is often impossible to sift through it all to find what's useful. That's where we come in. We're proud of the fact that most of you prefer to get your gear-related information through us. That's why *Gear Technology* is THE leading publication serving the industry. That's why our readers save and keep our issues, to refer to time and time again. When we say we're "The Gear Industry's Information Source," we mean it with a capital "THE."

And we're not resting on our laurels, either. At *Gear Technology*, we've constantly worked to introduce new products and tools that help you be more efficient at gathering the information you need.

Our websites, [www.geartechnology.com](http://www.geartechnology.com) and [www.powertransmission.com](http://www.powertransmission.com), are two examples. Our electronic version, *E-GT*, which has grown to more than 4,000 qualified subscribers around the world, is another. They allow you to obtain product and technical information at any time, anywhere around the world. Also, we have some exciting new products in store for 2005, so stay tuned to this space.

**GEAR** Our staff has many decades of gear industry experience. Like most of you, we live, breathe, eat and sleep gears, and we've done so for 20 years as *Gear Technology*. Whether you design, manufacture, process, test, buy or use gears, gear drives or related products, you can learn more via *Gear Technology*, [www.geartechnology.com](http://www.geartechnology.com) and [powertransmission.com](http://powertransmission.com) than you can anywhere else.



**INDUSTRY'S** When we say the gear industry, we mean the *whole* industry. Not just job shops, not just high-production automotive shops, but both, and everything in between. Not just in the U.S. or even North America. *Gear Technology* and its companion electronic version, *E-GT*, are read everywhere from Argentina to Australia, from Bulgaria to Brazil, from Malaysia to Mexico, from New Zealand to Nicaragua, from Swaziland to Switzerland and from Zambia to Zimbabwe—75 countries in all, where we have subscribers every issue.

And we include information from all around the world as well. We find the best technical articles with the most qualified experts as authors. This issue, we worked with some of the world's foremost authorities on their subjects, from America, Germany, and Japan.

**INFORMATION** It's not just any information that makes it into the pages of *Gear Technology*. We provide the most comprehensive coverage of the industry available. We search out the most important, relevant and best written technical articles that most of our readers wouldn't otherwise see. We include coverage of a variety of technologies—in every issue—to reflect the needs of the marketplace.

Also, we strive to provide balance. That means that we do our best to provide you with information that is useful and practical, and we try to present that information as fairly as possible. Unlike others in the publishing business, we don't trade advertising for editorial space. The articles we include are chosen because we believe they give our readers the best available information, not advertorials by the authors. We hope that our approach over the years is at least part of what has allowed us to earn your trust.

We'd also like you to know that your trust is well placed, that we'll continue to do what we've always done in presenting the best information available to the gear industry.

**SOURCE** *Gear Technology* is the place most of you look for information, but the word "source" is also important to those of you who have an influence over the purchase of products and services related to your jobs. Many of you are involved in the purchase of machine tools, cutting tools and services such as heat treating or tool sharpening. Others of you are involved in the purchase of gears, gear drives and related components. Part of *Gear Technology's* job is to provide you with a source for valuable product information, through the messages of our advertisers, the product and industry news we cover, and more importantly than ever, the buyers guides on our websites.

Of course, the direction of *Gear Technology* is largely dependent on the feedback we receive from you, the readers. We'll be asking those of you who come to our booth at IMTS what you'd like to see from *Gear Technology*. You can also drop us a line by e-mail at [editors@geartechnology.com](mailto:editors@geartechnology.com). Let us know how we can better fulfill our role as "The Gear Industry's Information Source."

*Michael Goldstein*  
Michael Goldstein, Publisher & Editor-in-Chief