



E-mail: Newsletters

Gear Technology's E-mail Newsletter is delivered 4x per month to more than 13,500 opt-in subscribers (the first four Wednesdays of each month). The E-mail Newsletter brings our readers the latest news and exclusive articles.

Sponsor Banner (\$995 per issue)

The E-mail Newsletter sponsor banner is at the top of the newsletter, guaranteeing you the most prominent position available. Sponsor banners measure 728x90 pixels, and can be in JPG, GIF or PNG (no animation allowed) formats. Only one sponsor banner position is available in each issue.

Impact Blocks (\$545 per issue)

Impact blocks are ideal for introducing new products, highlighting new technology or promoting upcoming events.

The size and format are as follows:

- Graphic image in JPG, GIF or PNG format (200 pixels wide x 135 pixels tall). No animation allowed.
- Headline—maximum 50 characters (about 8–10 words)
- Copy—maximum 50 words
- Link to the URL of your choice



[High Production Carbide Hobs](#)

StarSU is a leading supplier of solid carbide hobs for gear tooth production. Our in-house carbide grades are available for cutting either green or hard materials and can be stripped and recoated. Application driven designs available in shell or shank configurations with multiple threads for maximum efficiencies.

[Read More](#)



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MEDIA GUIDE

E-mail Newsletters



Sponsored Content (Native Advertising) in our E-mail Newsletter (\$995 per issue)

Place your educational white paper, article or video in our E-mail Newsletter, and we'll send it to our 13,500+ opt-in subscribers. This native advertising option gives you the opportunity to generate leads and increase your brand's position as a leading expert in our industry.

Sponsored content automatically includes lead capture. We'll make sure you know who has looked at your content by asking visitors to fill out a brief form on the way in. (NOTE: Form fields are customizable at no extra charge.)

Your article or video will automatically appear in our editorial search results as a permanent part of our online archive.

What Do You Need to Provide?

- The Content—This can be a PDF article or a MS-Word document (we will prepare MS-Word documents as HTML articles). If your featured content is a video, you should supply us with a YouTube embed code, MPEG or WMV file.
- Newsletter Image—300x200 pixels, JPG format preferred.
- Headline—10 words or less, please. This will be used in the e-mail newsletter and in the search results.
- Blurb—50 words or less. This will be used in the e-mail newsletter and in the search results.
- Lead Capture Requirements—We will normally capture Name, Title, Company Name and E-mail address. If you require additional fields, please let us know.

The screenshot shows the 'gear TECHNOLOGY' website interface. At the top, it says '2022 Newsletter' and 'Gear Manufacturing Technology Update' with the date 'June 15, 2022'. Below the header, there is an article titled 'How Will We Fuel the Future?' with a sub-headline 'Senior Editor Matt Jaster reports that his first trip to the CTI (Car Transmission Institute) Symposium USA six years ago was eye-opening regarding the ambitious forecasts for electrification in the automotive industry.' To the right of this article is a small image of a car's interior. Below this is a sponsored content section with a red arrow pointing to it. The sponsored content has a sub-headline 'Horizontal hobbers aren't just for making shafts.' and a blurb: 'Thanks to integrated automation and part size flexibility, EMAG Koepfer's K 160 and 300 horizontal hobbing machines can tackle every imaginable gear cutting scenario, including machining both disc and shaft type workpieces. They work especially well for manufacturing high volumes of automotive pinions and gears.' To the right of this sponsored content is an image of a hobbing machine. Below the sponsored content are three smaller articles: 'Low Pressure Carburizing of Gears', 'e-Mobility & Low Pressure Carburizing with ECM', and 'The perfect E-Shaft'.

The screenshot shows a search result on the 'gear TECHNOLOGY' website. The search bar at the top contains 'UniCase Master with 4D Quench'. Below the search bar, there are navigation links for 'HOME', 'ADVERTISE', 'SUBSCRIBE', and 'CONTACT US'. The search results show the article 'UniCase Master with 4D Quench' by 'MICHAEL GOLDSTEIN'. The article blurb reads: 'Many techniques have been developed over the years to control heat treatment distortion, including the use of different quenching medias, optimization of heat treatment cycles, altering the material chemical composition and even press quenching. Now, learn about Quenching in the 4th Dimension!' Below the blurb is a small image of a gear. At the bottom of the search results, there is a form for lead capture with fields for 'Name (*required)', 'Job Title (*required)', 'Company', 'E-mail (*required)', and 'Phone (optional)', followed by a 'Submit' button.



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2023 EDITORIAL CALENDAR — E-MAIL NEWSLETTER

MEDIA GUIDE

E-mail Newsletters



Gear Technology's e-mail newsletter is published the first four Wednesdays of every month.

ISSUE	FOCUS	ADVERTISING DEADLINE
January 4	Cutting Tools	December 29, 2022
January 11	Big Gears	January 5
January 18	Fine-Pitch Gears	January 12
January 25	Lubrication	January 19
February 1	Automation	January 26
February 8	Heat Treating	February 2
February 15	Workholding & Toolholding	February 9
February 22	Broaching	February 16
March 1	Bevel Gears	February 23
March 8	Additive Manufacturing	March 2
March 15	e-Mobility	March 9
March 22	Hobbing	March 16
April 5	Gear Blanks	March 30
April 12	Plastic Gears	April 6
April 19	Grinding	April 13
April 26	Software	April 20
May 3	Metrology	April 27
May 10	Cutting Tools	May 4
May 17	Worm Gears	May 11
May 24	Skiving	May 18
June 7	Splines	June 1
June 14	Chamfering & Deburring	June 8
June 21	Cutting Tools	June 15
June 28	Workholding	June 22
July 5	Gear Shaping	June 29
July 12	Powder Metal Gears	July 6
July 19	Robotics	July 13
July 26	Forgings	July 20
August 2	e-Mobility	July 27
August 9	Heat Treating	August 3
August 16	Skiving	August 10
August 23	Gear Inspection	August 17
September 6	EMO Hannover (Sept 18–23)	August 31
September 13	Cutting & Grinding Fluids	September 7
September 20	Software	September 14
September 27	Turning, Milling & 5-Axis Machining	September 21
October 4	MPT Expo/ASM Heat Treat (Oct 17–19) SHOW GUIDE	September 28
October 11	MPT Expo/ASM Heat Treat (Oct 17–19)	October 5
October 18	Rack & Pinion	October 12
October 25	Grinding	October 19
November 1	Lubrication	October 26
November 8	Software	November 2
November 15	IIoT/Industry 4.0	November 9
November 22	Custom Gear Manufacturing	November 16
December 6	Shot Peening	November 30
December 13	Automation	December 7
December 20	Heat Treating	December 14
December 27	Tool Sharpening	December 21



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