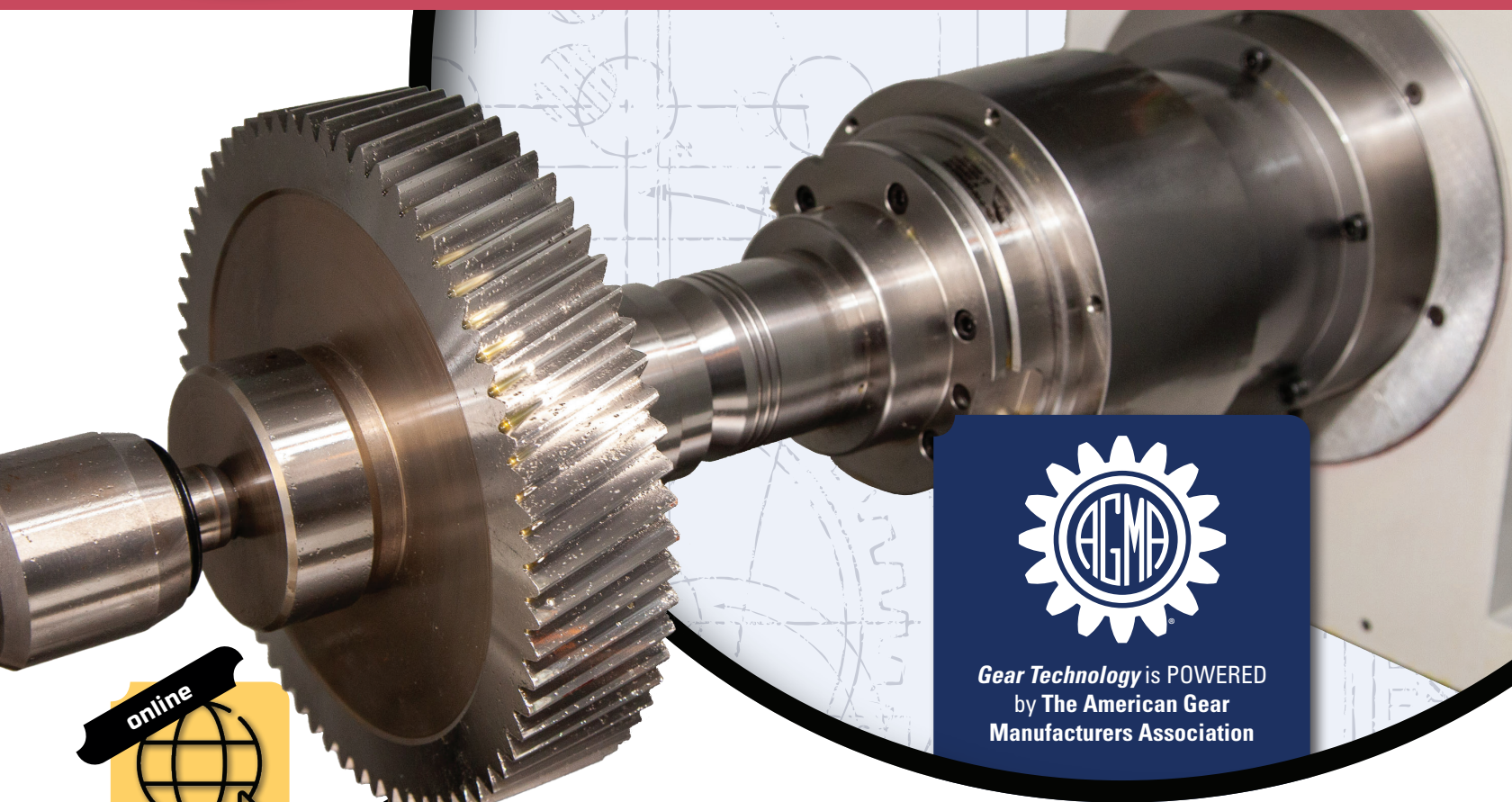


# gear

TECHNOLOGY®



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



**2023**  
**EDITORIAL  
GUIDELINES**

# Contributing to *Gear Technology*

Your Name Here

*Gear Technology* publishes articles that focus on all engineering aspects of gears, from the initial design through manufacturing, heat treating, inspection and end use.

We like articles that offer solutions to specific design or manufacturing problems or explanations of new technology, techniques, designs or processes.

We are interested in publishing articles that help engineers become more efficient, productive and competitive, whether they are designing gears for use at an OEM or working on the production floor in a gear manufacturing shop.

We also run articles on a regular basis that teach the basics of gear engineering to the next generation of design and manufacturing professionals.

## How to Be Featured in *Gear Technology*

Our editors write a variety of articles every issue, and we're always looking for knowledgeable experts to serve as sources we can interview for those articles. The easiest way to get featured is to contact our editors. You

can refer to the 2023 Editorial Calendar (below) for an idea of what we intend to cover each issue. Just contact one of our editors before the submission deadline, and we'll help you develop your contribution.

## Submitting Articles

In addition to our regular staff-written articles, we welcome submissions from the industry on any of the comprehensive

topics being covered each issue (*see the editorial calendar below for topics and submission deadlines*).

We are interested in a wide variety of article types, from the very basic to the highly technical, ranging in length from a few paragraphs to 10 pages or more. We always prefer original material that hasn't appeared in other publications, so be sure to let us know if what you're submitting is exclusive to us. We've prepared some brief descriptions of the types of articles and what we're looking for:

## Application Story/Case Studies

This is a short article describing how a specific product or technology solves a particular manufacturing or engineering challenge for a customer.

When writing an application story/case study, you should provide a brief profile of the companies involved and the industries they serve. You should describe the specific

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## 2023 EDITORIAL CALENDAR — PRINT

ISSUE	IN EVERY ISSUE	FOCUS	TOPICS	SHOW COVERAGE	EDITORIAL SUBMISSION DEADLINE
January/February	Gear Manufacturing, Gear Design	Cutting Tools	Annual Survey, Emerging Technologies, Tool Sharpening, e-Mobility, Education & Training, Additive Manufacturing		November 22
March/April	Gear Manufacturing, Gear Design	Heat Treating, Forging, Gear Blanks	Metallurgy, Steel, Hardness Testing, Materials Innovations, Powder Metal, Standards, Wind Power	Automate May 22–25	January 17
May	Gear Manufacturing, Gear Design	Grinding and Abrasives	Grinding, Chamfering, Deburring, Coating, Isotropic Finishing, Honing, Shot Peening, Coolants & Lubricants, Plastic Gears		February 14
June	Gear Manufacturing, Gear Design	Inspection	Inspection Equipment, Metrology, Gages, Vision, Software, NDT, Lean, Maintenance		March 21
July	Gear Manufacturing, Gear Design	Machine Tools	5-axis, Skiving, Data-Driven Manufacturing, Robotics, Workholding		April 11
August	Gear Manufacturing, Gear Design	Software	Machine Tools, Cutting Tools, Workholding, IIoT, Smart Manufacturing, Digitizing the Job Shop, Big Gears	EMO Hannover (Sept 18–23), MPT Expo (pre-show) / ASM Heat Treat (pre-show)	May 30
September/October	Gear Manufacturing, Gear Design	Gear Generation	Hobbing, Shaping, Skiving, Bevel Gear Machines, Cutting Tools, Workholding	MPT Expo Oct 17–19 / ASM Heat Treat Oct 17–19	July 25
MPT EXPO SHOW GUIDE	Gear Manufacturing, Gear Design	MPT Expo	Show Map, Booth Previews, Educational Events, AGMA Fall Technical Meeting	MPT Expo Oct 17–19 / ASM Heat Treat Oct 17–19	September 7
November/December	Gear Manufacturing, Gear Design	Lubrication	Back to Basics, Service, Condition Monitoring, Training & Education, Energy, Precision Gears		September 19

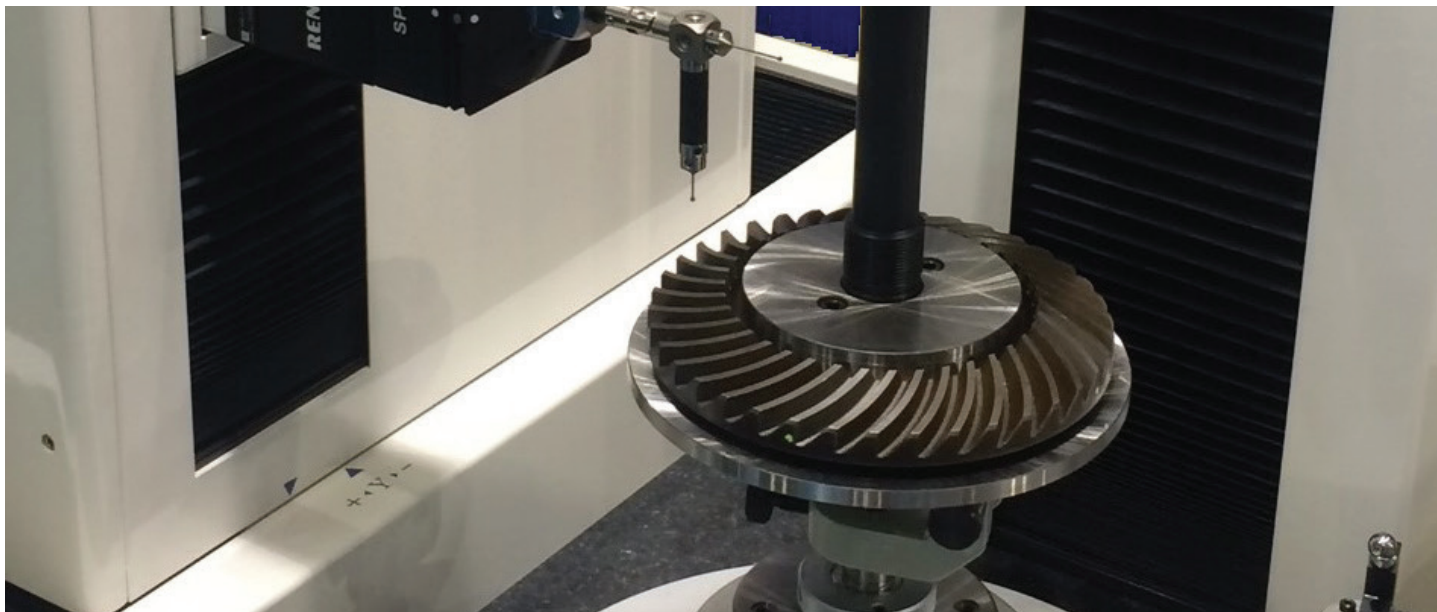
## 2023 EDITORIAL CALENDAR — E-MAIL NEWSLETTER

*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





Whenever you submit an article, make sure to include high-resolution photographs or images. We accept images in almost any format, but 300 dpi is required for high-quality printing. Images taken from websites or embedded in PDFs or Word documents are often NOT sufficient quality.

problem or challenge and detail how the technology was used to overcome it.

Our readers want to read real stories about actual people and companies. We will likely be unable to use anonymous case studies. We also want to see as many details about the real application as possible.

- 1,200–1,500 words.
- 2–3 high-resolution (300 dpi) images.
- Use facts and figures to convey results.
- Do not give us a sales pitch. These should be more educational than promotional.
- Include a few direct quotes from all companies involved in the story, but not too many.
- Include Company Name, Phone Number, e-mail and website information for all companies involved in the project.
- Include a short (two to three sentences) author's bio and author's headshot.

### Feature Articles

These more in-depth articles will focus on an interesting subject related to gears.

Examples could include how-to articles, detailed analysis of trends in the industry, tips on maintenance or installation, explanations of the use of different types of machines, and so on.

If you have an idea for a feature article, it's probably best to run it by us before writing it, to make sure it's what we're looking for.

Here are some additional tips:

- Feature articles should have an author's byline.
- 1,500–2,500 words.

- Large, high quality photos (300 dpi is minimum for print quality).
- Include captions with your photos. Tell us what we're looking at and why it's important. Include a photo credit where necessary.
- Focus on facts and figures (overly promotional material will be rejected or edited out).
- Include Company Name, Phone Number, e-mail and website information for all companies involved in the article.
- Include a short (two to three sentences) author's bio and author's headshot.

### Voices Column

Voices is a high-profile, front-of-the-magazine column where guest authors have the ability to share industry experience, comments or opinions with the readers.

- 800–1,200 words.
- Include a short (two to three sentences) author's bio and author's headshot.

### Technical Articles

Technical articles can be engineering fundamentals (back to basics) or cutting-edge research that helps our readers understand

the state of the art in gear design, manufacturing, heat treating, inspection, etc.

Most importantly, technical articles should be completely unbiased. They should not promote a particular product or brand.

- Length varies, depending on subject, but could be up to 6,000 words.
- Graphs, charts and formulas should be used to illustrate concepts.
- Artwork should be submitted in high-resolution format (300 dpi minimum).
- Include references where appropriate.
- We encourage original material that has not appeared in another publication, but we will consider papers presented at technical conferences (provided we can get copyright permission from the conference and the authors).
- Technical articles will be reviewed by our technical editors for accuracy and relevance prior to publication.
- Include a brief abstract or "management summary" that explains what the article is about and who should read it.
- Include a short (two to three sentences) bio and headshot for each author/co-author.



**Your Name Here.** For bylined articles (Application Story/Case Study, Voices, Technical Articles, Feature Articles), we prefer to have a photo and author bio to accompany the article. Make sure to include the author's educational background, technical expertise, relevant experience and whether or not he or she has written other related articles, technical papers or research. We're looking for a paragraph about why this author is qualified to write about this subject. This helps establish credibility with the reader and positions your company as having expertise in the field. Make sure you also include a high-resolution photo of the author(s).

### Product News

We accept press releases for all new products related to gear manufacturing. Press releases will be considered for use online, in our e-mail newsletters and in the printed magazine.

Here are some tips to help make sure we can use what you send us:

- 4–8 paragraphs is ideal.
- Describe what's new about the product, using facts and figures. Specifications and measurements are what our readers need.
- Avoid hyperbole, sales promotion and "fluff." Superlatives such as "ideal," "unique," "perfect" and so on will be edited out.
- Include at least one high-res (300 dpi) JPG photo of the product with submission.
- Include Company Name, Phone Number, e-mail and website where readers can get more information.

### Industry News

Industry News includes items such as corporate mergers, new hires, factory expansions and other company-related news items. Send us your press releases for consideration. Things to include:

- 4–6 paragraphs is ideal.
- Include high-resolution photos (300 dpi) of the people involved.
- Include quotes from corporate executives about the news, where appropriate.
- Include a web address where readers can get more information.

### Events

Our Technical Calendar includes basic information about upcoming trade shows, conferences, webinars, seminars and other industry events. Let us know about your upcoming event if you'd like to be included. Make sure you tell us:

- Exact dates of the event.
- Location (including city and venue).
- Who should consider attending?
- What will attendees experience?
- Cost.
- Web address for registration.

### Ask the Expert

"Ask the Expert" is our reader advice column with a decidedly practical and hands-on angle. We encourage our readers to sub-

mit their design, manufacturing, inspection, heat treating or other gear-related questions to us, and we find the appropriate subject matter expert to provide a written response, helping not just the original reader but the rest of the community as well.

If you or someone at your company would like to provide answers to our readers' questions, and you have the appropriate expertise related to one or more gear-related topics, we'd like to add you to our panel of experts.

## **CRAZY IDEAS WELCOME**

**We're always looking for ways  
we can better serve our readers.**

**So, if you have an idea for an article or  
series of articles that doesn't exactly  
fit what we've described here, we  
encourage you to run it by us.**



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