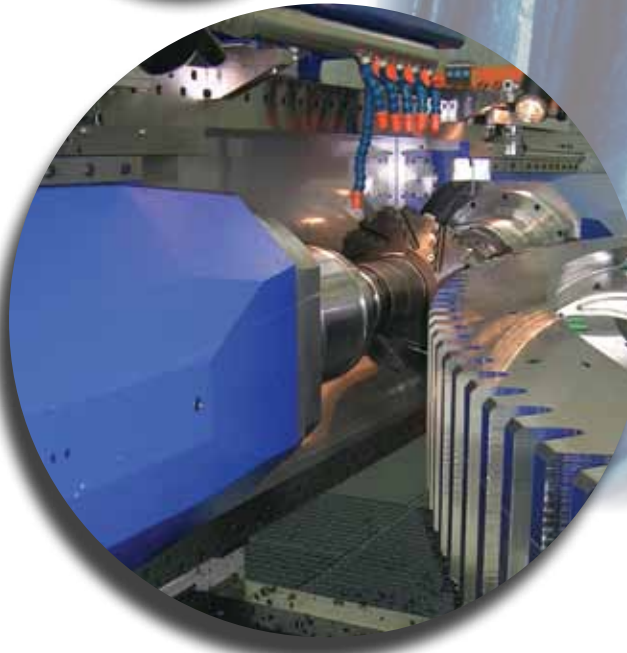
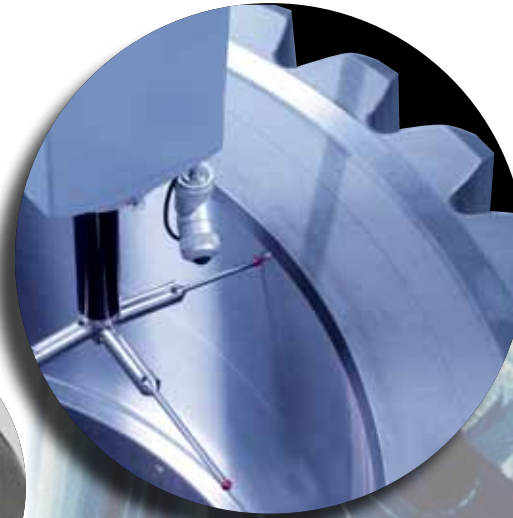


GEAR TECHNOLOGY[®] INDIA

INDIA'S GEAR AND POWER TRANSMISSION RESOURCE



2012 MEDIA KIT
geartechnologyindia.com

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GEAR TECHNOLOGY[®] INDIA

Since 1984, **Gear Technology[®]** has been the bible of the international gear industry, with educational articles dedicated to all aspects of gearing, including design, processing, manufacturing, inspection, specification and use. For decades, it has been the authoritative voice of the gear industry for engineers and managers at gear-related companies all around the world.

Since 2007, **Power Transmission Engineering** has been the industry's comprehensive resource on bearings, motors, speed reducers and other power transmission components.

Now, we're pleased to offer that same dedication and expertise to the Indian marketplace. **Gear Technology India** will include the same types of articles seen in **Gear Technology** and **Power Transmission Engineering**. But since it will be distributed exclusively in India, it will also include local authors, local content and local news. Within a very short time, **Gear Technology India** will become the voice of the gear industry in India.

Gear Technology[®] India is designed for gear manufacturers. We'll cover all phases of gear manufacturing—from the fundamentals to the latest state-of-the-art machine tools and cutting tools. We'll educate our readers about best practices in inspection, heat treating and grinding.

Gear Technology[®] India is also designed for gear buyers and specifiers. Engineers who specify gears will rely on our technical articles about gear design. They'll also appreciate our extensive product coverage, including information about the latest models of gear drives, couplings, motors, bearings and other power transmission components from global manufacturers.

Gear Technology[®] India includes a broad array of technical, feature and news articles tailored to the Indian marketplace. It covers all aspects of gear design, manufacturing, processing, inspection, specification and use.

What Our New Subscribers Are Saying

"Such a specific magazine is vital for the Indian market to source quality equipment, machinery and services."

—P. Prabakaran, Deputy Managing Director, L.G. Balakrishnan & Bros. Ltd.

"The magazine is very much needed in India."

—Krishnendu Sarkar, Director, Flexocon Engineers Private Limited

"This magazine—in a few words—is the bible for gear designers, manufacturers and customers of these components."

—Nagendra B G, CEO, Gear Kraft Enterprises

Who Reads **Gear Technology[®] India**?

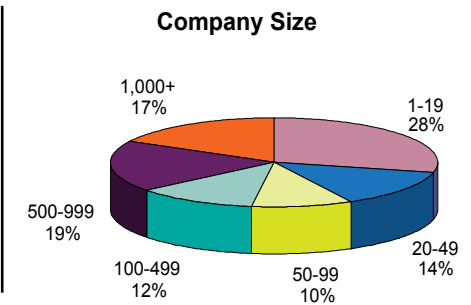
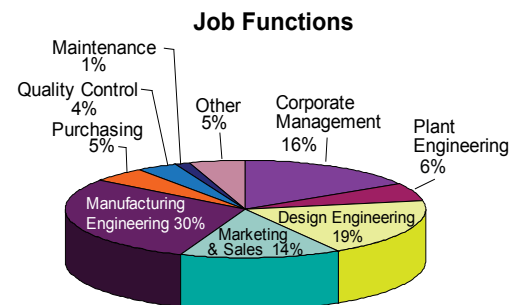
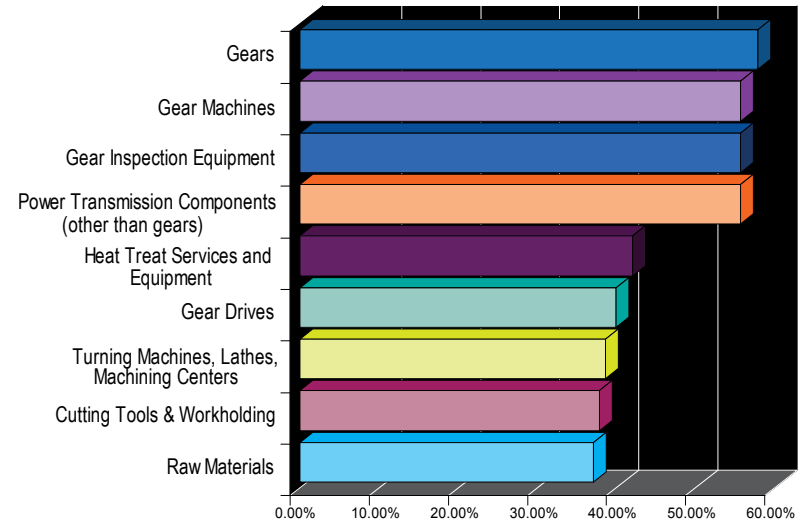
For its circulation of 5,000 industry professionals, **Gear Technology India** draws upon two of the most comprehensive sources of names of gear industry professionals in India: Randall Publications LLC and Virgo Publications Ltd.

Randall Publications is the publisher of both **Gear Technology** and **Power Transmission Engineering** magazines. Over 27 years, we have accumulated a wealth of gear and power transmission industry contacts around the world.

Virgo Publications is the sister company to Virgo Communications and Exhibitions Ltd., which is the organizer of IPTEX—a Gear Engineering Event. Thousands of industry professionals attended IPTEX 2010, and thousands more will be at IPTEX 2012 in Mumbai.

Between the two organizations, we've compiled a list of gear industry professionals who are more than just readers. They're buyers.

Subscriber Purchasing Influence



ARTICLES

INSIGHT

Gear Technology® India will feature a regular column—**INSIGHT**—written by Indian experts in the gear and power transmission fields. They'll provide our readers with commentary about the current trends, manufacturing best practices and engineering ideas, as well as news and events related to the gear and power transmission industry in India.

Gear Profiles

Every issue, we'll profile one or more suppliers in the industry, updating the marketplace about the capabilities and specialties of Indian gear manufacturers and their suppliers.

Industry News

Informs readers about company mergers, acquisitions, expansions and hiring. It also includes statistics and trends related to the gear industry in India.

Product News

Includes information on the latest technologies in gear and power transmission products—both the machinery and equipment used to manufacture gears, as well as gear drives and other end products where gears are used.

Events

Includes articles about upcoming and recent trade shows, educational seminars and other events. It also features a technical calendar with contact information and prices for upcoming events.

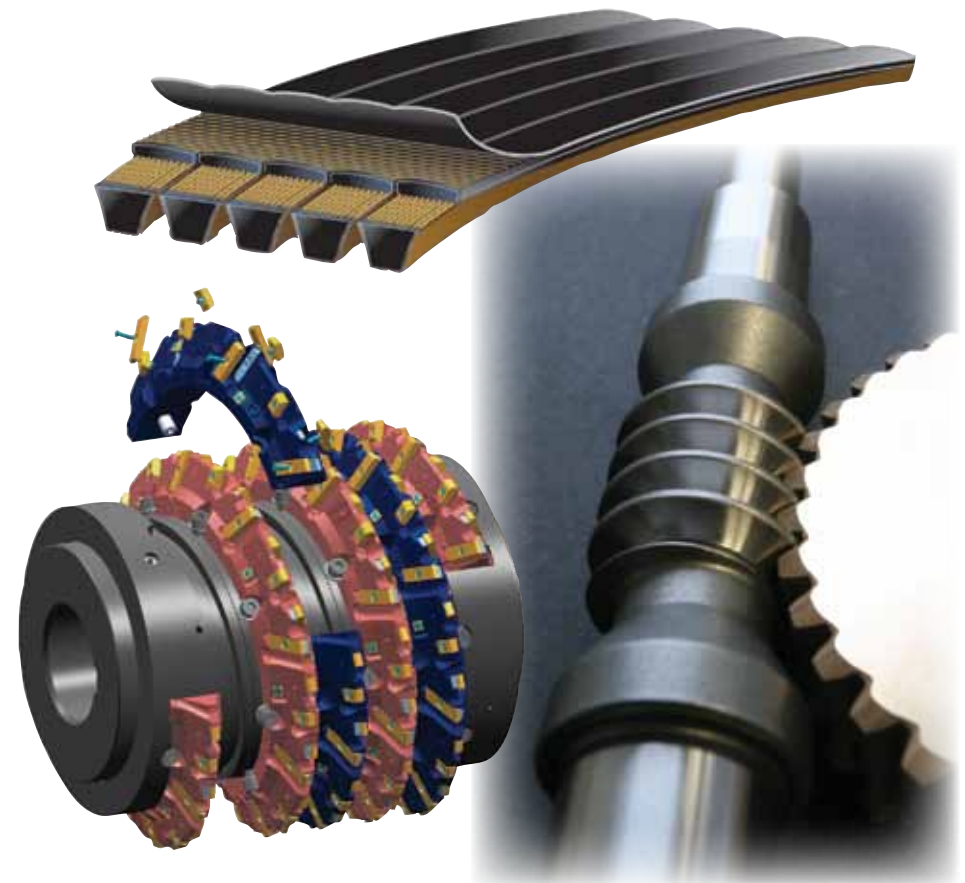
Technical Articles

Featuring the most prominent authors from around the world, **Gear Technology India** offers in-depth articles for design and manufacturing engineers. Technical articles include the latest research on gears, bearings, motors and other components. They explain how the technology works so that engineers and managers can make the best decisions when it comes to investing in equipment or engineered components.

Case Studies

Gear Technology India presents state-of-the-art application examples that demonstrate the best use of the most modern technology, giving engineers a trove of examples showing how others have solved problems similar to their own.

2012 Editorial Calendar			
	Gear Manufacturing	Design Engineering	Industry Focus
January	Machine Tools	Software	Alternative Energy
April	Cutting Tools	Bearings, Couplings, Motors, Clutches/ Brakes	Heavy Industry
July	Heat Treating	Gear Drives	Automotive & Vehicles
October	Buyers Guide	Buyers Guide	Buyers Guide



Gear Technology India Advertising Rates (\$US)			
	1X	2X	4X
Full Page (8" x 10 3/4", allow 1/8" for bleed)	\$1,500	\$1,300	\$1,100
2/3 Page (4 1/2" x 9 7/8")	\$1,125	\$975	\$825
1/2 Page Island (4 1/2" x 7 3/8")	\$945	\$820	\$710
1/2 Page (7" x 4 3/4" or 3 3/8" x 9 7/8")	\$925	\$800	\$675
1/3 Page (4 1/2" x 4 3/4" or 2 1/8" x 9 7/8")	\$550	\$480	\$400
1/4 Page (3 3/8" x 4 3/4")	\$410	\$350	\$300
Classified (1/9 Page) (2 1/8" x 3")	\$190	\$160	\$140
* All rates include full color. * Premium positions: Back Cover, Inside Front Cover, Page 1, Page 3, Inside Back Cover: \$2,000 per issue. * All other requested positions: add 15%.			

Gear Technology India Advertising Rates (₹ Indian Rupees)			
	1X	2X	4X
Full Page (204 mm x 273 mm, allow 7 mm for bleed)	₹ 67,500	₹ 58,500	₹ 49,500
2/3 Page (114 mm x 251 mm)	₹ 50,625	₹ 43,875	₹ 37,125
1/2 Page Island (114 mm x 187 mm)	₹ 42,525	₹ 36,900	₹ 31,950
1/2 Page (178 mm x 121 mm, or 86 mm x 251 mm)	₹ 41,625	₹ 36,000	₹ 30,375
1/3 Page (114 mm x 121 mm, or 54 mm x 251 mm)	₹ 24,750	₹ 21,600	₹ 18,000
1/4 Page (86 mm x 121 mm)	₹ 18,450	₹ 15,750	₹ 13,500
Classified (1/9 Page) (54 mm x 76 mm)	₹ 8,550	₹ 7,200	₹ 6,300
* All rates include full color. * Premium positions: Back Cover, Inside Front Cover, Page 1, Page 3, Inside Back Cover: ₹ 88,000 INR per issue. * All other requested positions: add 15%.			

Gear Technology India Deadlines		
	Advertising Close	Materials Due
January 2012	December 2, 2011	December 9, 2011
April 2012	March 2, 2012	March 9, 2012
July 2012	June 1, 2012	June 8, 2012
October 2012	September 7, 2012	September 14, 2012

**INDIA'S
GEAR AND POWER TRANSMISSION RESOURCE**



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