

# MEDIA KIT 2013

Turkey's first and only technical magazine  
about Power Creation, Power Transmission,  
Power Control Technologies



**GÜÇ**  
AKTARIM.COM

**Dişli**  
Teknolojileri.com



\*Design of magazine cover: Zet, Reducer, Serdar Özcan

reduktordergisi.com  
gucaktarim.com  
disliteknolojileri.com

Best guide to reach Power Transmission & Movement Control  
Products buyers is [gucaktarim.com](http://gucaktarim.com)

# CATCH YOUR AIMS WITH OUR POWER TRANSMISSION & MOVEMENT CONTROL MAGAZINE WEB GUIDES!



## More Than Whole Industry

Power Transmission & Movement Control Magazine reaches the following industrial buyers and manufacturers of the power transmission elements; air-Space/defence, agricultural equipments, automotive, chemical operation, construction equipments, virtuals, industrial machine, machine tools, marine, medical, oil & gas, packing, paper & pulping process, pharmacy, primary metals and much more.

## Reach Decision-Makers

Power Transmission & Movement Control Magazine, offers an efficient solution to the destination by supplying contact with your potential customers and helps you to reach power transmission elements buyers and manufacturers beyond of the large industrial scale.

## A Part of Your Products' Lifetime

Power Transmission & Movement Control Magazine and our internet guides provides you valuable products and sources that professionals can use in any part of lifetime, maintenance experts who are responsible for working equipments in the end-user facilities, engineers who develop packaging equipment and power transmission including movement control and other industrial machines, serial production line, and engineers who specify your products in OEM equipment.

## Care / Maintenance Responsibilities

We reach the places where steel factories, mine and power production facilities, chemical operation factories, oil areas are using such power transmission products .

## Subscriber Profile

Our magazine consists of business professionals in various areas. We reach various readers such as responsible of consumer goods and routing equipment in industrial product factories, packaging, assembly lines and other works, purchasing experts, authorized factory engineers who takes care of maintaining and servicing of engines, transmissions, sensors, controls and other movement control elements in factories, development engineers who're responsible of preparing gears, bearings, motors, clutches, brakes and ( air-space/defense, automotive, off highway equipment, power transmission and motion control components.

**Power Transmission & Movement Control Magazine's** all issues are sent 9,000 engineers, purchasing agencies and maintenance authority professionals.

**Power Transmission & Movement Control Magazine's** subscribers recommends, prepares and buys the gears, drive gears, drive assemblies, adjustable/variable speed drives, hydraulics, linear motions, sensors and other power transmission and machine elements.

## Our Readers

Power Transmission & Movement Control Magazine takes the attention of the people who designs, prepares and uses the power transmission elements and equipments.



Photo: Bürke

# ADVANTAGE OF THE POWER TRANSMISSION & MOVEMENT CONTROL MAGAZINE

Target audience of **Power Transmission & Movement Control Magazine** are the development engineers, maintenance experts and purchasing staff who specify, recommend and interested on power transmission products. Our readers want to know how things go on, so they decide rationally about which power transmission and movement control they should add into their equipments.

Therefore, in **Power Transmission & Movement Control Magazine**, are included the most of these articles. We, as **Power Transmission & Movement Control Magazine**, take engineering subjects as serious as our readers, especially we put examples and product applications in place so this way we provide our readers a forecast.

## Product News

The most characteristic side of Power Transmission & Movement Control Magazine is dedicating your products wide space. None of other trade magazines provide such a wide space in their magazines to Power Transmission and Movement Control Technology.

## Featured Articles

Our editors contact your customers by writing about what is important for today's power transmission and movement control engineers. These articles especially focuses on particular subjects and dedicates comprehensive interviews with leading people in industry. Please take a look at broadcast schedule for our plans that we're about to issue in 2013.

## Technical Articles

We choose the best articles that we compile from international sources about design, continue and development of power transmission and movement control system. Technical articles offer comprehensive explanations about how things work as well as latest features in research and development of complementary producers.

## Case Studies

Case studies help the companies to be more productive, increase efficiency, shorten the time and improve the procedures. Case studies also show how personal power or power transmission and movement control elements solve a problem for OEM or how to improve a company product.

## Activities

Trade exhibitions, fairs, seminars and other industrial activities are handled specially in our activities page. Our editors make special interviews with company representatives to inform our readers about latest technologies, products and services in the market. In addition, our technical schedule inform our readers about activities which are realized in the future. Power Transmission & Movement Control Magazine attends 30 ñ 45 various fairs yearly and makes a intense contact with its readers.

## Industrial News

We publish news about company marriages, personal movements as well as we make reports about power transmission and movement control industry.



# 2013 CALENDAR OF EDITOR



ISSUE	COVER SUBJECT	PRODUCTS REVIEW	INDUSTRIAL APPLICATIONS (apps.)	ADVERTISEMENT END
January	Environmentally friendly products	Gears & drive gears	Tractors and agricultural apps.	04.January.2013
March	Fluid power features	Automotive transmissions	Defense and automotive apps.	08.March.2013
May	Maintenance	Bearings	Oil & gas apps.	03.May.2013
July	Design and development	Clutches and brakes	Transporting apps.	05.July.2013
September	Heavy type industrial gear boxes	Belt and chained drives	Packaging and system management apps.	06.September.2013
November	Power transmission Procurement Guide	Engines	Industrial processing	08.November.2013



ISSUE	ADDITIONAL TOPICS	FOCUSED SUBJECT	ADVERTISEMENT END
January	Plastic gears	Heat treatment	04.January.2013
March	Gear software	Cutting tools and metalworking fluids	08.March.2013
May	Wind turbines	Quality and control	03.May.2013
July	Tool holders	Processing machines	05.July.2013
September	Forged castings	Gear grinding	06.September.2013
November	Gear industry	Gear industry guide	08.November.2013



Made for Motion



# ADVERTISEMENT PRICE AND SIZES



**Two-page spread**

2-units without overflow 420 x 280 mm  
2-units with overflow 430 x 290 mm



**Full Page**

Without overflow 280 x 210 mm  
With overflow 290 x 220 mm



**2/3 Page**

280 x 140 mm



**Half Page Horizontal**

210 x 140 mm



**Half Page Adv. Area**

186 x 140 mm

## WRITTEN ADVERTISEMENT SIZES

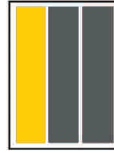
**Full Page Size:** 21 x 28cm. 5mm extra overflow at each corner. Texts remain in 1 cm. interior to the frame.



**Half Page Vertical**  
280 x 105 mm



**1/3 Page Square**  
280 x 105 mm



**1/3 Page Vertical**  
280 x 70 mm



**Quarter Page**  
40 x 70 mm



**1/9 Small Ad**  
70 x 70

## POWER TRANSMISSION AND MOVEMENT CONTROL MAGAZINE ALTERNATIVE ADVERTISEMENT AD TARIFF

Advertisement Area	Advertisement Size	Tariff
Cover Banner	21cm x 4,5	2500
Cover Ear	10,5cm x 28cm	3000
Internal Insert	21cm x 28cm	3000
External Insert	21cm x 28cm	2000
Import-Fold Front Cover	42cm x 56cm	5000
Brackets Advertisement Inner Magazine	21cm x 28cm	3500

## POWER TRANSMISSION AND MOVEMENT CONTROL MAGAZINE SPECIAL AREA ADVERTISEMENT AD TARIFF

Advertisement Area	1 Issue X1	6 Issue X6
Front Cover	4000	3000
Back Cover	3500	2500
Front Cover Inner	3000	2500
Back Cover Inner	3000	2500
Opposite to Editor	2000	1750
Page 1	2000	1500
Page 2 -3	2000	1500
First 15 Pages	1750	1350

## POWER TRANSMISSION AND MOVEMENT CONTROL MAGAZINE INNER-PAGE PER ISSUE ADVERTISEMENT AD TARIFF

Advertisement Sizes	X1	X3	X6	X9	X12
2 Full Pages	2500	2250	2025	1825	1650
1/1	1500	1350	1215	1090	980
1/2	1000	900	810	730	660
1/3	650	585	525	470	420
1/4	400	360	320	270	240
Small Serial Ad	230	210	190	170	150

### Advertising and PR Manager

**Mesut Kul** mesut@gucaktarim.com

### Editor

**Genk Telimen** editor@gucaktarim.com

## CONTACT

0212

252 71 85

## NOTES

- \* Prices are Turkish Lira. VAT is not included in prices.
- \* Magazine full page net size is 21cm x 28cm. +5mm overflow is given.
- \* Advertisement ad tariffs are priced per page, prices are multiplied with page amount which are going to be published.
- \* Advertisement work is prepared in the specified properties of the advertiser.
- \* Free advertisement design support is given to the companies which doesn't have an advertisement work and going to publish an alternative advertisement work, in condition of publish in internet environment.
- \* Advertisement works which design price is paid can be used also in different environments.
- \* In advance-payments, 8% of discount is applied.

# POWER TRANSMISSION & MOVEMENT CONTROL TECHNOLOGIES, PROCUREMENT GUIDES

## Free Listing

Most comprehensive guide of power transmission elements are existed in [gucaktarim.com](http://gucaktarim.com) address. When potential customers call you, your informations will be existed on [gucaktarim.com](http://gucaktarim.com). Your access to our guide is fast, easy and free. The only you have to do is visit us online and fill a form at-

[www.gucaktarim.com](http://www.gucaktarim.com)

## Premium Lists (2000 TL + VAT yearly)

Premium Lists are in every buyer guide category. It's existed on free listing part and a logo and a short presentation in each category page. Premium List advertisers who buy a company page, includes items below:

- Contact Informations
- Company Logo
- 250 words identification
- Maximum 3 pictures

## Category Sponsor (1500 TL + VAT yearly)

To create the biggest effect in buyers guide, advertisers can be sponsor by paying 1500 TL yearly. Current categories include: drive assemblies, adjustable speed drives, bearings, belt drives, brakes, chained drive systems, couplings, controls, fluid power, drive gears, gear production services, gears, industrial equipment, linear motors, seals and sensors. You acquire 468 x 60 pixels cover page as a sponsor at the top of the main category and in each sub-category in main category. At the same time, your premium list automatically listed at the top of the category your company is listed. In each main category, there are only 2 sponsorship.

## Main Topic Advertisements

With main topics in the main page, you can benefit from the most revived areas in our web site. We offer a few sizes and locations of premium main topic advertisement positions.

## Sizes

- Top main topic  $\bar{n}$  728 x 90 pixels, at the top of the web page, next to power transmission logo.
- Edge column  $\bar{n}$  300 x 125 pixels, at the right side of the web site. Can be loaded also to form an advertisement in column shape.
- Sub column  $\bar{n}$  300 x 125 pixels, at the bottom of the page. They are turning advertisements with 5 advertiser sharing all locations.

## Main Page Advertisements 2012 Prices

You can see this part's advertisement tarif from web banner advertisement tariff.

## Customers will find you with [gucaktarim.com](http://gucaktarim.com) Procurement Guide!

Thousands of visitors visit [gucaktarim.com](http://gucaktarim.com) monthly, most of them buy gear suppliers, bearings, motors, speed reducers, arrangements, couplings, linear and other power transmission and movement control products. To be listed in [gucaktarim.com](http://gucaktarim.com) buyer guide helps your customers to find you, to contact you, to get catalogue, information and price quotes. At the same time, [gucaktarim.com](http://gucaktarim.com) website attracts high-quality customers to your website too.

\* Turning advertisement area in each position is shared by 5 advertiser.

**NOTE:** Main topic positions takes the "First come, first served" philosophy as basis. In a given position current advertiser has the right of first reject.

- E-mail link
- Pricing demand from customers
- Connection to your web site.

**Advertising and PR Manager**  
**Mesut Kul** [mesut@gucaktarim.com](mailto:mesut@gucaktarim.com)

**Contact: 0212 252 71 85**

# MEDIA KIT 2013

OUR NEW SERVICES



OUR ANDROID APPLICATION IS  
RELEASED!

To load application to  
your phone, identify  
the code.



OUR WEB GUIDES

[reduktor.com.tr](http://reduktor.com.tr)

[gucaktarim.com](http://gucaktarim.com)

[disliteknolojileri.com](http://disliteknolojileri.com)

[rulmandergisi.com](http://rulmandergisi.com)

[haddeciler.com](http://haddeciler.com)

[haberplastik.com](http://haberplastik.com)

[mekatronikdergisi.com](http://mekatronikdergisi.com)

POWER TRANSMISSION & MOVEMENT CONTROL MAGAZINE

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