



2025 RATES & PUBLICATION SCHEDULE

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Advertising Policies
Cancellations are not accepted after the ad contract deadline date of any issue.

Terms
Upon receipt of invoice. U.S. funds. Open accounts are accepted upon credit approval.

Production Charges
GEARS can provide custom production ad work for advertisers. Customer advertising production will be billed at \$140.00 per hour and invoiced separately.

Advertising Responsibility
Advertisers and advertising agencies assume full liability for all content of advertisements printed and also assume full responsibility for any claims arising therefrom against the publisher. The publisher reserves the unqualified right to reject any advertising copy as it deems appropriate, with or without cause.



Produced and Published
by ATRA

GEARS Magazine
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www.gearsmagazine.com

Editorial Production Schedule - 2025

COVER DATE		AD CONTRACT DEADLINE	ARTWORK DEADLINE	MAGAZINE RELEASE
JAN. - FEB.	Annual Buyer's Guide	DEC 13, 2024	DEC 20, 2024	JAN 24, 2025
MARCH	Torque Converter Issue	JAN 31	FEB 7	MAR 14
APRIL	New Tech	FEB 28	MAR 7	APR 11
MAY	Tuners / Performance	APR 4	APR 11	MAY 9
JUNE	Shop Equipment / Tools	MAY 2	MAY 9	JUN 13
JULY	Pre Show Issue	JUN 6	JUN 13	JUL 11
AUG. - SEPT.	Show Floor Issue	JUL 11	JUL 18	AUG 15
OCTOBER	Business/Mgt.	SEP 5	SEP 12	OCT 10
NOVEMBER	Trucks / 4x4	OCT 3	OCT 10	NOV 14
DECEMBER	Diagnostics	OCT 31	NOV 7	DEC 12

GEARS Package Programs ATRA Members and 10 time Advertisers only!

Put the Power of GEARS, ATRA and Expo to work for your organization with our Package Programs designed for optimum access to the industry at discounted rates. For complete details and pricing visit www.gearsmagazine.com/advertise-packages

FOUR-COLOR Print Rates Gross US Dollars			
	1 - 4 Issues	5 - 9 Issues	10 Issues
FULL PAGE	\$ 3,916	\$ 3,535	\$ 3,341
2/3 PAGE	\$ 3,651	\$ 3,286	\$ 3,107
1/2 PAGE	\$ 2,988	\$ 2,690	\$ 2,540
1/3 PAGE	\$ 2,492	\$ 2,217	\$ 2,093
1/4 PAGE	\$ 1,893	\$ 1,704	\$ 1,609

Shopper Ads (per issue)

2 ¼" wide X 3" high	\$350
2 ¼" wide X 6.125" high	\$675
2 ¼" wide X 9.25" high	\$990

Classified Ads – 50 words or less.....\$95

GEARS Circulation

GEARS is distributed to over 19,050 transmission professionals worldwide 10 times per calendar year. Bonus circulation copies are sent to automotive tradeshow and events throughout the year.

Ad Sizes						
AD SIZE	WIDTH (INCHES)	HEIGHT (INCHES)		AD SIZE	WIDTH (INCHES)	HEIGHT (INCHES)
Full Page (trim size)	8.125"	10.875"		1/3 Page Island	4.75"	4.75"
(bleed size)	8.375"	11.125"		1/3 Page Column	2.25"	9.875"
(image size)	7.625"	10.375"		1/3 Page Horizontal	7.25"	3.375"
2/3 Page Column	4.75"	9.875"		1/4 Page Island	3.5"	4.75"
1/2 Page Horizontal	7.25"	5"		1/4 Page Horizontal	7.25"	2.5"
1/2 Page Island	4.75"	7"				

Mechanical Requirements

DIGITAL FILES:
Postscript/PDF: Postscript and PDF files can be generated from almost any desktop application on Mac or PC platforms. Make sure your Acrobat Distiller is set for high resolution output (300ppi) and in your Distiller Job Options, select "press." Remember to embed all fonts. If your file bleeds off the page, be sure to set the file to bleed with trim marks.

Other Rates in GEARS

Center Spread	\$7,297
Inside Front Cover	\$4,174
Inside Back Cover	\$3,822
Outside Back Cover	\$4,620

Company Profile \$800 Full Page Color
in Buyers Guide & EXPO Issue only

Advertorial \$1,995 Per Page Color
Paid advertising editorial - Restrictions Apply*

Cover rates include 4 color process and premium position cost.
Ten (10) time advertisers only!
Cover Story – Four Editorial Pages & Front Cover Design \$7,550

Spot Color PMS add \$200

Special Placement Fee 15% surcharge

Inserts – Catalogs – CD inserts – Advertising Flyers
Preprinted by Advertiser – Quantity required 18,500
Rates Are Custom Quoted and very competitive!

Banner ads and digital options available. Please check www.gearsmagazine.com/advertise for more information.