



2026 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 - 2026

COVER DATE		AD CONTRACT DEADLINE	ARTWORK DEADLINE	MAGAZINE RELEASE
JAN. - FEB.	Annual Buyer's Guide	DEC 12, 2025	DEC 19, 2025	JAN 23, 2026
MARCH	Torque Converter Issue	JAN 30	FEB 6	MAR 13
APRIL	New Tech	FEB 27	MAR 6	APR 10
MAY	Tuners / Performance	APR 3	APR 10	MAY 8
JUNE	Shop Equipment / Tools	MAY 1	MAY 8	JUN 12
JULY	Pre Show Issue	JUN 5	JUN 12	JUL 10
AUG. - SEPT.	Show Floor Issue	JUL 10	JUL 17	AUG 14
OCTOBER	Business/Mgt.	SEP 4	SEP 11	OCT 9
NOVEMBER	Trucks / 4x4	OCT 2	OCT 9	NOV 13
DECEMBER	Diagnostics	OCT 30	NOV 6	DEC 11

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	\$ 4,308	\$ 3,888	\$ 3,675
2/3 PAGE	\$ 4,016	\$ 3,615	\$ 3,418
1/2 PAGE	\$ 3,287	\$ 2,959	\$ 2,794
1/3 PAGE	\$ 2,741	\$ 2,439	\$ 2,302
1/4 PAGE	\$ 2,082	\$ 1,874	\$ 1,770

Shopper Ads (per issue)

2 1/4" wide X 3" high	\$385
2 1/4" wide X 6.125" high	\$743
2 1/4" wide X 9.25" high	\$1,089

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	4.66"	5"
(size with bleed)	8.375"	11.125"	1/3 Page Column	2.20"	9.875"
(safe image area)	7.625"	10.375"	1/3 Page Horizontal	7.25"	3.375"
2/3 Page Column	4.66"	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"

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	\$8,027
Inside Front Cover	\$4,592
Inside Back Cover	\$4,204
Outside Back Cover	\$5,082

Company Profile \$880 Full Page Color
in Buyers Guide & EXPO Issue only

Advertorial \$2,195 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.