



EAMTM

EUROPEAN ASSOCIATION OF MACHINE TOOL MERCHANTS

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EAMTM™ ivzw

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Membership Applications

It is our pleasure to announce the membership application of the following companies. Comments and/or objections should be addressed in writing to the EAMTM Head Office within four weeks after publication.

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Sponsored by:

- HANS-JÜRGEN GEIGER MASCHINEN-VERTRIEB GmbH
- GUSTAV SCHÖNBERGER GmbH WERKZEUGMASCHINEN

Membership

Please that the following two companies decided not to take up the membership this year.

RHTC BV

sponsored by MAMACH MACHINEHANDEL BV & VOORTMAN MACHINES BV

Yoder Machinery Co

Sponsored by MARSHALL MACHINERY LTD & PRESTIGE EQUIPMENT CORPORATION

20/20 #1: Gear Technology – Content Kings!

Posted on October 1, 2012 By NicheMedia

Here's our first 20 for 20 (20 niche magazines in 20 days sharing their strategies for success): [Gear Technology](#) – the content kings!

Gear Technology's vital statistics:

- PUBLICATION: B2B, 8 times a year, controlled, 15,000 subscribers
- TARGET: Gear Manufacturers
- BIG IDEA: Employing 4 editors to deliver original content for only 15,000 readers = increased reader loyalty and ad revenues!

Content truly is at the forefront at [Gear Technology](#). Traditional publishing wisdom would say you only need one editor for a circulation of 15,000.

Michael Goldstein, Owner/ Publisher/Editor-in-Chief of Gear Technology, bucked convention during the economic downturn and decided to employ four editors with a collective 85 years of experience and a unique focus.

The result? Gear Technology's content is accurate, highly technical and in-depth—which is exactly what their loyal customer base wants to read.

As a result, they have grown their circulation and their readers have become extremely loyal, some saving every single back issue.

The demand is so strong that soon they will be offering a whole back issue library. Plus, Gear Technology now commands a \$5K page rate, unique for a small publication. This niche magazine continues to increase revenue and grow their passionate fan base every year. This approach has been so successful they even plan to add a fifth editor soon!

