

# Planning Like Crazy



Putting together a magazine like this one takes a lot of planning. We begin the process for each issue months in advance, holding meetings, talking with potential contributors, identifying good technical content, interviewing sources, writing, editing and so on.

Around this time each year we map out a master plan we call our editorial calendar. We've just completed the 2020 calendar, and there are so many topics, it might be describe as a little ambitious. In fact, some members of my staff probably think I'm crazy.

But you don't get to be the best magazine on power transmission by sitting still. So, every issue, we'll continue talking about bearings, gears, gear drives and electric motors, just like we always have. But we're also planning to cover all the other related components throughout the year, as often as we can. Our goal is to continue bringing you the best information from the suppliers of mechanical power transmission components, so you know how to choose them, design them into your machinery, use them and maintain them.

In addition to talking about specific components, we're also planning detailed coverage about how they're used in key industries — construction & agricultural equipment, automotive, aerospace, oil & gas, food & beverage, power generation & energy, packaging & material handling. These are the industries most of you work in or serve. So our plan is to talk about them — a lot.

We're committing to more than we ever have, and as I said at the start, it takes a lot of planning. More importantly, it's going to take some help, and that's where you come in.

We believe many of you have stories to tell. We'd like to share those stories. If you or your company has done something relating to power transmission engineering that's cool or innovative or just plain smart, we want to tell the story.

We're looking for lots of different types of articles: application stories (case studies); feature articles; technical articles; Voices; Back-to-Basics; Product News; Industry News; Events; Power Play. Don't be shy if you have an idea. Our editors are pretty friendly and helpful.

We're using our 2020 editorial calendar to plan the next year. We hope that you'll use it, too, to plan how you can be a part of the story. Pick a topic (or two or three) where you think you can contribute, and then send me an e-mail to get the conversation started ([urs@powertransmission.com](mailto:urs@powertransmission.com)).

## 2020 EDITORIAL CALENDAR

ISSUE	FOCUS	EVERY ISSUE	FEATURED TOPICS	PRODUCT SPOTLIGHT	INDUSTRY HIGHLIGHT	SHOW COVERAGE	ADVERTISING DEADLINE
February 2020	Fluid Power	Bearings, Gears, Gear Drives, Motors	Mechatronics	Gearmotors	Agriculture & Construction	IFPE CONEXPO (March 10-14)	January 30
March 2020	Motion Control	Bearings, Gears, Gear Drives, Motors	Sensors	Couplings	Mining	Automate (May 17-20)	February 20
April 2020	Bearings	Bearings, Gears, Gear Drives, Motors	Clutches & Brakes	Gear Drives	Automotive	CTI Symposium USA (May 11-14)	March 19
June 2020	Motors	Bearings, Gears, Gear Drives, Motors	Gearmotors	Linear Motion	Oil & Gas		May 21
August 2020	Couplings	Bearings, Gears, Gear Drives, Motors	Software, Robotics, Automation	Maintenance Tools	Packaging, Material Handling	IMTS/Hannover Messe (Sept. 14-19); Turbomachinery & Pump Symposium (Sept. 15-17)	July 2
September 2020	Gears & Gear Drives	Bearings, Gears, Gear Drives, Motors	Condition Monitoring	Bearings	Food & Beverage	Pack Expo (Nov. 8-11)	August 20
October 2020	Lubrication & Seals	Bearings, Gears, Gear Drives, Motors	Belt & Chain Drives	Pumps	Energy & Power Generation	SPS (Nov 24-26)	September 24
December 2020	Buyers Guide	Bearings, Gears, Gear Drives, Motors	Linear Motion	Speed Reducers	Aerospace		November 19