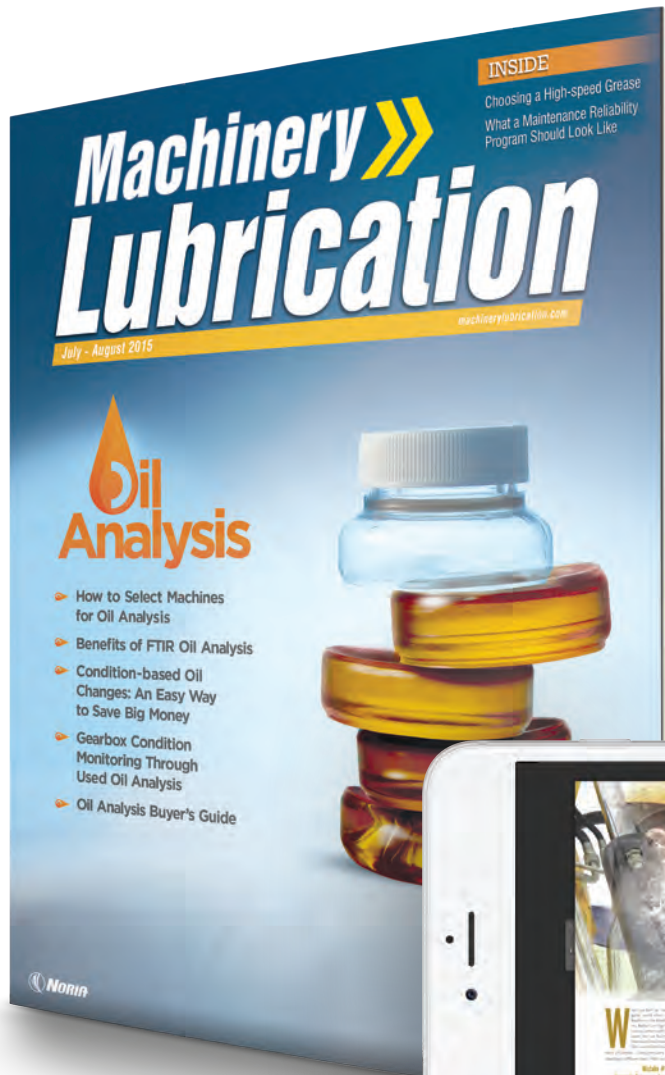


THE MOST **TRUSTED** VOICE IN LUBRICATION

Machinery Lubrication
2017 MEDIA KIT





“Positioned at the center of our many goals is the simple ambition to provide lubricant users a **clear pathway to excellence and best practice**, to teach the essence of what defines world class.”

- Jim Fitch,
Senior Editor



Source: Publisher's Own Data

NOT JUST A MAGAZINE, A TRUSTED ADVISOR

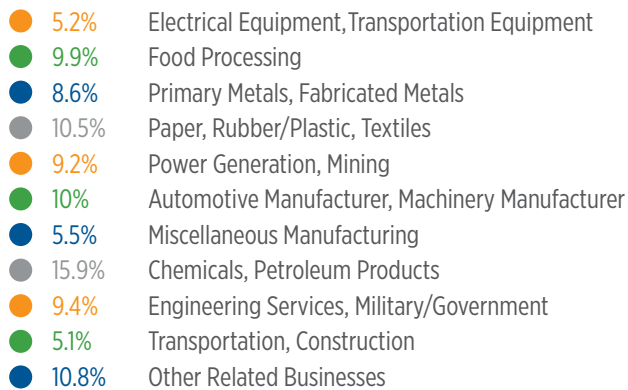
Machinery Lubrication is published by Noria Corporation, a trusted advisor to the world's leading organizations. Our services are disseminated through consulting services, training courses, publications, webinars, videos and books. For nearly 20 years, Noria has been delivering world-class lubrication-enabled reliability programs to companies across a wide variety of industries. Because of this level of expertise, readers trust the advice offered in *Machinery Lubrication*. It also means our esteemed publication can provide the credibility to help sell your products and services through our various media outlets.

Whether you choose print ads in our bi-monthly magazine, website banner advertising or marketing in our highly read e-newsletters, an investment in *Machinery Lubrication* is guaranteed to provide results.

72%

Pass along their
magazine copy
to one or more
people.

INDUSTRIES



Source: BPA Audit June 2016



JOB FUNCTIONS

Lubrication, Training
and Other Functions



Engineering and
Maintenance
Management



Reliability,
Engineering and
Maintenance Titles



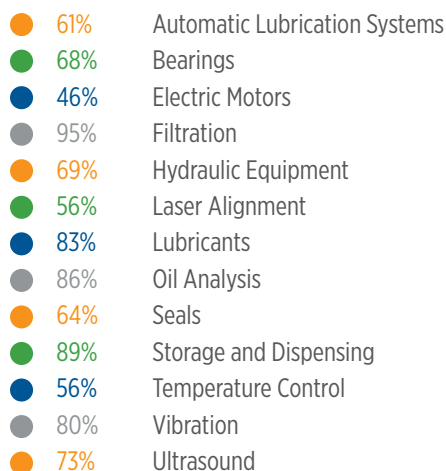
Corporate
Management and
Quality Assurance



Source: BPA Audit June 2016



BUYING POWER



Source: Publisher's Own Data



MAGAZINE

Each issue of *Machinery Lubrication* magazine is sent to readers in a variety of industrial facilities and markets.

Our readers are maintenance and engineering decision-makers responsible for improving the productivity, performance and reliability of their plant's mission-critical mechanical assets.

Machinery Lubrication magazine provides tactical and strategic insights that help keep plant equipment running at peak performance.

50% Of *Machinery Lubrication* magazine subscribers say they refer to back issues on a regular basis.

97% Took action upon reading an issue.

38,400

Machinery Lubrication
magazine subscribers

Source: BPA Audit June 2016



ACTION

CLOSING DATE

MATERIAL DUE DATE

DISTRIBUTION DATE

JAN/FEB ISSUE 2017	MAR/APR ISSUE 2017	MAY/JUNE ISSUE 2017	JULY/AUG ISSUE 2017	SEPT/OCT ISSUE 2017	NOV/DEC ISSUE 2017
11/15/2016	01/15/2017	03/15/2017	05/15/2017	07/15/2017	09/15/2017
12/01/2016	02/01/2017	04/01/2017	06/01/2017	08/01/2017	10/01/2017
02/01/2017	04/01/2017	06/01/2017	08/01/2017	10/01/2017	12/01/2017

RATE CARD

DISPLAY ADVERTISING

Two Page Spread	\$12,955
Full Page	\$6,825
2/3 Page	\$5,795
1/2 Page Island	\$5,630
1/2 Page	\$5,115
1/3 Page	\$4,420
1/4 Page	\$3,760

Back Cover	\$8,515
Inside Front Cover	\$8,180
Inside Back Cover	\$7,845

SPECIALTY ITEMS

Cover Peel	\$2,500
Product Supermarket	\$1,260
Belly Band	\$9,995
Post-it Notes	\$2,795
Insert - Tipped In	\$1,995



DIGITAL EDITION

Each issue of *Machinery Lubrication* magazine is accompanied by a digital edition, an interactive, online version of the publication. This valuable tool is designed to take your advertisements to the next level by giving readers the instant ability to buy or explore your products and services with the click of a mouse. Not only can the digital edition help you better connect with your audience, but it also reaches across the internet to provide even more potential sales leads.

OPTIONS

Exclusive Sponsorship	\$5,995
Two Page Spread	\$2,595
Full Page	\$1,395
Banner Advertisement	\$295
Video Supermarket	\$495

Banner Advertisement

Exclusive Sponsorship



WEBSITE

Website advertising has become one of the largest communication mediums in the advertising market. Banners provide a valuable function in fostering a familiarity that ultimately generates click-through to the source of the ad. Website advertising reaches active consumers looking for information and allows the reader to react directly and immediately to advertisements.

POSITION 1	DIMENSIONS	CPM
Leaderboard Banner	728x90	\$120
POSITION 2		
Half Page Banner	300x600	\$150
Wide Skyscraper Banner	160x600	\$120
Standard Skyscraper Banner	120x600	\$110
Medium Rectangle Banner	300x250	\$110
POSITION 3		
Medium Rectangle Banner	300x250	\$80

228,511

MachineryLubrication.com
Average Monthly Unique Visitors



Source: BPA Audit June 2016

Lube-Tips™

E-NEWSLETTER

Lube-Tips is a unique educational resource designed to give maintenance and operations professionals an insider's grasp of lubrication and lubricants. Each week, this highly read e-newsletter offers tips and facts intended to provide mind-opening insights and take the mystery out of machinery lubrication. *Lube-Tips* greases the wheels of industry.

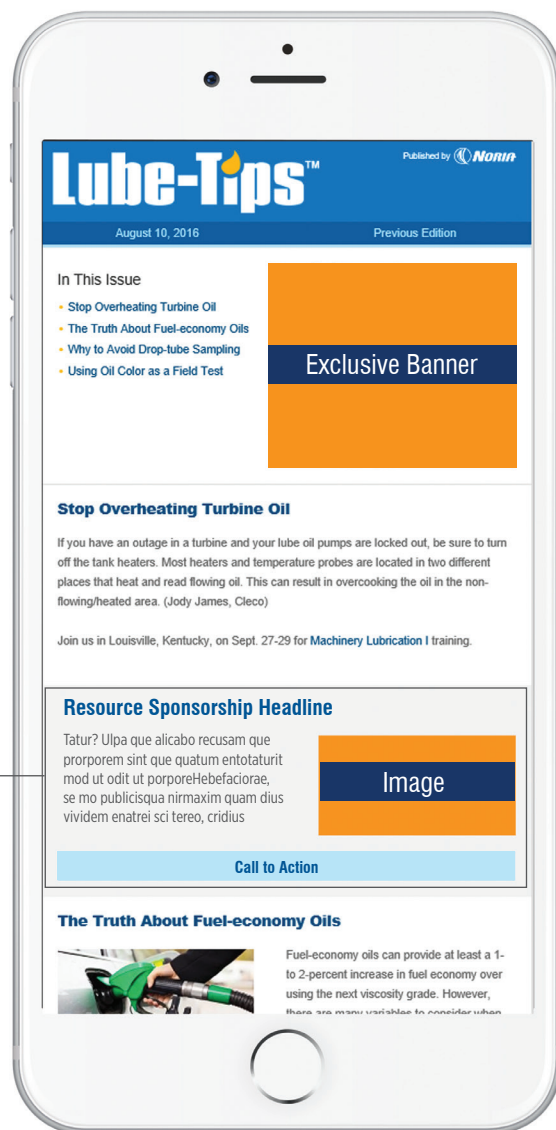
Instantaneous: The sales process is shortened and simplified because your message is delivered with a quick means of response and follow-up.

Impactful: Email marketing provides a personal method of communicating that lays the groundwork for success in the earliest stages of the sales process.

OPTIONS

Exclusive Banner	\$2,700
Resource Sponsorship	\$2,595

65,217 Subscribers



Source: Publishers Own Data

SPONSORED WHITE PAPERS

Sponsored white paper promotions illustrate common business problems that your customers encounter. They inform and educate readers on possible solutions and motivate them to consider using your company's product or service to solve those problems.

\$4,900/MONTH

Dedicated Email. Readers receive an email alert notifying them of the availability of your white paper.

E-Newsletter. Your white paper is featured in one or more of our popular e-newsletters to deliver even more qualified prospects.

Homepage. Readers can link to your white paper from the website homepage.

Relevant Articles. To maximize your exposure, your white paper will be linked to relevant articles on the website.

White Paper Library. Visitors may also find your white paper in the website's White Paper Library.

Lead Generation. Prior to viewing your white paper, the reader completes a brief registration form. The registration data is sent to you via email.

ABOUT US

Noria Corporation, based in Tulsa, Oklahoma. (USA), was founded with the single focus of helping user organizations improve machine reliability through the deployment of best practices in lubrication and oil analysis. Our approach has changed how organizations manage and monitor lubricants for maintaining optimum reliability and safety.

We trust that lubrication excellence is a catalyst to remarkable machine reliability. We believe that industry has realized only a fraction of the opportunities that are achievable through lubrication-enabled reliability. Our mission is to inspire change through education by providing tools, resources and expertise so the world can achieve the tremendous potential that lubrication excellence has to offer.

One of the many special qualities that differentiates us from other publishers is that Noria is not just a news collector but also a creator of original content, including articles, videos, webinars, images and engaging infographics. We believe that you should practice what you preach. Practicing in the field about which we publish improves the quality, timeliness and usefulness of our editorial content.

PUBLISHING

TRAINING

EVENTS

CONSULTING



"We don't just write about it - we actually do it."

Training – Our Machinery Lubrication and Oil Analysis certification training courses are the standard worldwide. Tens of thousands of plant and industry professionals have been trained by Noria.

Consulting – Noria expert consultants are in industrial plants every day, designing lubrication programs, setting lubrication procedures and demonstrating equipment reliability best practices.



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