

# ***Machinery*** » ***Lubrication***

**2015 Media Planner**

## About Us

Noria Corporation, based in Tulsa, Okla. (USA), was founded in 1997 with the single focus of helping user organizations improve machine reliability through the deployment of best practices in lubrication and oil analysis. Since that time, 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.

## Unique Value Proposition

**Noria Corporation is the unique market-share leader in its space** and the trusted advisor to the world's leading organizations. Our services are disseminated through world-leading training courses, consulting services, publications, webinars, videos and books. For nearly two decades, Noria has been delivering world-class lubrication programs for a wide variety of customers including power generation, food and beverage, heavy manufacturing, mining, etc. Even the major lubricant manufacturers utilize Noria to train their teams, design world-class lubrication programs and solve lubrication problems.

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.

Noria's staff consists of elite technical specialists dedicated to consulting, training and publishing in the core competencies of tribology, lubrication, oil analysis, contamination control and machine reliability. **Our team of subject-matter experts is unmatched** in the field of tribology, lubrication and oil analysis. Our knowledge transfer of products and services is available in more than 50 nations and 11 different languages.

**Noria Corporation is impacting the way people think about machinery lubrication and is the education resource of choice for numerous Fortune 500 companies.** We are a point of reference for the lubrication and oil analysis community, and a reliable voice that provides information, in-depth analysis and relevant news to professionals, businesses, institutions, organizations and opinion leaders in the industry.

## The Market Influence Leader

- **Unparalleled 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 trainers.
- **Top-Shelf Consulting** – Noria expert consultants are in top industrial plants every day, designing lubrication programs, setting lubrication procedures and demonstrating equipment reliability best practices.
- **Expert Editorial** – The expert trainers and consultants who teach Noria courses and perform consulting services craft each issue of *Machinery Lubrication* and share their knowledge and experience with our readers.





**“We don’t just write about it - we actually do it.”**

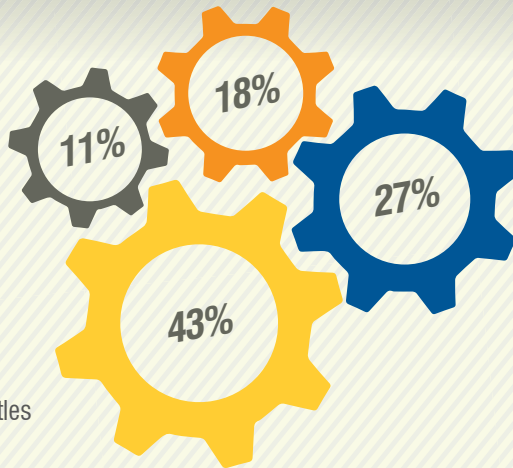


# Machinery Lubrication

*Machinery Lubrication* is a business-to-business media brand created for individuals with interests in industrial lubrication, oil analysis and filtration. The content and editorial emphasis includes in-depth technical articles, best practices and new product announcements. The brand consists of a subscriber-based magazine (available in both print and digital formats), an e-newsletter, and a popular website.

## Audience Profile Job Functions

-  Lubrication, Training and Other Functions
-  Engineering and Maintenance Management
-  Reliability, Engineering and Maintenance Titles
-  Corporate Management and Quality Assurance



**130,737**

MachineryLubrication.com  
Average Monthly Unique Visitors

**66,611**

Weekly E-newsletter Circulation  
Source: BPA Audit June 2014

Source: BPA Audit June 2014

Source: BPA Audit June 2014

## Industries

- Electrical and Transportation Equipment **7.5%**
- Food Processing **9.8%**
- Primary & Fabricated Metals / Metalworking **6.9%**
- Paper, Plastic, Textiles, Rubber **10.8%**
- Power Generation / Mining **9.2%**

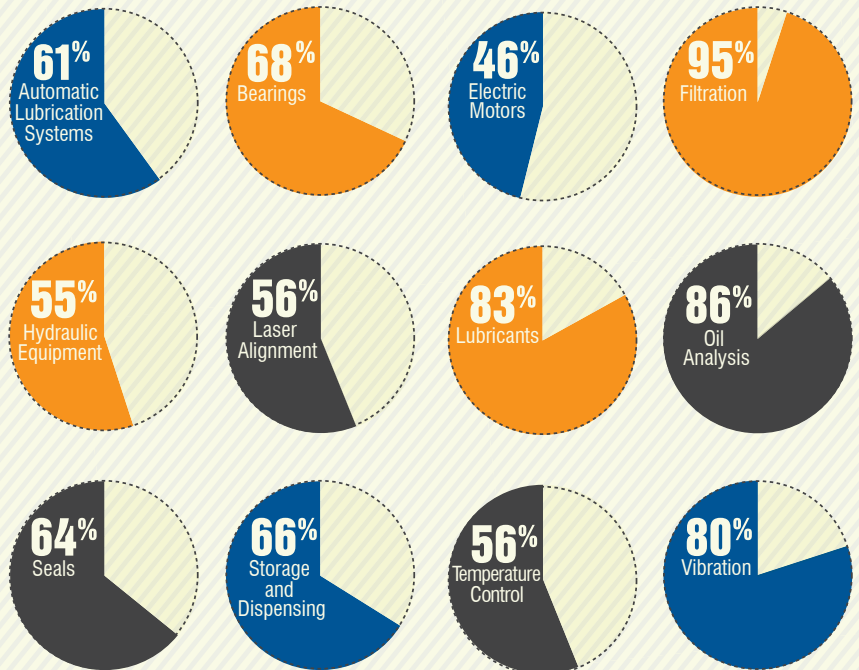


- 15.2%** Automobile, Machinery and Misc Manufacturers
- 16.2%** Chemical and Petroleum
- 9.3%** Engineering, Government and Military
- 15.1%** Construction and Other Related Business

Source: BPA Audit June 2014

## Buying Power

*Machinery Lubrication* readers influence the purchase of products and services.



Source: Publishers Own Data

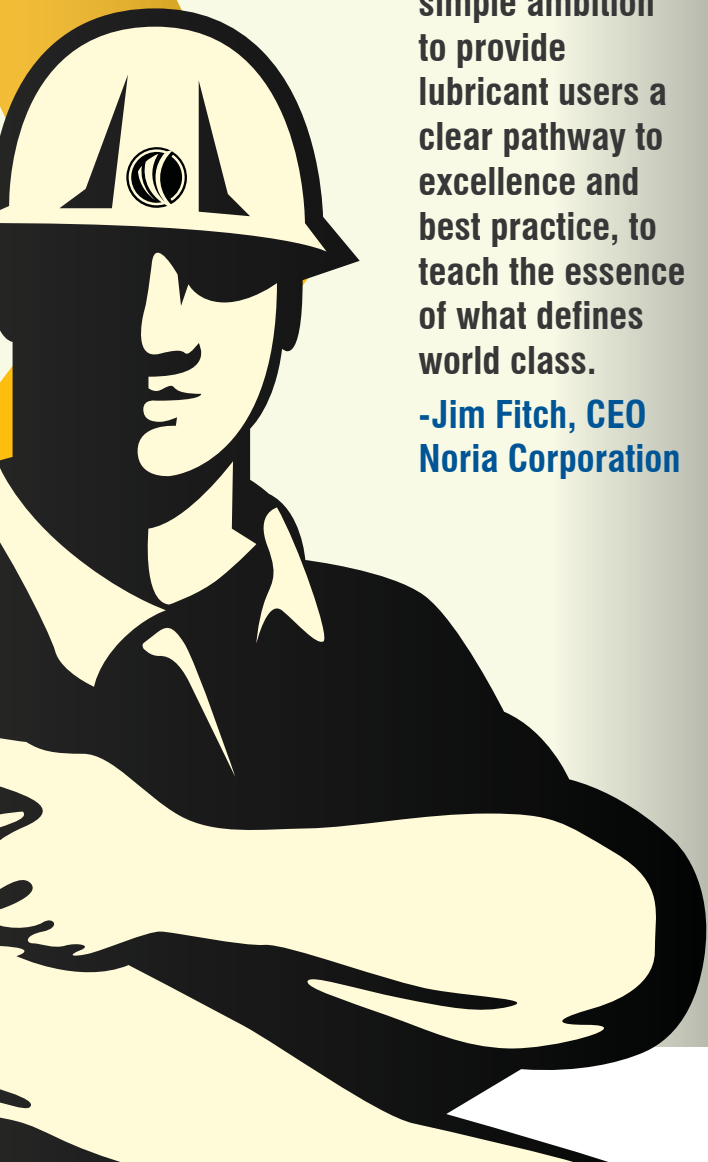
# Machinery» Lubrication

## Expect More from Noria Publishing

The *Machinery Lubrication* brand focuses on lubrication practitioners by providing them with information on important topics, such as lubricant selection, greases, contamination control and filtration, as well as both lubricant and industry applications. Through its various print and online media outlets, the brand features content that targets technicians, specialists, engineers, maintenance managers, planners and supervisors.

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, CEO  
Noria Corporation**



## Magazine

Each issue of *Machinery Lubrication* magazine is sent to a focused base of readers in a variety of plant and industrial facilities and markets. Our readers are maintenance and engineering decision-makers responsible for improving the productivity, performance and reliability of their plants' mission-critical mechanical assets. *Machinery Lubrication* magazine provides tactical and strategic insights that help keep plant equipment running at peak performance.

## Sponsored White Paper

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.

## 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.

## Website

The Internet has become one of the largest communication mediums in the advertising market. Banner advertising provides a valuable function in fostering a familiarity that ultimately generates click-through to the source of the ad. It reaches active consumers looking for information and allows the consumer to react directly and immediately to advertisements.

## Magazine



38,064 Readers

50%

Machinery Lubrication magazine subscribers say they refer to back issues on a regular basis.

72%

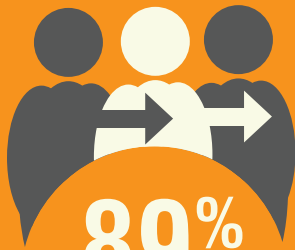
Pass along their magazine copy to one or more people.

97%

Took action upon reading editorial.

Source: Publishers Own Data

## Sponsored White Paper



89%

Shared or passed along to others.

77%

Of survey participants indicated they read at least one white paper over the previous six-month period.

84%

Rate white papers as moderately to extremely influential when making final purchasing decisions.

Source: Publishers Own Data

## E-Newsletter



66,611  
Subscribers

**Targeted:** *Lube-Tips* is sent to registered subscribers that have formally requested to receive the information.

**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.

## Website



Higher Click-Through Rate\*

**Flexible:** Multiple sizes provide a variety of CPM to fit most any budget.

**Targeted:** Our highly targeted audience of maintenance and lubrication professionals is always looking for new products and innovative ways to accomplish goals.

**Immediate:** Active consumers looking for information react directly and immediately to your relevant message.

Source:  
\*DoubleClick

## Magazine

Print	1X	3X	6X	9X	12X
Two Page Spread	\$12,955	\$11,665	\$11,015	\$10,365	\$9,725
Full Page	\$6,825	\$6,145	\$5,805	\$5,460	\$5,125
2/3 Page	\$5,795	\$5,220	\$4,925	\$4,640	\$4,345
1/2 Page Island	\$5,630	\$5,060	\$4,790	\$4,505	\$4,220
1/2 Page	\$5,115	\$4,600	\$4,345	\$4,095	\$3,835
1/3 Page	\$4,420	\$3,980	\$3,760	\$3,540	\$3,320
1/4 Page	\$3,760	\$3,380	\$3,190	\$3,005	\$2,825
Back Cover	\$8,515	\$7,665	\$7,235	\$6,815	\$6,385
Inside Front Cover	\$8,180	\$7,360	\$6,950	\$6,540	\$6,130
Inside Back Cover	\$7,845	\$7,055	\$6,670	\$6,280	\$5,880

## Specialty Items

Cover Peel	\$2,500	\$2,250	\$2,125	\$2,000	\$1,875
Product Supermarket	\$1,260	\$1,135	\$1,070	\$1,010	\$945
Belly Band	\$9,995				
Post-it Notes	\$2,795				
Insert - Tipped In	\$1,995				

## Digital Edition

Exclusive Sponsorship	\$5,995	\$5,400	\$5,100	\$4,800	\$4,500
Two Page Spread	\$2,595	\$2,340	\$2,210	\$2,030	\$1,950
Full Page	\$1,395	\$1,260	\$1,190	\$1,120	\$1,050
Banner Advertisement	\$295	\$270	\$255	\$240	\$225
Video Supermarket	\$495	\$450	\$425	\$400	\$375

## Schedule

	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
<b>CLOSING DATE</b>	12/15/14	02/15/15	04/15/15	06/15/15	08/15/15	10/15/15
<b>DISTRIBUTION DATE</b>	02/01/15	04/01/15	06/01/15	08/01/15	10/01/15	12/01/15

## Sponsored White Paper

\$2,900 / month

**Email Blast.** 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.

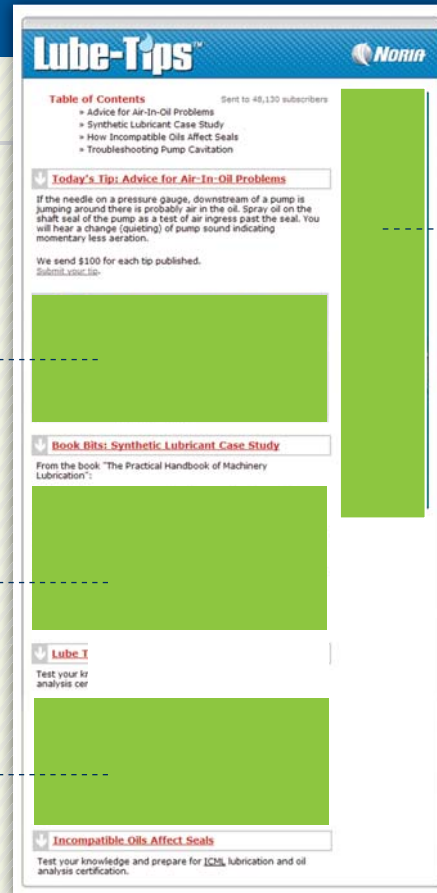
**Relevant Articles.** To maximize your exposure, your white paper will be linked to relevant articles on the website.

**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.

## E-Newsletter

Frequency	1X	3X	6X	12X
Exclusive Skyscraper Banner	\$2,700	\$2,575	\$2,190	\$2,060
Resource Sponsorship	\$2,575	\$2,310	\$2,190	\$2,060



Exclusive Skyscraper Banner

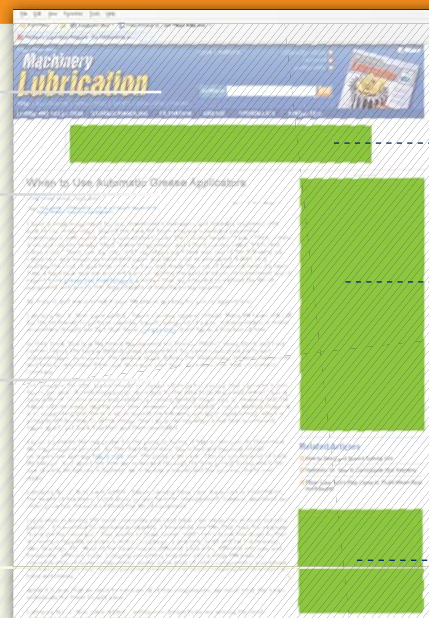
Resource Sponsorship 1

Resource Sponsorship 2

Resource Sponsorship 3

## Website

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



Position 1

Position 2

Position 3

# Machinery» Lubrication

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