



Machinery »
Lubrication

2 0 1 4 M E D I A P L A N N E R

Superior Circulation

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.



- Reliability, Engineering, and Maintenance Titles
- Engineering and Maintenance Management
- Lubrication, Training and Other Functions
- Corporate Management and Quality Assurance
- **Total Qualified Circulation 40,640**

Source: BPA Audit June 2013



Buying Power

Machinery Lubrication magazine readers influence the purchase of products and services

Lubricants	83%
Oil Filtration Products	79%
Oil Analysis	86%
Automatic Lubrication Devices/Systems	61%
Lubricant Storage and Dispensing Products	66%
Oil Sensors	32%
Electric Motors	46%
Bearings	68%
Motor Bearing Testing Equipment	36%
Seals	64%
Hand Tools	50%
Vibration Sensors	54%
Vibration Analysis	65%
Ultrasonic Detectors	42%
Temperature Measurement and Control	56%
Flow and Level Measurement and Control	41%
Infrared Cameras	55%
Laser Alignment	56%
Hydraulic Components and Testing Equipment	55%

* Publishers own data

Expert Editorial

The publisher of Machinery Lubrication magazine, Noria Corporation, provides a range of services, training and conferences related to advanced machine reliability, plant productivity and maintenance technologies.

The majority of our editorial staff are practicing professionals who make up the leadership of Noria's consulting and services team.

Practicing in the field about which we publish improves the quality, timeliness and usefulness of our Machinery lubrication editorial content.

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



Print Advertising

RATES

Four-Color Process	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

Two-Color Process

Two Page Spread	11,005	9,900	9,355	8,800	8,255
Full Page	5,795	5,220	4,925	4,640	4,345
2/3 Page	4,925	4,430	4,190	3,940	3,695
1/2 Page Island	4,715	4,240	4,010	3,770	3,540
1/2 Page	4,345	3,915	3,695	3,475	3,265
1/3 Page	3,770	3,390	3,205	3,015	2,825
1/4 Page	3,190	2,875	2,710	2,550	2,395

Black & White

Two Page Spread	9,715	8,745	8,255	7,770	7,285
Full Page	5,115	4,600	4,345	4,095	3,835
2/3 Page	4,345	3,915	3,695	3,475	3,265
1/2 Page Island	4,230	3,810	3,600	3,380	3,170
1/2 Page	3,835	3,455	3,255	3,065	2,875
1/3 Page	3,320	2,980	2,825	2,655	2,490
1/4 Page	2,815	2,530	2,395	2,245	2,110

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 of the publication

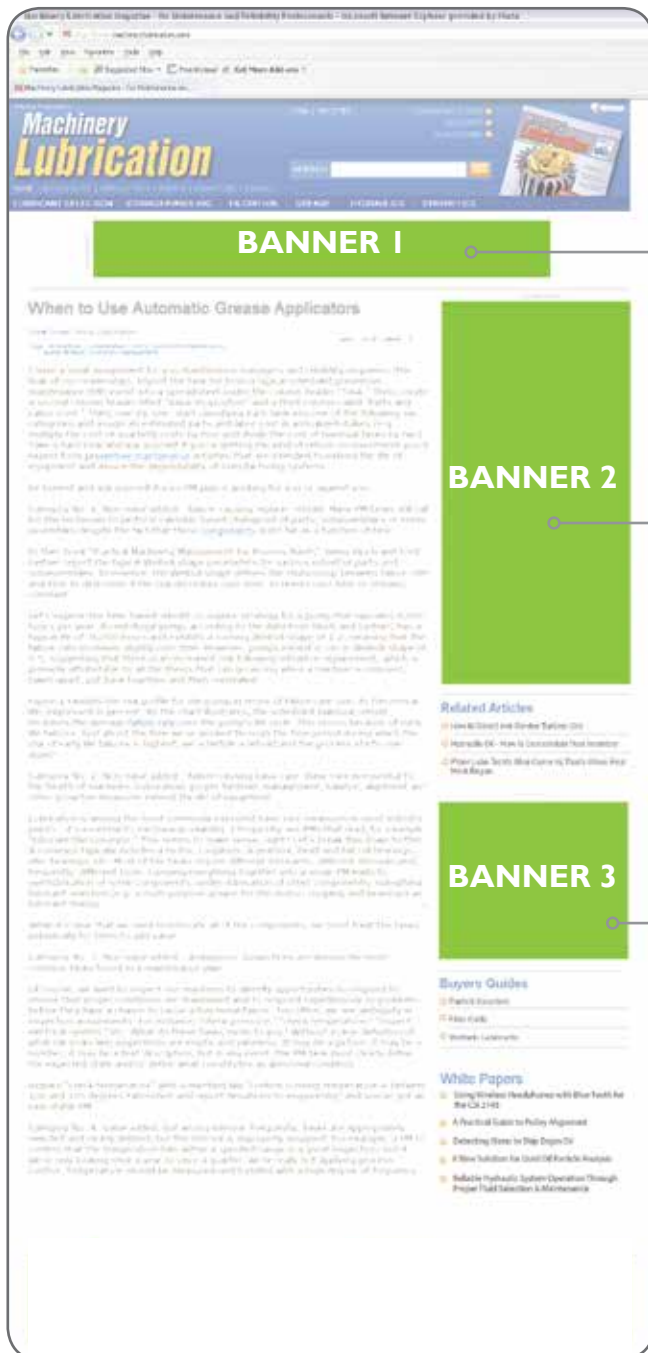
2014 Rate Card	1X	3X	6X	9X	12X
Exclusive Sponsorship	5,995	5,400	5,100	4,800	4,500
Two Page Spread	2,595	2,340	2,210	2,030	1,950
Full Page	1,395	1,260	1,190	1,120	1,050
Banner Advertisement	295	270	255	240	225
Video Supermarket	495	450	425	400	375

Online Advertising

www.machinerylubrication.com

The Internet has become one of the largest communication mediums in the advertising market. Internet 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.

This type of advertising enables you to react to events or market changes immediately. User behavior can be measured accurately and objectively analyzed. Investments in internet advertising can also be evaluated precisely.



The screenshot shows the Machinery Lubrication website with three banner ad positions highlighted. Banner 1 is at the top, Banner 2 is in the middle, and Banner 3 is at the bottom. Each banner is a green rectangle with white text. The website content includes an article titled 'When to Use Automatic Grease Applicators' and a sidebar with 'Related Articles' and 'Buyers Guides'.

BANNER 1	Dimensions	CPM
Leaderboard	728x90	\$120

BANNER 2	Dimensions	CPM
Half Page	300x600	\$150
Wide Skyscraper	160x600	\$120
Standard Skyscraper	120x600	\$110
Medium Rectangle	300x250	\$110

BANNER 3	Dimensions	CPM
Medium Rectangle	300x250	\$80

* CPM = Cost per thousand impressions
* Image dimensions are stated in pixels



Machinery Lubrication

Sponsored White Paper Promotion

www.machinerylubrication.com

SPONSORED WHITE PAPERS

White papers 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.

Decision-makers look to white papers for solid, accurate information. They need clear, concise information with evidence of real business benefits, and they want it now – not tomorrow or next week. White papers work. Here are the facts:

- According to the "The B2B Technology Collateral Survey" (Eccolo Media, Inc.), white papers are considered the most influential form of business collateral. A total of 77% of the survey participants indicated that they read at least one white paper over the previous six-month period, with the vast majority of respondents (84%) rating white papers as moderately to extremely influential when making final purchasing decisions. White papers are also frequently shared, with 89 percent of survey respondents passing them along to others.
- Online marketing analyst Marketing Sherpa reported that 44% of business prospects said they are reading white papers more often than in the past. That represents a 30% increase from the previous years. More than half of business decision-makers and influencers indicated in the survey that they read from two to five white papers per quarter.

White papers offer a unique way to reach prospects early in the buying cycle and establish your organization as a thought leader. For a white paper to be effective, it needs promotion. Our program provides the following:

E-MAIL BLAST. Readers receive an email alert notifying them of the availability of your white paper.

eNEWSLETTER. Your white paper is featured in one or more of our popular eNewsletters 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 from 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 e-mail.

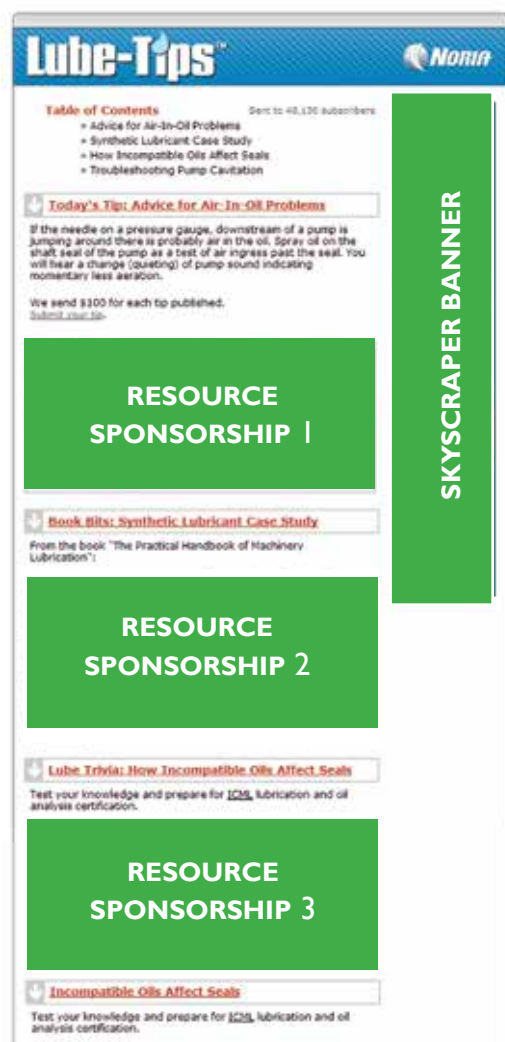
Let Noria Publishing help turn your white papers into marketing power tools.

Sponsored White Papers \$2,900 / month





eNewsletter Advertising



Lube-Tips eNewsletter

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 used 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.

Sales have become more complicated in recent years. As products become more competitive, sales support becomes more important. Your sales team cannot be sent out alone! E-mail marketing provides a personal method of communicating with an audience that lays the groundwork for success in the earliest stages of the sales process.

E-mail advertising effectively establishes contact with buyers – generating new prospects, creating awareness and branding, and providing a quick means of response and follow-up. The sales process is shortened and simplified. Shorter sales process ... more sales.

Noria has achieved a successful publishing formula that can play an integral role in helping achieve marketing communication goals – from product positioning and branding to lead generation and sales.

Our e-newsletter is sent only to registered subscribers – readers that have formally requested to receive it.

Quick Take

Debuted in May 2000

64,882 Subscribers

Specifications

RESOURCE SPONSORSHIP

Headline: up to 55 characters including spaces

Body Copy: up to 225 characters including spaces

Call to Action: up to 30 characters including spaces

Image:

Max width: 80 pixels.

Max height: 120 pixels.

Max file size 6KB. File type: GIF or JPG.

SKYSCRAPER BANNER

- Located opposite the editorial content
- 120 x 600 pixel image (30K file max, no animation)
- Hyperlink: web or e-mail

FREQUENCY	1X	3X	6X	12X	24X	48X
Rates	\$2,575	\$2,445	\$2,310	\$2,190	\$2,060	\$1,930



7 Facts About Magazines

1. 4 out of 5 adults read magazines. (Source: MRI)
2. Magazines deliver more ad impressions than TV or Web in half-hour period. (Source: McPheters & Company)
3. Magazines rank #1 at influencing consumers to start a search online – higher than newer media options.
(Source: BIGresearch Simultaneous Media Usage Study)
4. The average reader spends 43 minutes reading each issue. (Source: MRI)
5. Magazines outperform other media in driving positive shifts in purchase consideration and intent.
(Source: Dynamic Logic)
6. Magazine readership has grown over the past five years. (Source: MRI)
7. Magazine readership in the 18 to 34 segment is growing.
(Source: MRI)



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