

# Machinery Lubrication

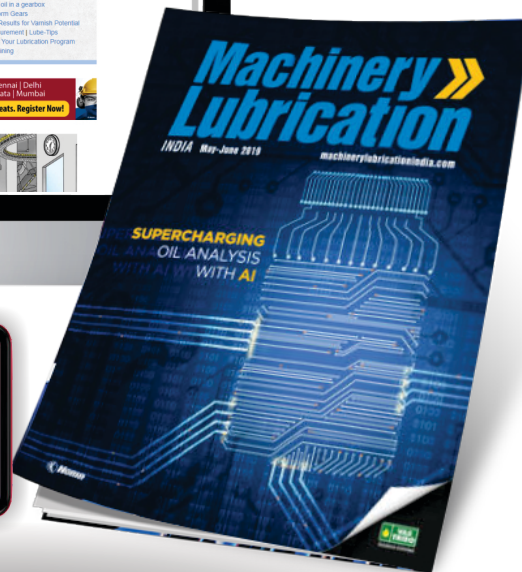
INDIA

[machinerylubricationindia.com](http://machinerylubricationindia.com)

India's Only Publication on Lubricants, Lubrication And Reliability



## MEDIA PLANNER 2021



For International Advertisers



# Summery

## OUR OFFERINGS

1. MAGAZINE .....	1- 4
2. DIGITAL NEWSLETTER .....	5
3. WEBSITE .....	5
4. WEBINAR SPONSORSHIP .....	6
5. TRAINING SPONSORSHIP .....	7

**Special combo packs are available on request**



## About VAS Tribology Solutions

With expertise and experience in machinery lubrication and oil analysis, we provide world class 'Value Added Services' in the field of lubrication. Focused on improving lubrication practices across all industries, we bring scientific, tested and established best practices to manage and monitor lubrications for maintaining optimum reliability and safety of plant and equipment. We are licensed partners of Noria Corporation, USA ([www.noria.com](http://www.noria.com))

## Who Reads Machinery Lubrication India

- Maintenance and Engineering personnel in manufacturing, transportation, mining, marine and power generation sectors.
- Petroleum products producers and marketers.
- Technical training institutions.
- Other support industries.

## About Machinery Lubrication India

Machinery Lubrication India is a B2B media brand created for professionals with interests in lubricant, industrial lubrication, oil analysis, filtration, condition monitoring, equipment reliability etc.

The content and editorial emphasis includes in-depth technical articles, case studies, best practices, new product announcement and industry news. The brand consists of a subscriber based magazine (available in both print and digital formats), an e-newsletter and a popular website. Since 2012, Machinery Lubrication India has been the standard for machinery / process and lubricant professionals in this region with informative articles and case studies from industry. The magazine cover aspects of tribology, machinery lubrication from lubrication fundamental, lubrication basics for machinery designers / engineers / operators, best practices for lubrication storage and handling, lubrication analysis / interpretation and lubrication program development.

## Objectives of Machinery Lubrication India

- Connect lubricants marketers and end user.
- Connect support industries like filters and packaging to lubricants producers, marketers and end users.
- Empower the reader with knowledge about the choice of lubricants and other auxiliary products.
- Spread technical information about lubricants and lubrication.
- Create a communication between the players in the lubricants industry.
- Educate and entertain the readers through a brand compelling magazine.

## What Makes Machinery Lubrication India Superior Advertising Vehicle?

- More than 16000 relevant readers from nearly all sectors.
- Print & Digital copies available along with digital news-letter and lube tips.
- Special Advertising rates / space for SMEs
- Cost effective
- Various options to meet every budget
- Responsive service



In these challenging economic time, advertisers need a solution so that they can reach to their targeted market, stand out from the competition, have longevity and most importantly cost effective. We believe Machinery Lubrication India meet all these objectives.

## EDITORIAL CONTENT

Machinery Lubrication India's regular columns and departments include timely articles on key aspects of lubrication and oil analysis. Some of these articles have varied authorship.

**As I See It** - Written by Noria founder and CEO Jim Fitch, this column offers his unique perspectives and insights into various aspects of lubrication, tribology and oil analysis.

**Hydraulics** - The experts at GPM Hydraulic Consulting provide their tips and advice for troubleshooting your hydraulic systems.

**Ask the Experts** - Machinery Lubrication readers get their questions answered by Noria Consultants on a host of lubrication-related topics.

**Lube-Tips** - Just like the e-newsletter of the same name, the Lube-Tips section of Machinery Lubrication magazine features innovative ideas submitted by readers.

**Face to Face** - This section features interviews of industry leaders in the field of lubricants and reliability which is useful for our readers in having a better understanding of the products and services available to them.

**Test Your Knowledge** - Assess your understanding of lubrication fundamentals with this group of question from Noria's Practice Exam for Level I Machine Lubrication Technician and Machine Lubricant Analyst.

**Training and Certification** - Stay updates of the latest training and certification news with updates from the International Council for Machinery Lubrication.

**Back Page Basics** - Authored by one of Noria's technical consultants, this column will leave you with a greater understanding of the basics for lubrication

Machinery Lubrication India  
Subscribers

**19,148**

## ACTION DATES & EDITORIAL CALENDAR

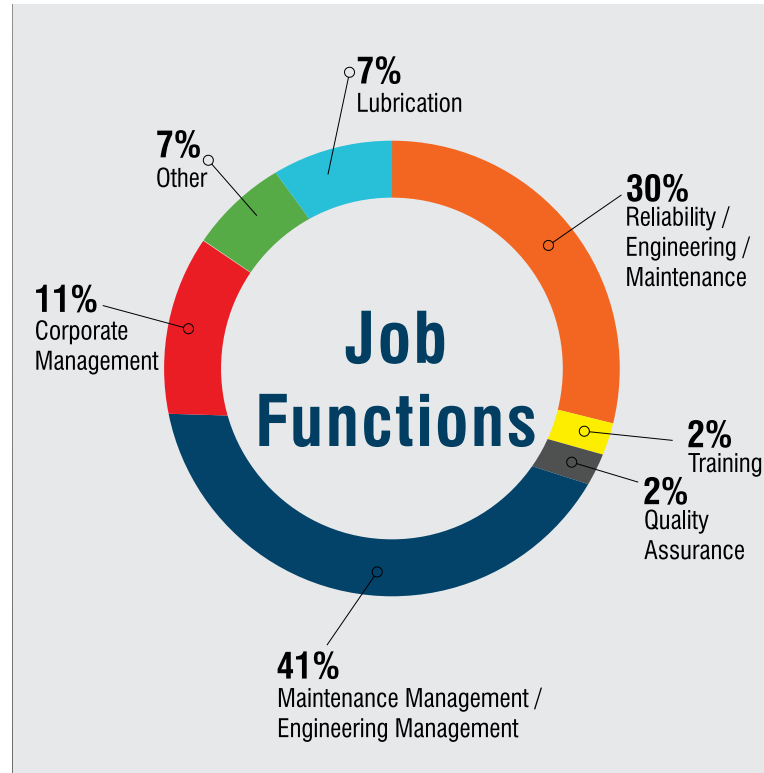
ACTION	JAN/FEB ISSUE	MAR/APR ISSUE	MAY/JUNE ISSUE	JULY/AUG ISSUE	SEPT/OCT ISSUE	NOV/DEC ISSUE
<b>CLOSING DATE</b>	15/01/2021	15/03/2021	15/05/2021	15/07/2021	15/09/2021	15/11/2021
<b>MATERIAL DUE DATE*</b>	17/01/2021	17/03/2021	17/05/2021	17/07/2021	17/09/2021	17/11/2021
<b>DISTRIBUTION DATE</b>	01/02/2021	01/04/2021	01/06/2021	01/08/2021	01/10/2021	01/12/2021
<b>Editorial Focus</b>	4 Steps to Diagnose Low System Pressure  Monitoring Lubricants in the Digital Era  What You Need to Know About Compressor Lubrication  How Oil Mist Can Increase Equipment Reliability	Risk Management for Lubricated Machines  Measuring the Effectiveness of Vacuum Dehydrators  Strategies for Decontaminating and Reclaiming Your In-Service Lubricants  Distinguishing Regulators and Reducing Valves	Control Moisture Ingression with Tactical Inspection 2.0  Why and How to Earn an MLE Certification  The Plain Truth About Plain Bearings  The Ultimate in Machine Inspections	The Four States of Water in Oil  How to Monitor and Maintain Phosphate Ester Fluids  Lubricant Environmental Compliance  How to Determine the Competency of a Lubrication Program	SPECIAL ISSUE	Deficiencies Of Membrane Patch Colorimetry (MPC) Test The Varnish Potential Test  Adhesive Wear Explained  13 Lean Six Sigma Principles in Machinery Lubrication  TBD

\* The publication of articles and case studies is at the sole discretion of the editorial board and the above schedule could be changed if and when required.

## FACT: Our audience are decision makers in their industries

### PURCHASING POWER

- Bearings
- Cleaners / Degreasers
- Desiccant Breathers
- Filters and Filtration Systems
- Grease Guns and Automatic Lubrication
- Hydraulics / Fluid Power
- Industrial Internet of Things Products / Services
- Infrared Cameras / Thermal Imaging
- Lubricants
- Maintenance Service / Products
- Oil Analysis Equipment / Products / Test Kits
- Oil Analysis Labs / Services
- Oil Sampling Hardware and Bottles
- Oil Sensors
- Power Transmission Products
- Precision Alignment / Balancing
- Reclamation
- Safety Products
- Storage and Handling
- Training / Consulting
- Ultrasound Instruments
- Vibration Analysis



### INDUSTRIES

- 10% Automotive Manufacturer, Machinery Manufacturer
- 17.8% Chemicals, Petroleum Products
- 5.4% Electrical Equipment, Transportation Equipment
- 9.2% Engineering Services, Military/Government
- 8.8% Food Processing
- 6% Miscellaneous Manufacturing
- 10.4% Other Related Businesses
- 9.7% Paper, Rubber/Plastic, Textiles
- 9.8% Power Generation, Mining
- 8.2% Primary Metals, Fabricated Metals
- 4.7% Transportation, Construction

## PRINT ADVERTISING SPECIFICATIONS & RATE

Cover Page  
8.25 X 11.5 inch

Full Page  
7 X 10 inch

Half Page  
Vertical  
3.5 X 10 inch

Half Page  
Horizontal  
7 X 5 inch

2/3 Page  
7 X 6.5 inch

1/4 Page  
3.5 X 5 inch

Strip  
7 X 2.5 inch

\*Artwork to be provided in high resolution PDE, TIFF, JPEG or InDesign format

\*Other options are available on special request

## RATE IN US \$

	1x	3x	6x
Cover	5000	-	-
Back Cover	3400	3000	2400
Inside Front Cover	3000	2700	2200
Inside Back Cover	2800	2500	1900
Full Page	1700	1500	1200
2/3 Page	1200	1100	850
1/2 Page	930	820	650
1/4 Page or Strip	490	440	350

## Advertorial page size & page rate

Full page : 7 x 10 inches.

Company authors an article.

Content will refer to company, products or services. Word content to be laid out by Machinery Lubrication India is 400 word per page

### Cost

US\$ 800 per page for upto 2 page in one issue.

US\$ 725 per page for 3 to 5 page in upto 2 issues.

## Special services

### Belly band

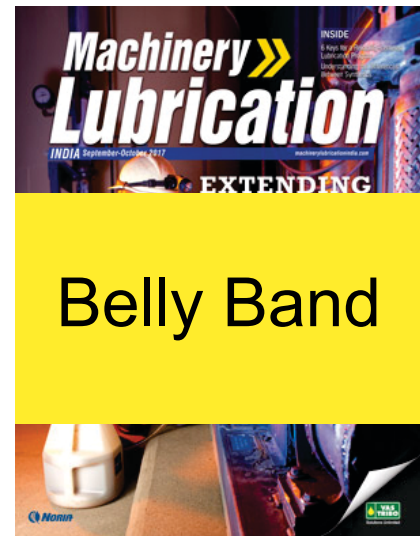
A belly band is a furnished paper outsert with an advertising message. Belly band clad copies can be sent to client's customer or supplier. This service can be used by advertisers for targeted marketing of their product and services.

### Cost per 1000 copies (Rate in US \$)

1x 1100

3x 1000

6x 900



\*Pricing on request

\*300 DPI image, 225 characters of descriptive text, company name, website, email, phone number.

\*full page / cover page advertisements (3x/6x) could get free placement in our website for appropriate time (subject to availability).

## ONLINE ADVERTISING SPECIFICATION & RATE



### SPECIFICATION

#### Exclusive banner

- ✓ Located on the top of the table content
- ✓ 600\*220 pixel image (100 kb file max, no animation)
- ✓ Hyperlink to website
- ✓ File type : PNG, JPG, no animation

### Impact

\*size & location may vary slightly according to the page layout.  
\*Artworks to be provided in high resolution format.

#### MONTHLY NEWSLETTER RATE IN US \$

Frequency	1x	3x	6x	12x
Position 1	300	270	220	180
Position 2	240	215	202	159

#### Exclusive banner

- ✓ Located on the bottom of the table content
- ✓ 600\*220 pixel image (100 kb file max, no animation)
- ✓ Hyperlink to website
- ✓ File type : PNG, JPG, no animation

### WEBSITE RATE IN INR

Frequency	1x	3x	6x	12x
Position 1	8,000	7,200	5,600	4,800
Position 2	7,800	6,300	5,000	4,200
Position 3	7,800	6,300	5,000	4,200



In 2021, we are going to host a series of webinars on various subjects of lubricants, lubrication and reliability. We will be offering 6 sponsorships in the following categories- Lube Manufacturer, Testing Laboratory, Lube Equipment Manufacturer, Filter Manufacturer, Lube Hardware Manufacturer, Lubrication Services. To avoid any conflict of interest, we will accept only one sponsor from each category mentioned above. We are offering an introductory price for the first three webinars tentatively scheduled for February 2021, May 2021, August 2021 and November 2021.

	<b>PLATINUM</b> INR 1,25,000 3 sponsorships	<b>GOLD</b> INR 90,000 2 sponsorships	<b>SILVER</b> INR 50,000 1 sponsorship
Chance to play video of products and services during the webinar	90 seconds	60 seconds	30 seconds
Recognition as sponsor in all scripted remarks	Yes	Yes	Yes
Logo recognition on the PowerPoint during webinar	Yes	Yes	Yes
Logo on the events webpage	Yes	Yes	Yes
Social media post highlighting your organization's sponsorship	Yes	Yes	Yes
Discount on training programs(Live Interactive Online Training)	100% free for any one basic course (valued at 40,000)	50% discount on any one basic course(valued at 40,000)	-
Advertisement space in magazine	1 full page or 2 half pages or 4 quarter page ad valued at 88,000)	Half page or 2 quarter page ad (valued at 44,000)	1 quarter page ad (valued at 22,000)
Advertisement space in our website	For the duration of 6 months(valued at 30,000)	For the duration of 3 months (valued at 18,900)	For the duration of 1 month (valued at 7,800)
Space in digital newsletter	3 insertions (valued at 40,500)	1 insertion (valued at 13,500)	-



Our associates 'Lubrication Institute' has been conducting specialized training on Machinery Lubrication, Oil Analysis, Asset Management and Lube Oil Blending since 2012 as public and in-house training programs. Hundreds of professionals from several organizations have attended these programs and successfully participated in ICML certifications. We have started live interactive training and now opening up to sponsorships from manufacturers and service providers who may use this medium appropriate for branding their products and services.

Benefits	3 Trainings 75,000	2 Trainings 50,000	1 Training 30,000
Demo / PPT / Video on your products & services	15 minutes	10 minutes	5 minutes
Circulation of product / service brochure to the participants along with the manuals	Yes	Yes	-

## Live & Interactive Online Training

### 2021 Calendar

Name of Training / Certification	Jan	Feb	March	April	June	July	Aug	Oct	Nov	Dec
Essentials of Machinery Lubrication *(MLA I / MLT I)	18-21st	—	22-25th	—	—	26-29th	—	—	22-25th	—
Oil Analysis Fundamentals *(MLA II)	—	22-25th	—	26-29th	—	—	23-26th	—	—	13-16th
Advance Machinery Lubrication *(MLT II)	—	—	—	—	21-24th	—	—	—	—	—
Advance Oil Analysis *(MLA III)	—	—	—	—	—	—	—	—	—	20-23rd
Machinery Lubrication Engineer *(MLE)	—	—	—	—	—	—	—	25-30th	—	—



International Council For Machinery Lubrication (ICML) Certification

*Like in chess, make smart moves in your career.*  
**Reserve your seat today**

Give your business the attention it deserves...

Advertising Sales (For US / CANADA)-

Brett O'Kelley  
bokelley@noria.com

For all other countries-

Jhumpa Mukherjee  
(Business Manager- Media & Publication)  
admin@machinerylubricationindia.com



**Operation Office :**  
213, Ashiana Center, Adityapur,  
Jamshedpur-831013, India

**Marketing Office:**  
Rider House, 136, Sector-44  
Gurgaon-122003, NCR, India