



Machinery» Lubrication

INDIA machinerylubricationindia.com

Regions' only magazine on
Lubricants, Lubrication and Reliability

MACHINERY LUBRICATION INDIA: Elevate Your Brand in 2026

Reach a highly engaged audience of industry leaders
and decision-makers in lubricants, lubrication,
maintenance and reliability.

Brought to you by



VAS Tribology Solutions Pvt. Ltd.
A comprehensive lubrication services company



machinerylubricationindia.com

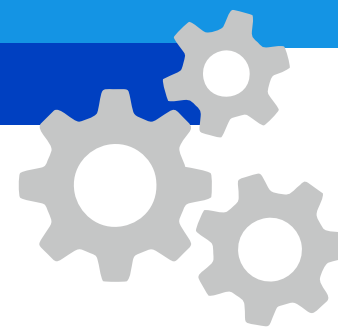
Trusted Expertise, Measurable Results

Dedicated Community

Since 2012, Machinery Lubrication India has been region's only illustrative magazine dedicated to lubricants, lubrication, maintenance and reliability niche.

Extensive Reach

Our bi-monthly magazine reaches over 25,000 plus decision-making industry professionals.



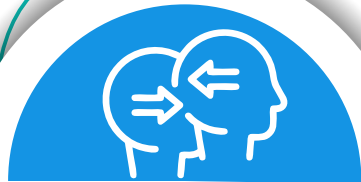
Connect
Professionals



Promote Industry
Collaboration



Educate on Lubricants,
Lubrication & Reliability



Facilitate Knowledge
Exchange



Share Practical
Solutions



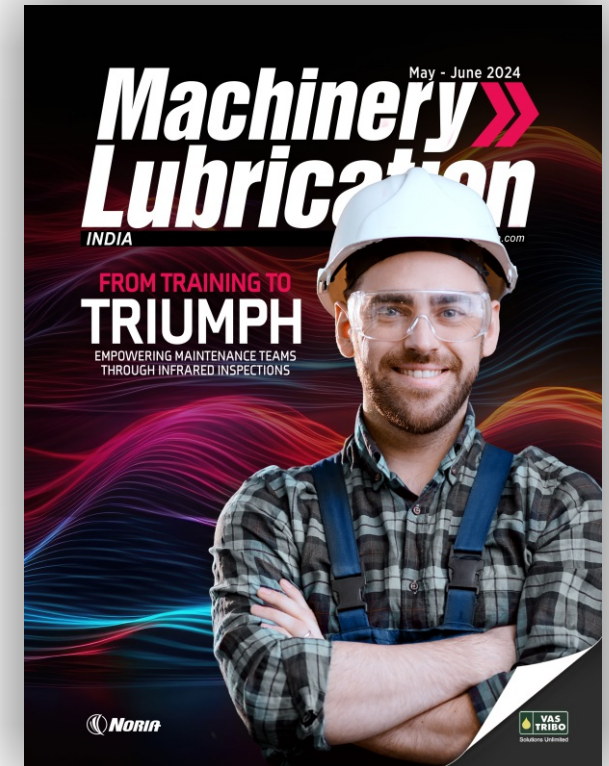
Make Learning
Engaging

Why Machinery Lubrication India Stands Out as the Premier Advertising Platform?

- ◆ Engage with over 25,000 engaged readers spanning diverse industries.
- ◆ India's only segment specific magazine that is published in both print and digital format, including e-newsletters, lubrication tips, and a dynamic website.
- ◆ Enjoy exclusive advertising rates and dedicated space tailored for small and medium-sized enterprises.
- ◆ Achieve cost-effective advertising solutions without compromising on impact.
- ◆ Explore a range of advertising options designed to accommodate every budget.
- ◆ Receive responsive and personalized service to ensure your advertising goals are met efficiently.

- Subscribers: Approximately 25,000
- Reader-Per-Copy (RPC) 3
- Total Reach: Nearly 60,000
Industry Professionals

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**Machinery Lubrication India
offers free subscription.**

India's Pioneer Publication that provides you insights on Lubricants, Lubrication and Reliability



INTEGRATED CONTENT DELIVERY

Print

High-quality print magazine delivered to subscribers.

Digital

Digital magazine accessible on various devices and platforms.

Website

Dynamic website with comprehensive resources and articles.

India's Pioneer Publication that provides you insights on Lubricants, Lubrication and Reliability



Connect with Decision-Makers

1 Plant Managers

Engage with professionals overseeing plant operations and maintenance.

2 Maintenance and Reliability Managers

Target leaders ensuring optimal equipment performance and reliability.

3 QC Managers

Connect with experts maintaining product quality and compliance.

4 R&D Personnel

Reach innovators driving advancements in lubrication and tribology.

5 Academia

Collaborate with educators, researchers, professors and students from leading institution shaping the future of the industry

India's Pioneer Publication that provides you insights on Lubricants, Lubrication and Reliability

Discover Our Diverse Readership

Our Niche Industry Focus

- ◆ Precision Components – Bearings, Gearboxes, Chain Drives
- ◆ Machinery & Power Systems – Engines, Turbines, Motors, Compressors, Pumps, Hydraulics
- ◆ Condition Monitoring – Oil Analysis, Sampling, Vibration Analysis
- ◆ Expert Support – Training & Consulting

Industries



Automobile



Paper



Steel



Cement



Pharmaceutical



Manufacturing
& general engineering



Sugar



Fertilizer



Power



Textile



Mining



Oil and gas



Tire

Who We Reach

(Serving Key Professionals in Machinery Lubrication & Maintenance)

Reliability Engineer

- ◆ Concern: Preventing failures & improving uptime
- ◆ Reads: Case studies & predictive maintenance insights

Maintenance Manager

- ◆ Concern: Reducing downtime & optimizing lubrication
- ◆ Reads: Best practices on oil sampling & contamination control

Corporate & Engineering Leader

- ◆ Concern: Cost efficiency & long-term asset health
- ◆ Reads: Lubrication strategies & ROI-driven solutions

Quality & Training Specialist

- ◆ Concern: Upskilling teams & ensuring compliance
- ◆ Reads: Training programs & expert certifications





TAILORED ADVERTISING SOLUTIONS

Print Ads



Print Ads

Cover page, Center spread, premium positions, advertorial, belly band, full page, half-page, and customized options available.

Digital Ads



Digital Newsletter

Place your message directly in the inboxes of subscribers.



Online Banners

Reach a wider audience through targeted website advertising.

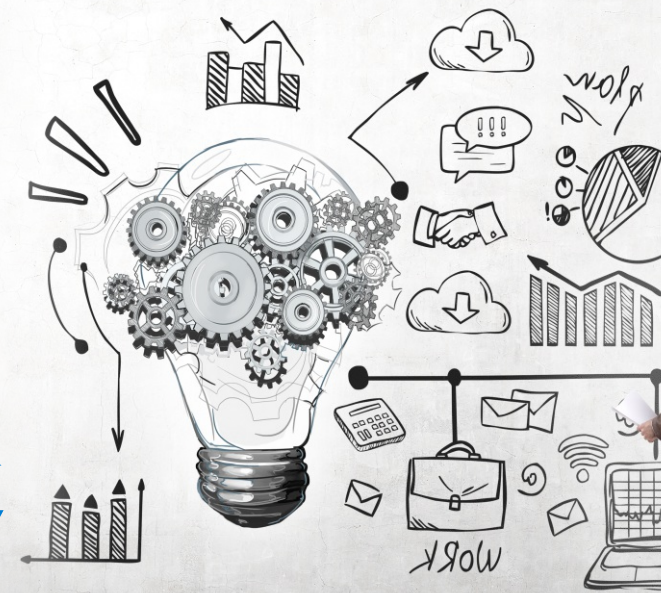


Social Media Exposure

Expand your reach through industry-focused social media engagement, connecting with the right audience for maximum impact

machinerylubricationindia.com

Machinery»
Lubrication
INDIA
machinerylubricationindia.com



ENHANCE YOUR BRAND'S VISIBILITY

We help you advertise at minimum cost of  paise per perspective customer

Build Credibility

1

Align your brand with a publication recognized for its expertise and integrity.

Maximize Reach

2

Connect with a targeted audience to drive awareness and influence key purchasing decisions.

Measurable ROI

3

Maximize brand exposure with the lowest cost per viewer! An investment of just ₹ 25,000 helps you reach 100,000 targeted viewers at only ₹ 0.25 per impression.

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Content That Drives Engagement

As I see It

Explore a wealth of unique perspectives and expert insights on lubrication, tribology, and oil analysis, curated by Noria's seasoned professionals.

Cover Story

Dive in for an exclusive glimpse into industry-leading insights and innovations, written by industry leaders in this field, revolutionizing the world of lubrication management

Face-to-Face

Go behind the scenes with industry visionaries. Our exclusive interviews feature candid conversations with CEOs and engineering leaders, uncovering the personal experiences and leadership philosophies driving today's industrial innovation.

From the Asian Desk

Navigate the unique industrial landscape of the Asian continent. This section offers a localized lens on regional supply chain shifts, emerging lubricant standards, and success stories from the East's fastest-growing manufacturing hubs.

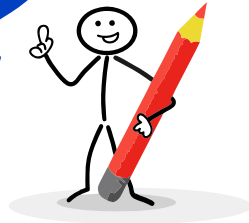
Industry News

Stay informed with our Industry News section, delivering in-depth coverage of the latest developments in the industrial lubricant industry and insightful updates on key companies, keeping you ahead of the curve and informed about the latest trends and advancements

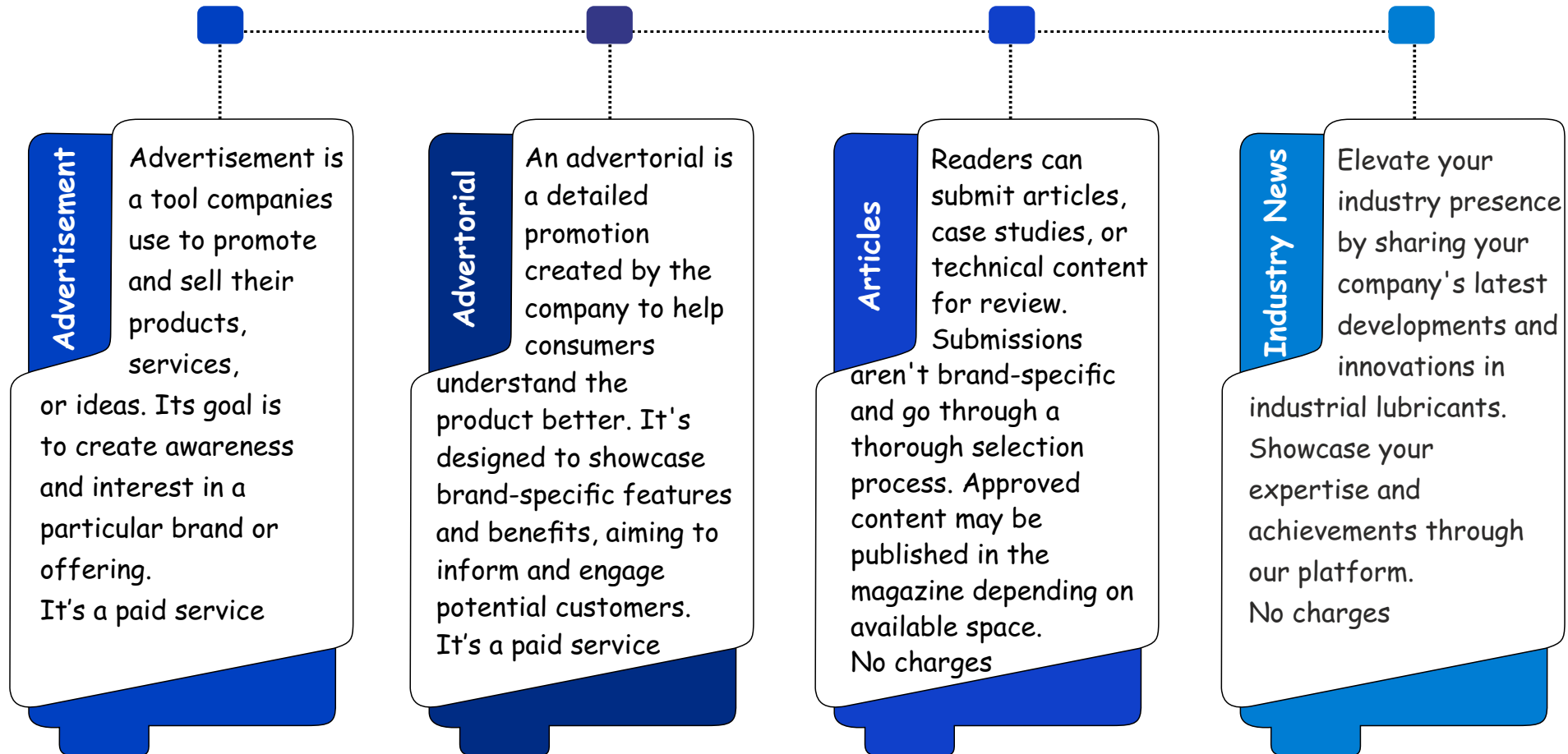
Wellness at Work

Because a reliable plant starts with a healthy team. This section provides actionable advice on ergonomics, mental focus, and physical well-being strategies specifically tailored for the high-pressure environment of maintenance and reliability professionals.

Did
You
Know?



Key difference between Advertisement, Advertorial and Articles



2026 Editorial Lineup : A Year of Insightful Reads

01

Issue: February

- ◆ Basic Task or Strategic Decision: Selecting the Proper Lubricant
- ◆ How to Visually Inspect the Health and State of Oil

02

Issue: April

- ◆ Ensuring Lubricant Integrity with World-Class Reception and Storage
- ◆ Demystifying Sludge and Varnish

03

Issue: June

- ◆ 10 Common Grease Problems and How to Solve Them
- ◆ Selecting the Right Oil Analysis Lab

04

Issue: August

- ◆ The Usual Suspects: Common-Sense Bearing Failure Prevention
- ◆ Listen to your Lubricant

05

Issue: Oct.

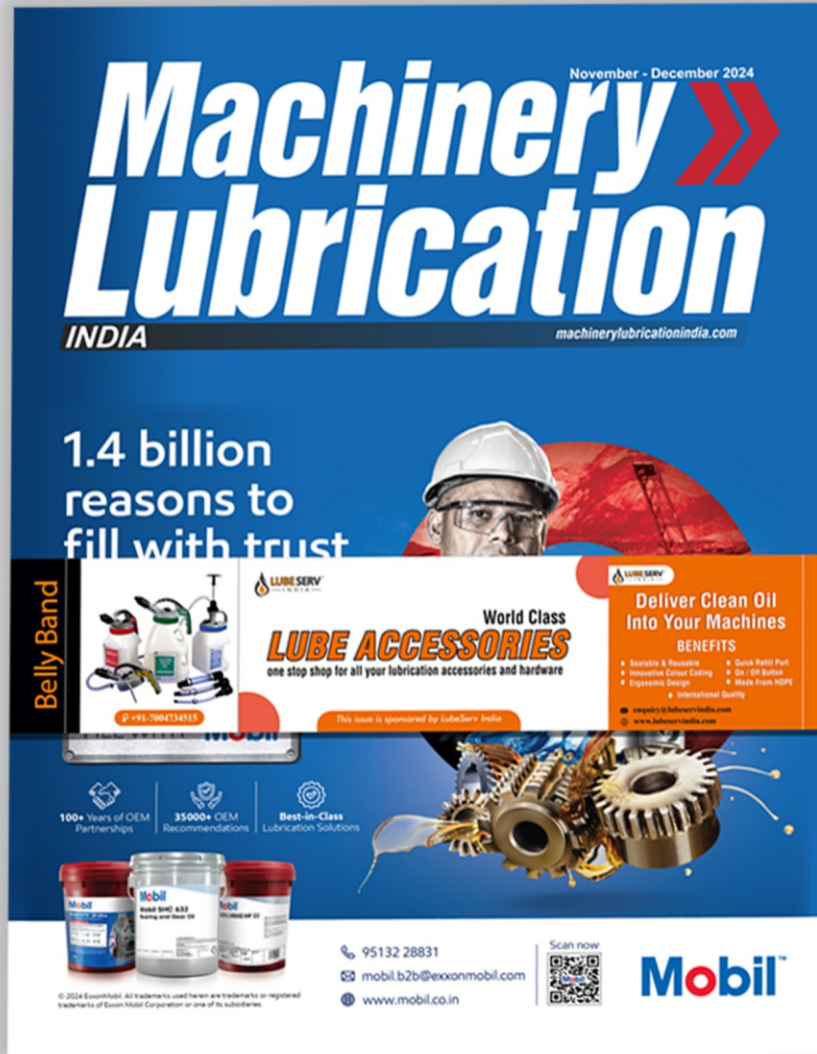
- ◆ Specialty Lubricants That Lead to Life
- ◆ Saving Energy, Money and the Environment with Ascend™

06




Issue: Dec.

- ◆ Twelve Special "Gifts" Your Machines Want This Christmas
- ◆ The Manufacturing Revolution: Why Your Assets Are Giving Orders and You're Following Them

Note : This is a tentative editorial schedule and is subject to change based on emerging trends, priorities, and industry developments. Stay tuned for updates as we adapt to bring you the most relevant and impactful content!

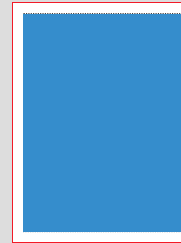


PRINT ADVERTISEMENT SPECIFICATIONS

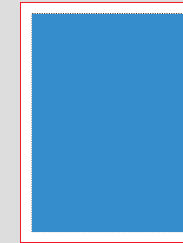
 Print Area (Keep all vital info inside this area)
  Trim Area (Actual page size)
  Bleed Area (Info in this area will be cut off)



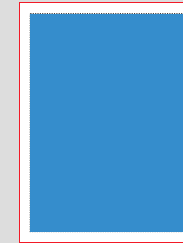
Centre Spread Full Page
W - 414.24 mm x H - 264.0 mm



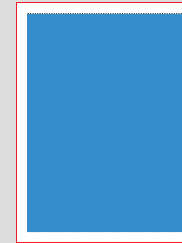
Front Cover Full Page
W - 190.95 mm x H - 261.0 mm



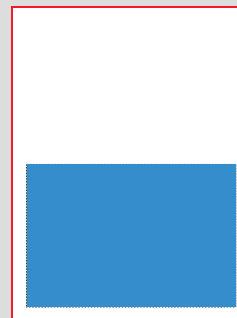
Front Inside Cover Full Page
W - 190.95 mm x H - 261.0 mm



Back Cover Full Page
W - 190.95 mm x H - 261.0 mm



Back Cover Inside Full Page
W - 190.95 mm x H - 261.0 mm



Half Page
W - 190.95 mm x H - 130.5 mm



Belly Band
W = 465mm X H= 101.6mm

Note:

Please ensure that your design fits within the specified print area for each ad size, with important content kept away from the trim area and folding areas to avoid any cutoffs during the printing and folding processes. Kindly refer to the attached graphics for a visual representation of these specifications.

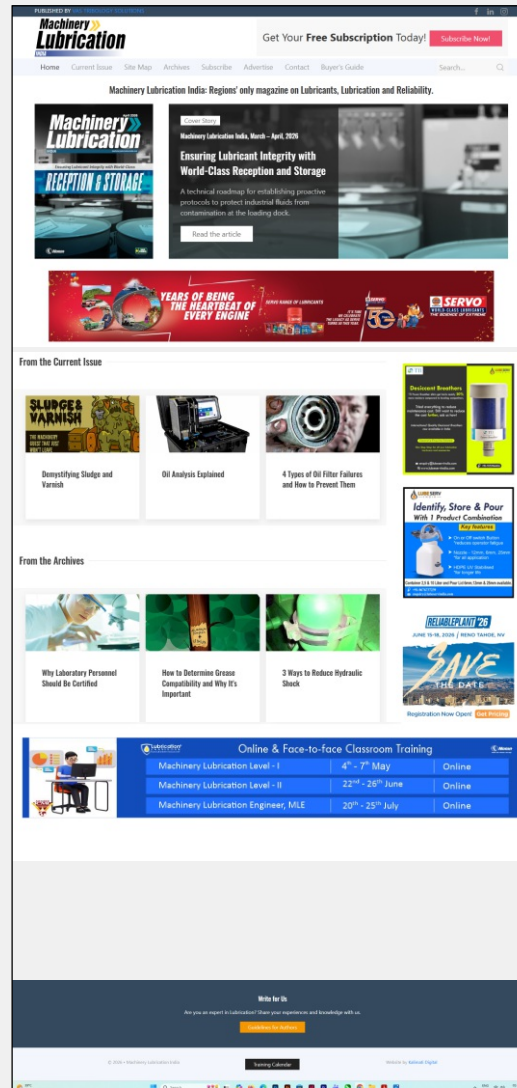
Newsletter and Website Banner Specification



1. Digital banner

2. Digital banner

3. Digital banner



4. Homepage Top banner

6. Homepage Side banner

5. Homepage Bottom banner

- Newsletter / Large Banner Area
- Sidebar Banner Area

Newsletter & Website Large Banners

SPECIFICATION KEY:
Large Banners
(Newsletter & Website Top / Bottom)

Digital Advertisement Specification for:

1. Digital Banner (Newsletter)
2. Digital Banner (Newsletter)
3. Digital Banner (Newsletter)
4. Homepage Top Banner (Website)
5. Homepage Bottom Banner (Website)

Format: High-Res JPG, PNG, GIF
Dimensions: 1129x180 Pixels

Website Sidebar Banners

SPECIFICATION KEY:
Website side Page Banner

Digital Advertisement Specification for:

6. Homepage Side Banner (Website)

Format: High-Res JPG, PNG, GIF
Dimensions: 355x355 Pixels

Note: Please ensure that your digital ad design fits within the specified pixel dimensions and that all vital information is clearly legible. Refer to the attached mockups for a visual representation of these placements. Animated GIFs should have a reasonable file size.

2026 PRINT RATE CARD

Category	2026 Rate
Cover Page	2.15 Lacs
Centre Spread	1.60 Lacs
Back Cover	1.10 Lacs
Belly Band	85K
Front Inside	85K
Back Inside	80K
Premium Inside Full Page	75K
Inside Full Page	65K
Advertorial (per page)	38K
Premium Inside Half Page	38K
Inside Half Page	32K
Budget-Friendly Options	Available on request

Customized options available on request

Notes:

- MSME-registered businesses are eligible for a 10% discount upon submission of a valid MSME certificate.
- The above rates apply to advertisers from India for India circulation only. International advertisers, please contact us for details.

Digital Excellence: Newsletter & Web

Placement	Platform	Rate (Monthly)
Digital Strip Banner	Monthly Newsletter	₹30,000 (per strip)*
Homepage Banner (Top/Bottom)	Website	₹50,000
Sidebar Display	Website	₹40,000
Article Inside Banner	Website	₹15,000

Notes:

- **Digital Newsletter Notice:** Only 3 Premium Strips available per edition to ensure maximum visibility. Full Newsletter Takeover (3 Strips): ₹90,000.
- **MSME Discount:** 10% off for valid MSME-registered businesses.
- **Long-Term Lock:** Annual contracts are protected against mid-year rate revisions.
- **International:** Rates apply to India circulation only; contact us for global pricing.
- **Creative Specs:** High-res JPG/PNG required; deadline is the 20th of the preceding month.

2026 Bundled Visibility Tiers: Omni-Channel Authority

Advertising Package	Annual Investment	Print Authority Bonus	Digital Excellence Bonus	Training & Product
Elite	Above 8 Lacs	1 Free Premium Full-Page	Newsletter Takeover (3 Strips) + Top Banner (12M)	12.5% OFF
Premium	6 – 8 Lacs	1 Free Standard Full-Page	1 Newsletter Strip + Home Side Banner (6M)	10% OFF
Value	4 – 6 Lacs	1 Free Premium Half-Page	Home Side Banner (4M) + Inside Page Banner	7.5% OFF
Starter	2 – 4 Lacs	1 Free Standard Half-Page	Website Inside Page Banner (2M)	5% OFF
Digital Kickstart	50K – 2 Lacs	Priority Print Listing	2 Social Media Mentions + Newsletter Footer Ad	2.5% OFF

Advertiser's Guide: Specifications & Deadlines

Category	Details
Print Specifications	
Format	PDF, JPEG (300 DPI, High Resolution)
Dimensions (Full Page)	200 MM (width) x 270 MM (height)
Dimensions (Half Page)	200 MM (width) x 135 MM (height)
Belly Band Dimensions	465 MM (width) x 101.6 MM (height)
Submission Deadline	1 month before the release month
Digital Specifications	
Digital Newsletter Banner	Banner Size: 1129 x 180 pixels
Website Specifications	
Website Banner Size	355 x 355 pixels
Article Format	Word Count: 600 to 5000 words: Microsoft Word Formate, English, non-promotional, properly cited
	High-resolution image of 300DPI (sourced legally or royalty-free: without any copyright infringement)
Submission Deadline	1 Month before the release month
Circulation Dates	1st Feb, 1st April. 1st June, 1st August, 1st October, 1st December
<p>Colour Format: CMYK (for accurate print colours)</p> <p>Disclaimer: Please ensure your advertisement is finalized and in print-ready format. As publishers, we will not be responsible for any edits or updates to the graphics that are not submitted according to the specified requirements.</p>	

Note: Please ensure that your design fits within the specified print area for each ad size, with important content kept away from the trim area and folding areas to avoid any cutoffs during the printing and folding processes. Kindly refer to the attached graphics for a visual representation of these specifications. **refer to page 13 for a visual**

Partner with Us for Success

Contact our advertising team today to craft a custom package tailored to your needs.

**Machinery >>
Lubrication**

INDIA

machinerylubricationindia.com

Advertise Now!



SCAN ME

India's Pioneer Publication that provides you insights on Lubricants, Lubrication and Reliability

Reg - 28-04-2026

For more details and to advertise:

Contact:
9901188399

Ad Sales:
sangeeta.iyer@machinerylubricationindia.com

Website:
www.machinerylubricationindia.com