



MISSION STATEMENT

THE GLOBAL AUTHORITY IN LUBRICATION-ENABLED RELIABILITY

Published by Noria Corporation, *Machinery Lubrication* is the No. 1 source reaching today's machinery lubrication and oil analysis professionals.

For over 20 years, *Machinery Lubrication* has been the trusted, solution-based source for the world's leading organizations. More than print, this multi-faceted media brand gives you the print and digital tools to reach your best customers and prospects.

Noria has been delivering world-class lubrication-enabled reliability programs to companies across a wide variety of industries for more than two decades. 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 platforms.

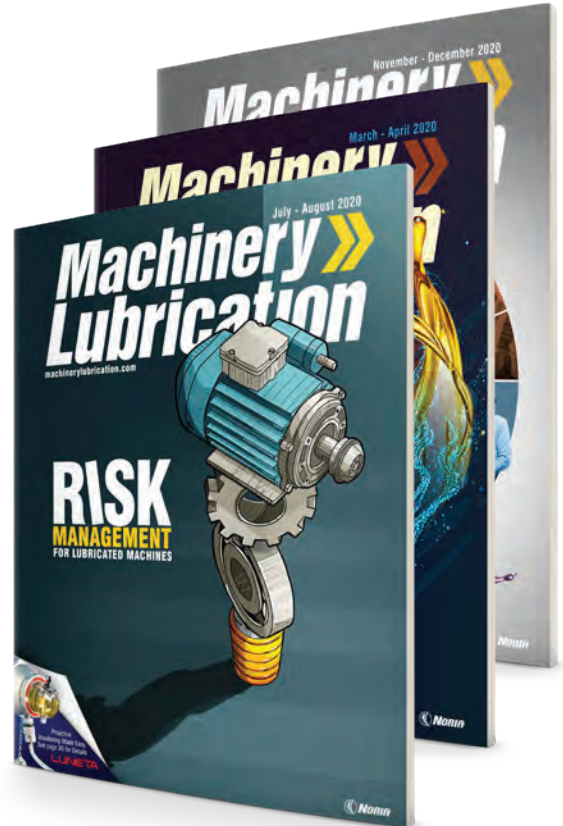
Whether you choose print ads in our bi-monthly magazine, website banner advertising or targeted content marketing in our highly read e-newsletters, an investment in *Machinery Lubrication* is guaranteed to provide results.

THE IMPORTANCE OF MARKETING WITH NORIA

Noria is your strategic marketing partner for expertise in engaging and influencing decision-makers in the lubrication and oil analysis sector. Our readers are qualified lubrication, oil analysis and reliability professionals, so your products and services will reach the right audience. Simply put, we know your audience, and we know your industry.

We recognize that readers consume information in print and electronically using multiple devices. While print advertising is unrivaled in its ability to deliver marketing messages to potential customers, *Machinery Lubrication's* website, digital edition, white paper distribution and monthly e-newsletter add an interactive touch to your products and services.

Partner with us to position your company as a thought leader. Use our platforms to educate and influence the industry with unlimited content distribution across multiple market platforms.



**Our readers are
qualified lubrication,
oil analysis and
reliability professionals,
so your products and
services will reach the
right audience.**

Contact sales@noria.com to discuss how we can help your company.

www.noria.com | www.machinerylubrication.com

REACH YOUR TARGET AUDIENCE WHERE THEY LIKE TO CONNECT

MAGAZINE

Machinery Lubrication is a bi-monthly trade publication tailored to serve companies and organizations engaged in the machinery lubrication and oil analysis industry.

Each issue is sent to an international readership in a variety of industrial facilities and markets. Our readers include maintenance and engineering decision-makers responsible for improving the productivity, performance and reliability of their plant's mission-critical assets.

Subscriptions to *Machinery Lubrication* are free. Visit machinerylubrication.com to subscribe.

72%
**Pass-Along
Readership**

Pass-along readers, who did not actually buy the magazine themselves, account for a high proportion of our readership.



WEBSITE

MachineryLubrication.com is the premier online destination for machinery lubrication and oil analysis professionals interested in the latest lubrication and oil analysis technology, news, products and services.

The website is a tool machinery lubrication and oil analysis professionals use to plan, learn and grow themselves and their facilities — be it at the office, plant, in the field or at home.

MachineryLubrication.com includes the online editions of *Machinery Lubrication* and editorial archives of past issues, as well as company news, white papers and industry links.

348,000
**Monthly
Page
Views**
(average)



NEWSLETTER

Lube-Tips is a unique informational resource designed to give maintenance and operations professionals an insider's view of lubrication and lubricants.

Each week, this highly read e-newsletter offers tips and tricks to provide transforming insights and take the mystery out of machinery lubrication and oil analysis.

It reports unbiased advice on lubricant selection, filtration and oil analysis, giving readers all the information needed to become the lubrication expert in their facility.

30,000+
Subscribers



CONFERENCE

As the premier lubrication and oil analysis conference, the Machinery Lubrication Conference & Exhibition is more than your standard conference.

As an exhibitor, your presence at Machinery Lubrication gives you invaluable opportunities to showcase your products and services directly to the world's largest machinery lubrication and oil analysis audience.

Featuring pre-conference workshops, learning sessions, exhibitors, networking opportunities and more, Machinery Lubrication is a gathering of people driving change in the lubrication and oil analysis industry.

**Connect
with
Industry
Leaders**

**Machinery»
Lubrication**
CONFERENCE & EXHIBITION

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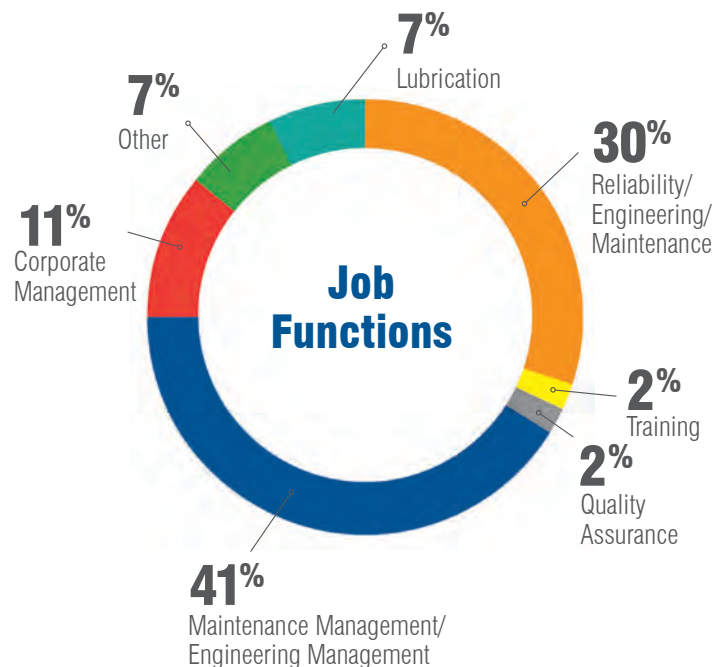
AUDIENCE PROFILE

FACTS:

Our audience are decision makers in their industries
~193,000 New Website Users Each Month

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 |

Contact sales@noria.com to discuss how we can help your company.

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EDITORIAL CONTENT

Machinery Lubrication's content deals with every aspect of lubrication-enabled reliability. Each issue covers all six stages of the lubricant lifecycle to ensure that no matter your product or service, there will always be a relevant section for ideal ad placement in any issue throughout the year.

Lubricant Selection

- Lubricant Selection Process
- Lubricant Supplier Selection
- Lubricant Identification System
- Consolidation & Optimization
- Lubricant Selection Training
- Lubricant Selection KPIs

Lubricant Reception and Storage

- Quality Control Process
- Lubricant Storage & Lube Room
- Lubrication Safety Practices
- Inventory Management
- Reception & Storage Training
- Reception & Storage KPIs

Lubricant Handling and Application

- Lubricant Application Tasks
- Machinery Configuration
- Lubricant Handling & Application Devices
- Lubrication Program Management
- Lubrication Routes
- Machinery Inspection Tools & Practices
- Goals & Rewards System
- Lubricant Handling & Application Training
- Lubricant Handling & Application KPIs

~46,000

Machinery Lubrication
magazine subscribers

Contamination Control and Lubricant Reconditioning

- Contaminant Exclusion
- Contaminant Removal & Lubricant Reconditioning
- Contamination Control Objectives
- Contamination Control & Lubricant Reconditioning Training
- Contamination Control & Lubricant Reconditioning KPIs

Condition Monitoring, Lubrication Analysis, and Troubleshooting

- Machinery Selection for Condition Monitoring & Lubricant Analysis Program
- Lubricant Analysis Test Slate—Periodic & Online
- Lubricant Analysis Data Source Selection—Onsite Lab, Offsite Lab & Online Sensors
- Sampling Tools & Methods
- Selection & Integration of Inspection & Condition Monitoring Tasks
- Lubricant Analysis Data Limits Selection & Interpretation
- Troubleshooting & Root Cause Analysis
- Condition Monitoring, Lubricant Analysis & Troubleshooting Training
- Condition Monitoring, Lubricant

Energy Conservation, Health, and the Environment

- Energy Conservation, Health & Environmental Impact
- Storage & Disposal of Used Oil & Materials
- Leakage Management
- Energy Conservation, Health & Environmental Training
- Energy Conservation, Health & Environmental KPIs

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RATE CARD

MAGAZINE RATE CARD

1x

| | |
|---------------------|----------|
| Two Page Spread | \$12,495 |
| Full Page | \$6,825 |
| 2/3 Page | \$5,795 |
| 1/2 Page Spread | \$7,495 |
| 1/2 Page Island | \$5,630 |
| 1/2 Page | \$4,995 |
| 1/3 Page | \$4,195 |
| 1/4 Page | \$3,595 |
| Back Cover | \$8,515 |
| Inside Front Cover | \$8,180 |
| Inside Back Cover | \$7,845 |
| Cover Peel | \$2,195 |
| Product Supermarket | \$1,295 |

SPECIALTY ITEMS

| | |
|---------------------|---------|
| Belly Band | \$9,995 |
| *Poly Bag Brochure | \$4,995 |
| *Insert - Tipped In | \$1,995 |

*Custom Reprints Contact for quote

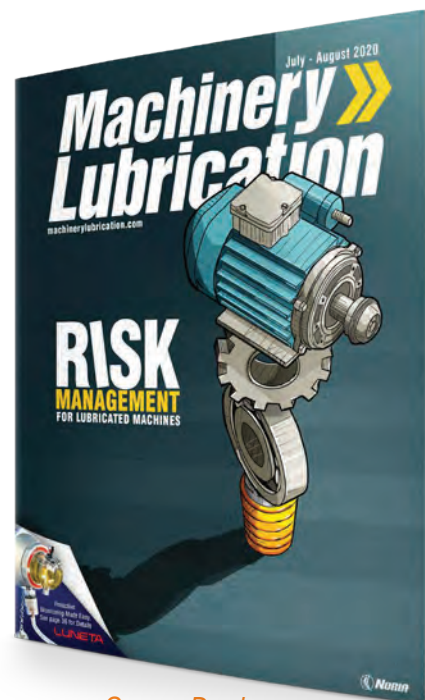
*Printing not included

DIGITAL EDITION

| | | | |
|-----------------------|---------|---------|---------|
| Exclusive Sponsorship | \$6,495 | \$5,845 | \$5,520 |
| Two Page Spread | \$2,495 | \$2,245 | \$2,120 |
| Full Page | \$1,495 | \$1,345 | \$1,270 |
| Video Supermarket | \$495 | \$445 | \$420 |
| Banner Advertisement | \$350 | \$315 | \$295 |

PRODUCTION CALENDAR

| ACTION | JAN/FEB ISSUE | MAR/APR ISSUE | MAY/JUNE ISSUE | JULY/AUG ISSUE | SEPT/OCT ISSUE | NOV/DEC ISSUE |
|--------------------------|------------------|------------------|-------------------|-------------------|-------------------|------------------|
| CLOSING DATE | 11/15/2020 | 01/15/2021 | 03/15/2021 | 05/15/2021 | 07/15/2021 | 09/15/2021 |
| MATERIAL DUE DATE | 12/01/2020 | 02/01/2021 | 04/01/2021 | 06/01/2021 | 08/01/2021 | 10/01/2021 |
| DISTRIBUTION DATE | 02/01/2021 | 04/01/2021 | 06/01/2021 | 08/01/2021 | 10/01/2021 | 12/01/2021 |



Cover Peel



1/2 Page Spread



1/2 Page Island

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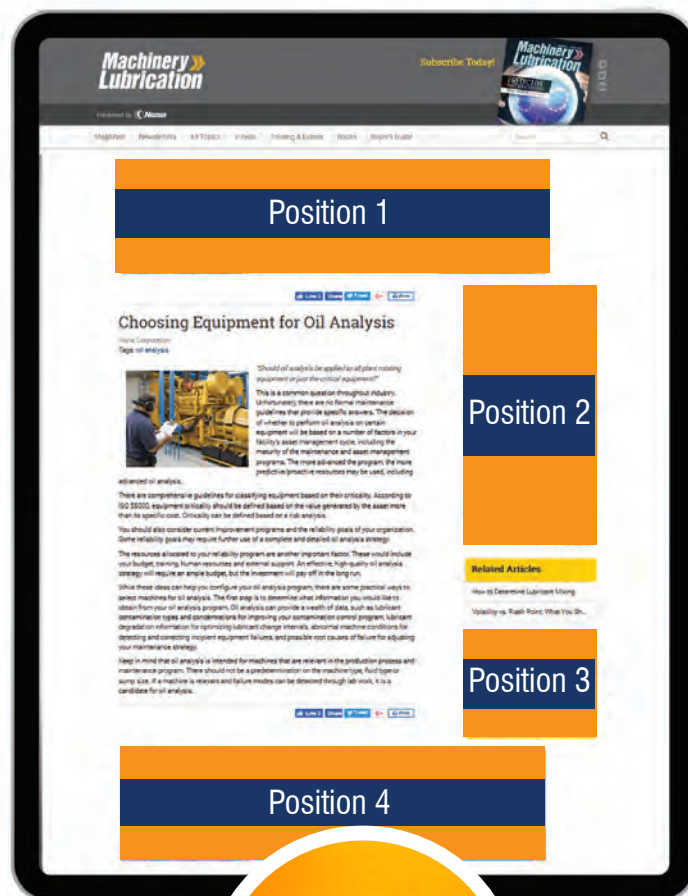
RATE CARD

WEBSITE

Advertising online is a highly effective way to reach your audience today. Web-site ads increase awareness to visitors who are already searching for solutions to their problems online. It is the perfect opportunity to offer your products and services to build awareness and drive visitors to your own website.

Get your message in front of the right audience on MachineryLubrication.com.

| POSITION 1 | DIMENSIONS | IMPRESSIONS | PRICING |
|----------------------------|------------|-------------|---------|
| Billboard | 970x250 | 10,000 | \$1,600 |
| Leaderboard | 728x90 | 10,000 | \$1,300 |
| POSITION 2 | | | |
| Half Page Banner | 300x600 | 10,000 | \$1,600 |
| Wide Skyscraper Banner | 160x600 | 10,000 | \$1,300 |
| Standard Skyscraper Banner | 120x600 | 10,000 | \$1,100 |
| Medium Rectangle Banner | 300x250 | 10,000 | \$1,100 |
| POSITION 3 | | | |
| Medium Rectangle Banner | 300x250 | 10,000 | \$800 |
| POSITION 4 | | | |
| Billboard | 970x250 | 10,000 | \$1,600 |
| Leaderboard | 728x90 | 10,000 | \$1,300 |

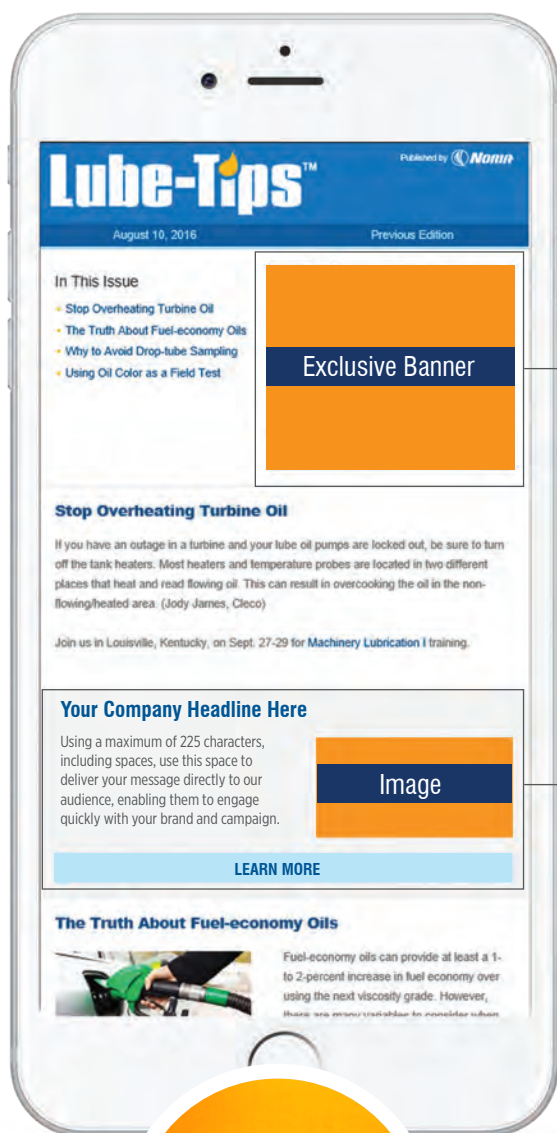


219,952

MachineryLubrication.com
Average monthly unique visitors

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30,310

Subscribers

LUBE-TIPS E-NEWSLETTER

With items ranging from industry news to interesting statistics and “how-to” articles, Lube-Tips provides readers with a weekly insider’s look into the industry.

Designed to perform optimally on any device, from anywhere, at any time, Lube-Tips provides instantaneous and impactful content marketing. The sales process is shortened and simplified because your message is delivered with a quick means of response and follow-up. **Email marketing provides a personal method of communicating, laying the groundwork for success in the earliest stages of the sales process.**

You can place banner ads in specific issues, or depending on your budget and needs, we can build a custom campaign encompassing an entire marketing cycle. Take advantage of our growing subscription and quick-read format, and start getting your products and services noticed.

OPTIONS TO REACH THEIR INBOX

| | |
|----------------------|---------|
| Exclusive Banner | \$3,000 |
| Resource Sponsorship | \$2,800 |

Exclusive
Banner

Resource
Sponsorship



HIGH IMPACT: Deliver your message directly to our audience, enabling them to engage quickly with your campaign.

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WHITE PAPERS

White papers deliver in-depth, problem-solving information that illustrates common business problems your customers encounter. They inform and educate readers on practical solutions and motivate them to consider using your company's product or service to solve those problems.

Position your company as a market-specific expert and provide an invaluable service to our readers who are searching for solutions to their technology or product challenges through a sponsored white paper.

LEAD GENERATION. Prior to viewing your white paper, the reader completes a brief registration form. The registration form data is sent to you via email. ROI comes through immediate lead notifications

DEDICATED EMAIL. Readers receive a White Paper Alert notifying them of the availability of your white paper

E-NEWSLETTER. Your white paper is featured in multiple issues of our popular e-newsletters to deliver even more qualified prospects

HOMEPAGE. Readers can link to your white paper from the dedicated featured white paper section on our website homepage

BANNER ADS. Visitors will find your white paper in targeted 300x250 banner advertising across our website. Banner impressions are set at 1500 per month

SOCIAL MEDIA. To increase awareness, your white paper will be promoted on Noria's official LinkedIn account

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

\$3,750/MONTH

SIMPLE & EFFECTIVE:
**Expand awareness of
your company's expertise
and generate quality
sales leads.**

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WEBINARS

Our webinar program is an expertly promoted event built around a two-week marketing cycle that establishes your company as the educational authority on the topic you choose.

Featuring industry experts as presenters, webinars are a highly effective lead-generation product and are excellent in identifying purchasers late in the buying process as they are nearing a selection decision. You'll benefit from tremendous branding exposure as Noria markets your webinar to our audience with web banners, targeted email blasts and social media.

EXCLUSIVE WEBINAR SPONSORS RECEIVE:

- Branding on all pre-event, live and post-event marketing
- Noria-provided technical assistance during live event
- Up to one hour of presentation time
- Three dedicated email blasts
- Lead generation from attendees of the webinar
- Resources center to upload PDF marketing brochures and link to social media
- Social media posts on Noria's official LinkedIn account
- Webinar will be promoted with a series of web banners

\$10,000 / WEBINAR

**Limit one per quarter*

THOUGHT LEADERSHIP: Present solutions to identifiable problems, emerging technologies and crucial topics that are relevant to today's community of lubrication and reliability professionals.



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**Machinery»
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CONFERENCE & EXHIBITION

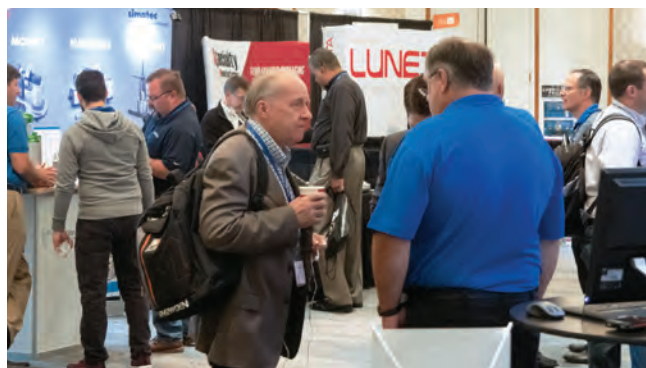
The Machinery Lubrication Conference & Exhibition is more than just your ordinary conference; it is a global gathering of people driving change in the lubrication and oil analysis industry. Reach hundreds of global lubrication, oil analysis and reliability leaders who are seeking solutions at the next Machinery Lubrication Conference & Exhibition.

As the only U.S.-based conference and exhibition solely dedicated to lubrication and oil analysis, Machinery Lubrication Conference & Exhibition is a global magnet for drawing all levels of lubrication, maintenance and reliability leaders who share a common goal of seeking products, services and solutions that only you can provide.

Solidify your voice in the marketplace and join other industry-leading companies by exhibiting with us.

Exhibitor Benefits

- Access to a targeted and highly qualified audience of hundreds of global machinery lubrication and oil analysis leaders
- 16 hours of face-to-face exhibit time
- Visibility within our comprehensive marketing campaign
- Networking opportunities to connect you with new and existing customers
- Onsite visibility opportunities to maximize your company's presence
- Step-by-step Exhibitor Portal providing tools and resources for an optimal exhibiting experience
- Free exhibit hall guest pass
- Sponsorship packages for increasing your company's visibility



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CONTENT DRIVES CONVERSIONS

Since the first magazines were published in the 1730s, people have been exposed to marketing. As new mediums and technologies have emerged, marketing has evolved from simply trying to sell goods and services to a more strategic focus on understanding customers' needs and building brand awareness.

According to an article published by the American Marketing Association, companies are "aiming to get their brand names in front of target audiences and purchase decision-makers, while also positioning their companies as partners for those potential customers, moving beyond the transactional stage to a more profitable and longer-lasting relationship."

So how does this all happen? The answer is content.

Content is the core of your marketing strategy, and it all starts with **awareness**. Potential customers are searching for solutions that you can provide. Through targeted content, you start by generating awareness of your brand, services and products.

Once leads are generated, potential customers move into the **interest** stage, where they start to become familiar with your company, products and services. This gives you an opportunity to develop a relationship with leads, providing more targeted content through ads, white papers and more.

In the **decision** stage, leads are prospective customers, as they now associate you with the solution they need and are ready to consume more information about your products and services. This is the time to continue nurturing them with targeted content that helps them evaluate your company.

Action is the final stage in the marketing funnel, as the prospect now becomes your customer. Along the way, you've created a positive experience for your customers, which will lead to repeat customers and potential referrals who will travel down the funnel.



86% of B2C organizations agree that content marketing increased their number of leads.

**Includes Print & Email Components*

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ABOUT US

For two decades, Noria Corporation has established itself as the global authority in machinery lubrication and oil analysis. Headquartered in Tulsa, Oklahoma, we are a multi-faceted, consulting powerhouse for the manufacturing world, providing world-class training, technical consulting, lubrication program development and analysis and failure investigation. We are also an industry leader in the publishing and events realm, reaching more than 120,000 industry professionals each year.

Noria 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.

What separates Noria from other publishers is that we are not just a news collector; we are 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.**



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