

# RELIABLEPLANT

## 2021 MEDIA PLANNER



## THE GLOBAL AUTHORITY IN RELIABILITY

Published by Noria Corporation, Reliable Plant is the No. 1 source reaching today's plant maintenance and reliability professionals.

Reliable Plant is a multi-faceted brand dedicated to providing maintenance and reliability professionals with information on important topics such as maintenance excellence, lean manufacturing, condition monitoring, energy management and workplace safety. Through its various media outlets and events, the brand features articles that target technicians, engineers, maintenance managers, planners and supervisors.

For nearly 20 years, Noria has been delivering world-class reliability programs to companies across a wide variety of industries. Because of this level of expertise, readers trust the advice offered in Reliable Plant. It also means our esteemed brand can provide the credibility to help sell your products and services through our various media platforms.

Whether you choose website banner advertising or targeted content marketing in our highly read e-newsletter, an investment in Reliable Plant is guaranteed to provide results.

## INDUSTRY PROFESSIONALS SEE NORIA AS THE NO. 1 SOURCE

Noria is your strategic marketing partner for expertise in engaging and influencing decision-makers in the plant maintenance and reliability sector. Our readers are qualified plant maintenance 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 a variety of formats and use multiple devices. Reliable Plant's website, 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 plant  
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## REACH YOUR TARGET AUDIENCE WHERE THEY LIKE TO CONNECT

### WEBSITE

reliableplant.com is the premier online destination for maintenance and reliability professionals interested in the latest maintenance and reliability technology, news, products and services.

The website is a tool that maintenance and reliability professionals use to plan, learn and grow themselves and their facilities – be it at the office, plant, in the field or at home.

reliableplant.com includes the online editions of Reliable Plant and editorial archives of past issues, as well as company news, white papers and industry links.

**240,000+**  
**Monthly**  
**Page Views**  
(average)



### NEWSLETTER

The Reliable Plant e-newsletter is a unique, informational resource designed to give maintenance and reliability leaders an insider's view into the industry. Deployed biweekly, this highly read e-newsletter offers relevant industry items ranging from technical tips to best-practice reports and informative articles.

The Reliable Plant e-newsletter is an indispensable tool that assists plants in their quest to achieve optimum uptime and performance with a minimal amount of resources. Industry professionals seeking unbiased advice turn to this e-newsletter for all the information needed to become the maintenance and reliability experts in their facility.

**22,300+**  
**Subscribers**



### CONFERENCE

For more than 20 years, the Reliable Plant Conference & Exhibition has proven to be the premier event for the maintenance and reliability industry. Reach more than a thousand global maintenance and reliability leaders who are seeking solutions at Reliable Plant 2021.

As a forum where experts and experienced leaders can educate and interact directly with those searching for solutions, Reliable Plant inspires machine reliability through knowledge sharing, hands-on product exposure and networking among peers. This global event is a magnet for drawing all levels of 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 at Reliable Plant 2021.

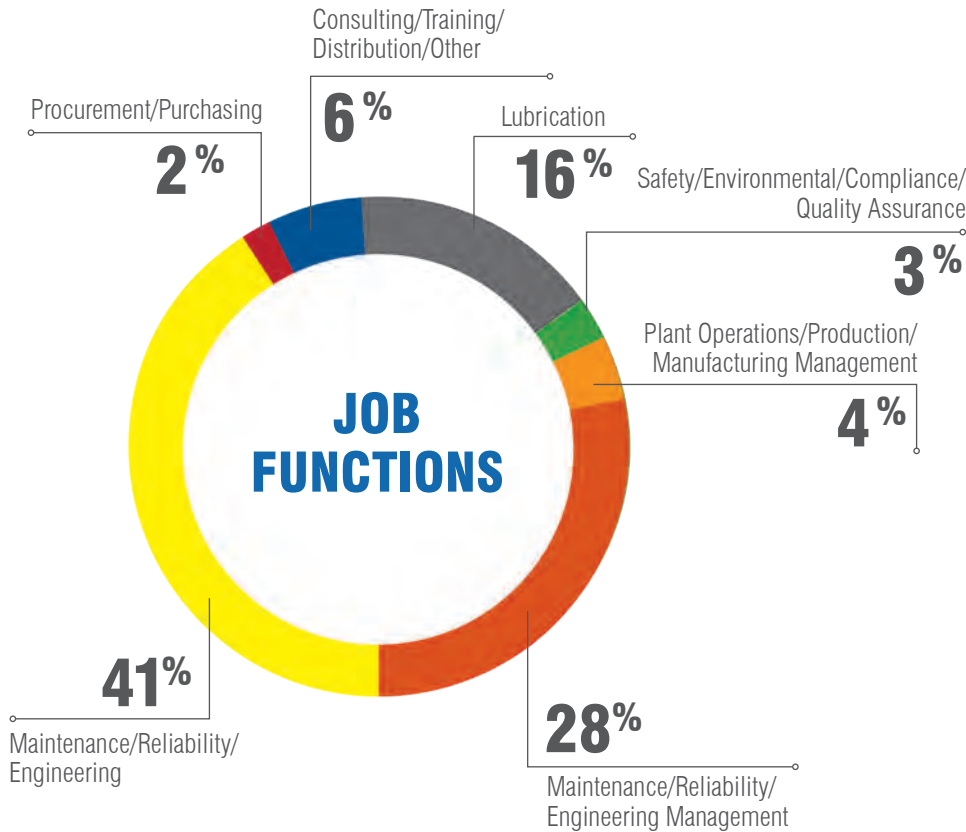
**Connect**  
**with Industry**  
**Leaders**

**RELIABLEPLANT**  
CONFERENCE & EXHIBITION

Contact [sales@noria.com](mailto:sales@noria.com) to discuss how we can help your company.

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**180,000 New Website Users Each Month (Average)**



**PURCHASING POWER**

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

**INDUSTRIES**

Reliable Plant reaches a highly influential community of plant maintenance and reliability professionals. Decision-makers rely on us to keep them informed of the latest technologies, news, products and services in maintenance excellence, lean manufacturing, energy management and workplace safety.



- 2.4% Aircraft, Aerospace, Defense Mfg./Government or Military
- 13.0% Automotive/Machinery Mfg.
- 5.6% Chemical Mfg.
- 3.6% Concrete, Lumber and Building Products
- 2.1% Electrical Equipment and Computer Mfg.
- 9.3% Food/Beverage/Tobacco/Pharmaceutical Mfg.
- 19.8% Power Generation/Mining
- 14.6% Miscellaneous and Other Mfg.
- 18.8% Oil, Gas and Petroleum, including Refining
- 7.1% Paper Mfg./Plastics and Rubber Mfg.
- 1.0% Textiles, Apparel and Leather Products Mfg.
- 2.6% University, Hospital and Data Centers

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**150,000**

*reliableplant.com*  
average monthly unique visitors

## WEBSITE

Advertising online is a highly effective way to reach your audience today. Website 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 reliableplant.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

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## RELIABLE PLANT E-NEWSLETTER

With items ranging from technical tips to best-practice reports and informative articles, Reliable Plant provides plant maintenance and reliability leaders with a bi-weekly insider's look into the industry.

Designed to perform optimally on any device, from anywhere, at any time, Reliable Plant 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.

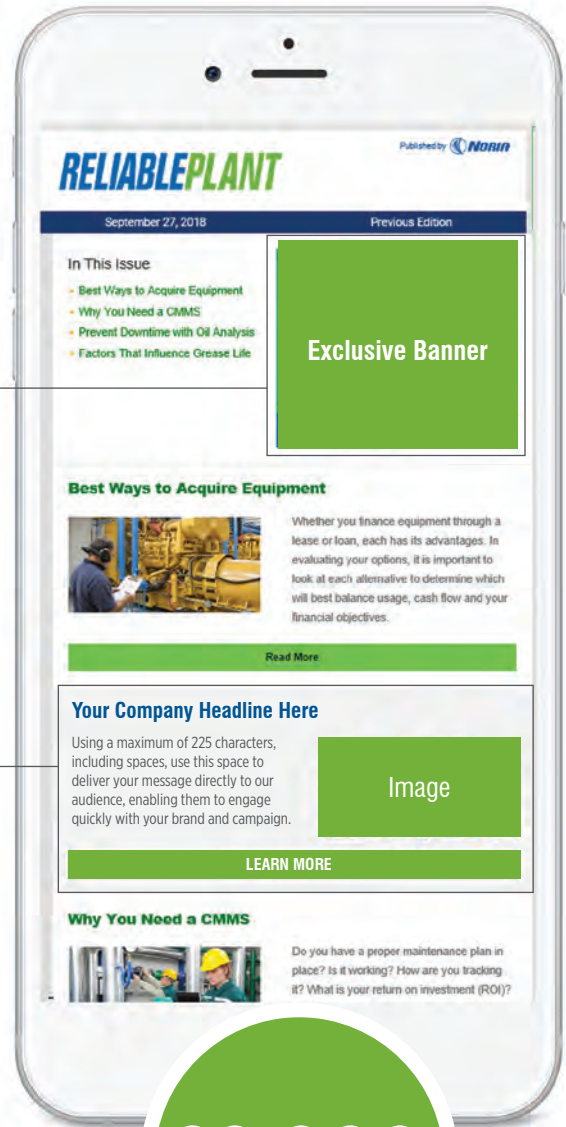
You can place banner ads in specific issues or depending on your budget and needs, we can build a custom campaign encompassing an entire marketing cycle. Take advantage of our growing subscription and quick-read format and start getting your products and services noticed.

### OPTIONS TO REACH THEIR INBOX

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

Exclusive Banner

Resource Sponsorship



**22,000**

Subscribers

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



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

## WHITE PAPERS

White papers deliver in-depth, problem-solving information that illustrates common business problems that 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**

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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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## 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





## 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 reliability. 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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