

Machinery Lubrication

INDIA

machinerylubricationindia.com

Regions' only magazine on
Lubricants, Lubrication and Reliability

MACHINERY LUBRICATION INDIA: Elevate Your Brand in 2025

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 19,000 plus decision-making industry professionals.



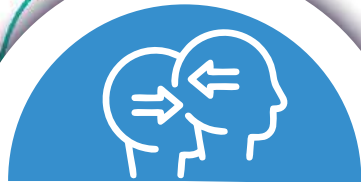
Connect
Professionals



Promote Industry
Collaboration



Educate on Lubricants,
Lubrication & Reliability



Facilitate Knowledge
Exchange



Share Practical
Solutions



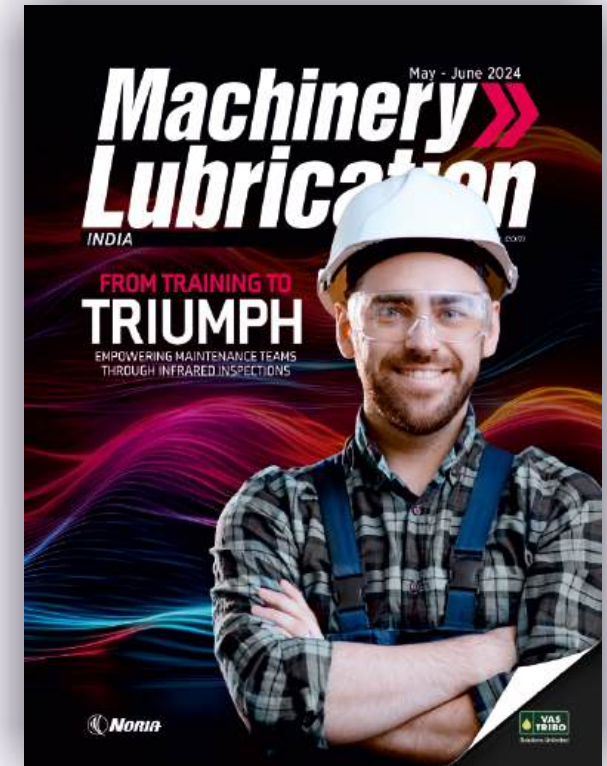
Make Learning
Engaging

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

- ◆ Engage with over 19,000 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 19,867
- Reader-Per-Copy (RPC) 3
- Total Reach: Nearly 60,000
Industry Professionals

Machinery »
Lubrication
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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.

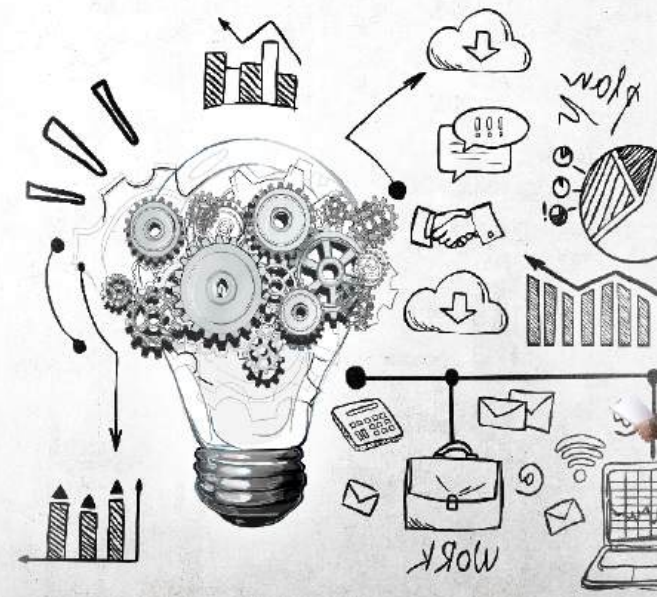


Social Media Exposure

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

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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.

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

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Lubrication
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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

Task-Based Training

A comprehensive program designed to equip professionals with practical skills and knowledge for optimizing machinery performance and reliability through effective lubrication practices.

Ascend Roadmap

In the dynamic landscape of industrial maintenance and reliability, attaining lubrication excellence requires meticulous planning and precise execution. Enter Noria's revolutionary ASCEND™ chart - a transformative roadmap that not only illuminates the path toward lubrication excellence but also guides you through strategic planning and seamless execution.

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

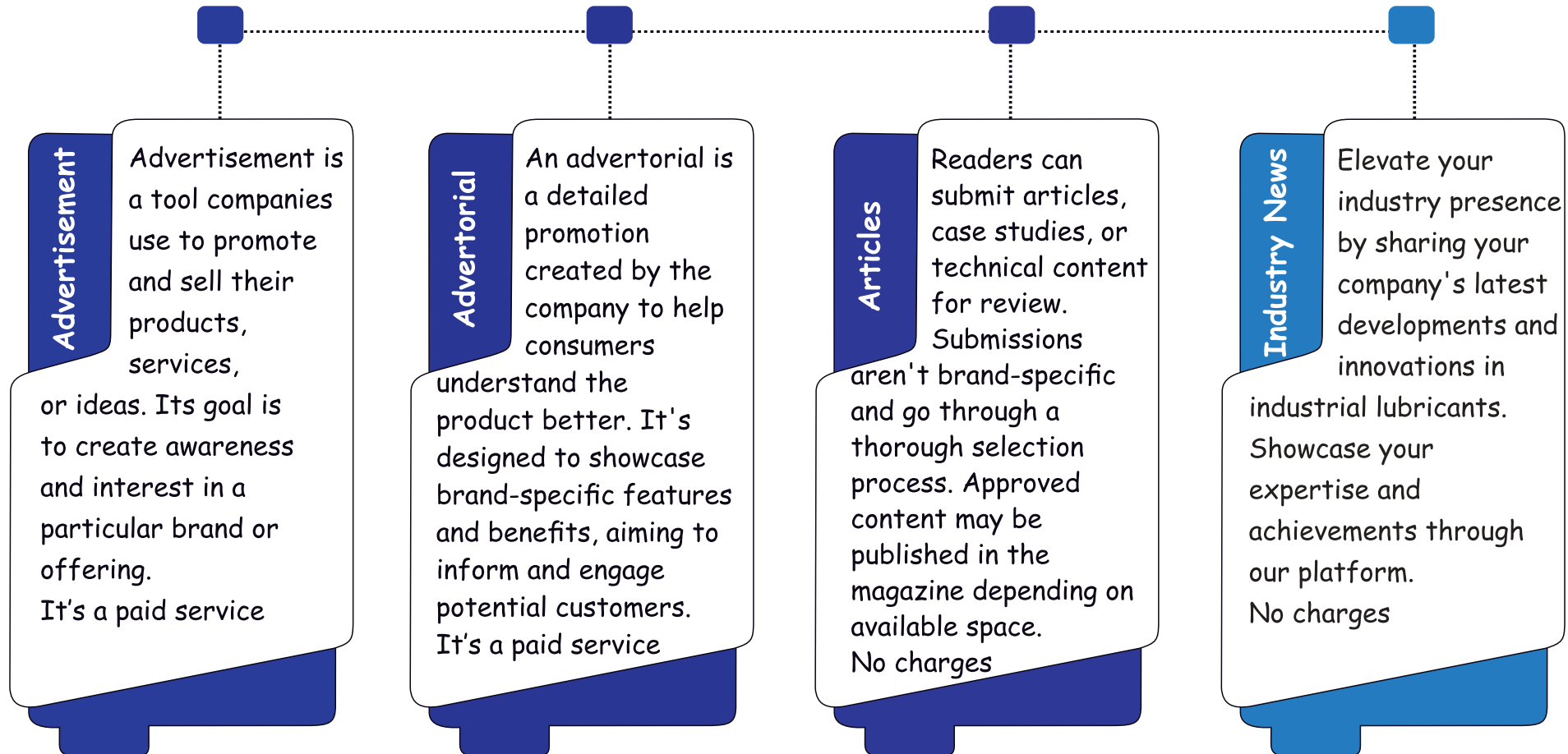
Podcast

Stay ahead of the curve and elevate your maintenance practices with our informative discussions on industry trends, innovations, and best practices

Did
You
Know?



Key difference between Advertisement, Advertorial and Articles



2025 Editorial Lineup : A Year of Insightful Reads

01 Issue: Jan-Feb.

- ♦ Vibration: The Cause or Effect of Machine Failure?
- ♦ The perils of ignoring low or fluctuating oil levels, Jim Fitch, Noria Corporation

02 Issue: March-April

- ♦ Breathing New Life into paper Mills: Innovative Strategies for Contamination Control
- ♦ Map your lubrication program's workflow, Wes Cash

03 Issue: May-June

- ♦ How Additive Depletion Occurs in Lubricants Used in Motor Bearings, Gearboxes, and Other Industrial Applications
- ♦ Combating dirty fuel, Debasish Mukherjee

04 Issue: July-August

- ♦ Mastering Lubrication Programs: Best Practices for Optimal Machinery Performance
- ♦ Lubricant contamination, Charles Palmer

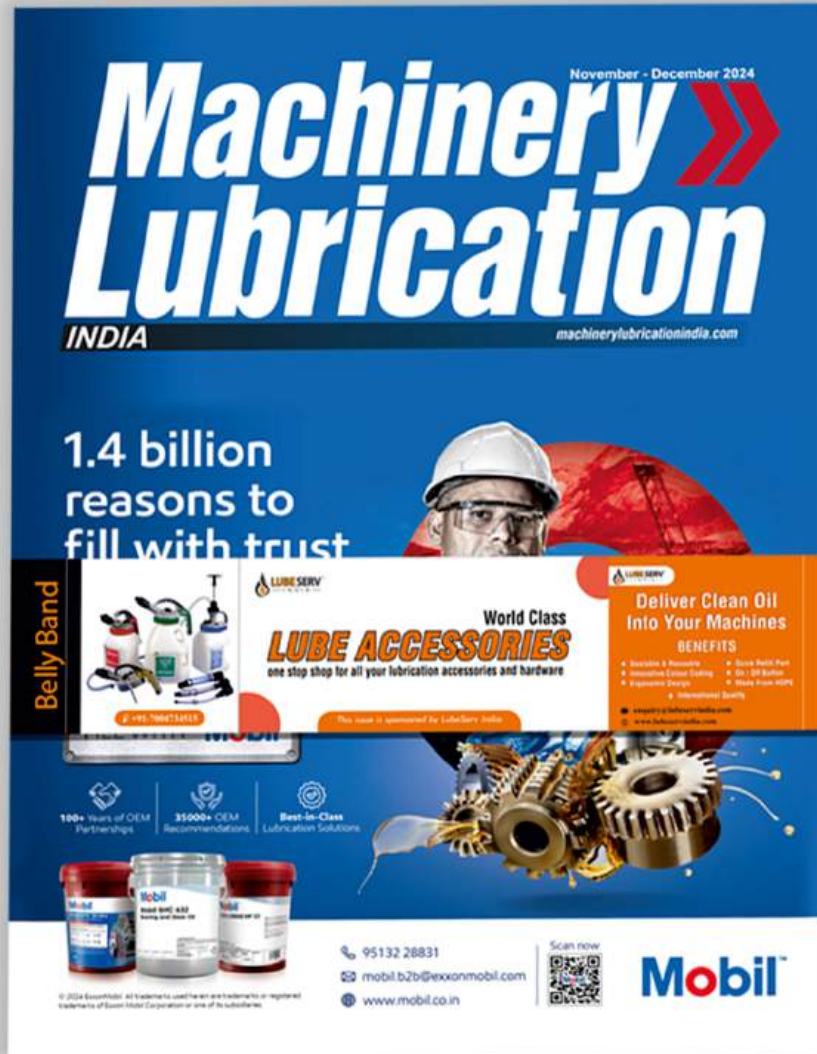
05 Issue: Sept.-Oct.

- ♦ Case Study: Woodgrain Solidifies Reliability Through New Lubrication Program
- ♦ How heat affects lubricants: Understanding the Arrhenius rate rule, Bennett Fitch, Noria corporation




06 Issue: Nov.-Dec.

- ♦ Tools & Hardware of Machines: Enhancing Reliability in Maintenance and Lubrication
- ♦ Grease incompatibility: How to avoid disaster and protect equipment health, Paul Farless, Noria Corporation

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!

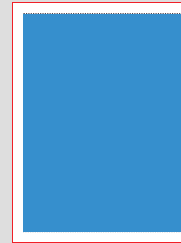


PRINT ADVERTISEMENT SPECIFICATIONS

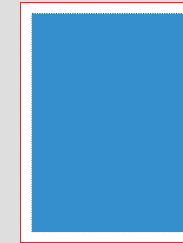
 Print Area (Keep all vital info inside this area)
  Trim Area (Actual page size)
  Bleed Area (Info in this area will be cut off)



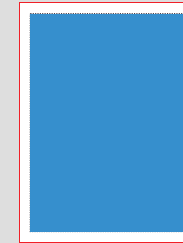
Centre Spread Full Page
W - 414.24 mm x H - 264.0 mm



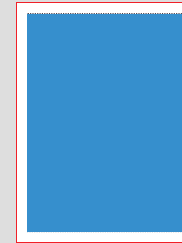
Front Cover Full Page
W - 190.95 mm x H - 261.0 mm



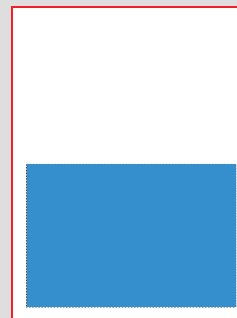
Front Inside Cover Full Page
W - 190.95 mm x H - 261.0 mm



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.

Hot Spots, Cool Prices: The Ad Deal You've Been Waiting For!



| Placement Type | Rate Per Placement (₹) |
|---------------------------------------|-------------------------------------|
| Cover Page | 2 Lacs |
| Centre Spread | 1.5 Lacs |
| Back Cover | 1 Lac |
| Advertorial Max 4 Pages / Issue | 35k per page |
| Belly Band | 80K for 1000 copies over two issues |
| Front Inside | 80K |
| Back Inside | 75K |
| Premium Inside Full Page (Pages 4-15) | 70K |
| Inside Full Page (Page 16-36) | 60K |
| Premium Inside Half Page (Page 4-15) | 35K |
| Inside Half Page (Page 16-36) | 30K |
| Budget-Friendly Options | Available on request |

Customized options available on request

Notes:

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

Ad-tastic offers: Grab the Spotlight at a Steal! *

| Advertising Package | Spend Budget (₹) | Add-Ons | Website Home Page Banner | Website Inside Page Banner | Digital Newsletter | Discounts on selected Lubeserv India Products | Discount on one Live, online or F2F Training per candidate (Max 3 per training) |
|---------------------|------------------|---|--|---|--------------------|---|---|
| Elite Package | 8 Lacs - 9 Lacs | 1 Free Premium Full-Page Inside Advertisement | Website Home Page Top Banner (12 Months) | Website Inside Page Banner (12 Months) | 12 Releases | 12% off | 15% off |
| Premium Package | 6 Lacs - 8 Lacs | 1 Free Inside Full-Page Advertisement | Website Home Page Banner (6 Months) | Website Inside Page Banner (Next 6 Months) | 6 Releases | 10% off | 12% off |
| Value Package | 4 Lacs - 6 Lacs | 1 Free Premium Inside Half-Page Advertisement | Website Home Page Banner (4 Months) | Website Inside Page Banner (Next 8 Months) | 4 Releases | 7.5% off | 10% off |
| Starter Package | 2 Lacs - 4 Lacs | 1 Free Inside Half-Page Advertisement | Website Home Page Side Banner (2 Months) | Website Inside Page Banner (Next 10 Months) | 2 Releases | 5% off | 5% off |

Notes:

*Terms and conditions apply

Note: We believe in staying dynamic and innovative. Our advertising packages are regularly revised and updated to provide you with the best options. Stay tuned for more exciting and tailored packages coming your way soon!

Additional Benefits

- Industry News Coverage: Highlight your company's achievements in the non-promotional section (Free).-

- Non-Promotional Articles: Share knowledge through articles (Free).

Budget-Friendly Digital Ads: Small Spend, Big Impact!

| Package | Spend Range (₹) | Benefits |
|--------------------|--------------------|--|
| Affordable Package | 50K - 1 Lakh | <ul style="list-style-type: none"> - Company Logo on “Our Advertisers” section (6 months) - 1 Social Media Mention |
| Basic Package | 1K - 2 Lakh | <ul style="list-style-type: none"> - Rotating banner on secondary pages (3 months) - Newsletter Footer Ad (1 release) - 2 Social Media Mentions |

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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.



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For more details and to advertise:

Contact:

admin@machinerylubricationindia.com

Ad Sales:

kaustuvdas@machinerylubricationindia.com

Website:

www.machinerylubricationindia.com