

# Lubezine®

Focusing on Africa's lubrication needs

**RATE CARD 2024**



# About Lubezine Magazine

Lubezine is a pan-African magazine dedicated to Africa's lubricants, lubrication and maintenance industry with a global outlook.

Founded in 2009 in recognition of Africa as the next growth frontier for the lubricants market, Lubezine's objective is to cater for the needs of maintenance personnel as well as those of lubricant marketers, additives and base oils suppliers.

Buoyed by enthusiastic reception of its first edition, Lubezine has continued to live up to its reputation, consistently providing the market with the latest technology information, market news and analyses.

Thanks to its wide readership profile within the continent and beyond, Lubezine is arguably one of the most effective ways of reaching potential customers in the African market, ranging from industrial end-users (*maintenance and lubrication engineers*), lubricants blenders, marketing companies, and distributors.

Every quarter, the magazine rolls off the press, packed with the latest technical information and news insights, effectively keeping Africa's lubrication needs in focus.

The magazine continues to attract more readers and advertisers on account of its reliability and focus on the most important industry developments.

In addition, every month, Lube Post our e-Newsletter is sent out digitally offering current news and diarized events.

Lubezine, a one-stop information source and gateway to the African lubricants market, is published quarterly in both print and digital(online) versions.

Lube Post newsletter is published monthly.

## Circulation and Readership

Lubezine readership/ reach spans around the globe on both print and electronic media.

This offers opportunity for you to reach your target audience both in Africa and other continents.

## Our Objectives

1. Network the marketing and consumption sectors
2. Disseminate technical information
3. Create a model communication medium for players in the lubricants, maintenance and related industries
4. Link complimenting industries

**Lubezine**<sup>®</sup>  
Focusing on Africa's lubrication needs

**Media:** Print and Digital  
**Frequency:** Quarterly

**Lube Post**  
THE OFFICIAL NEWSLETTER OF LUBEZINE MAGAZINE

**Media:** Digital  
**Frequency:** Monthly


## Editorial Contact Details


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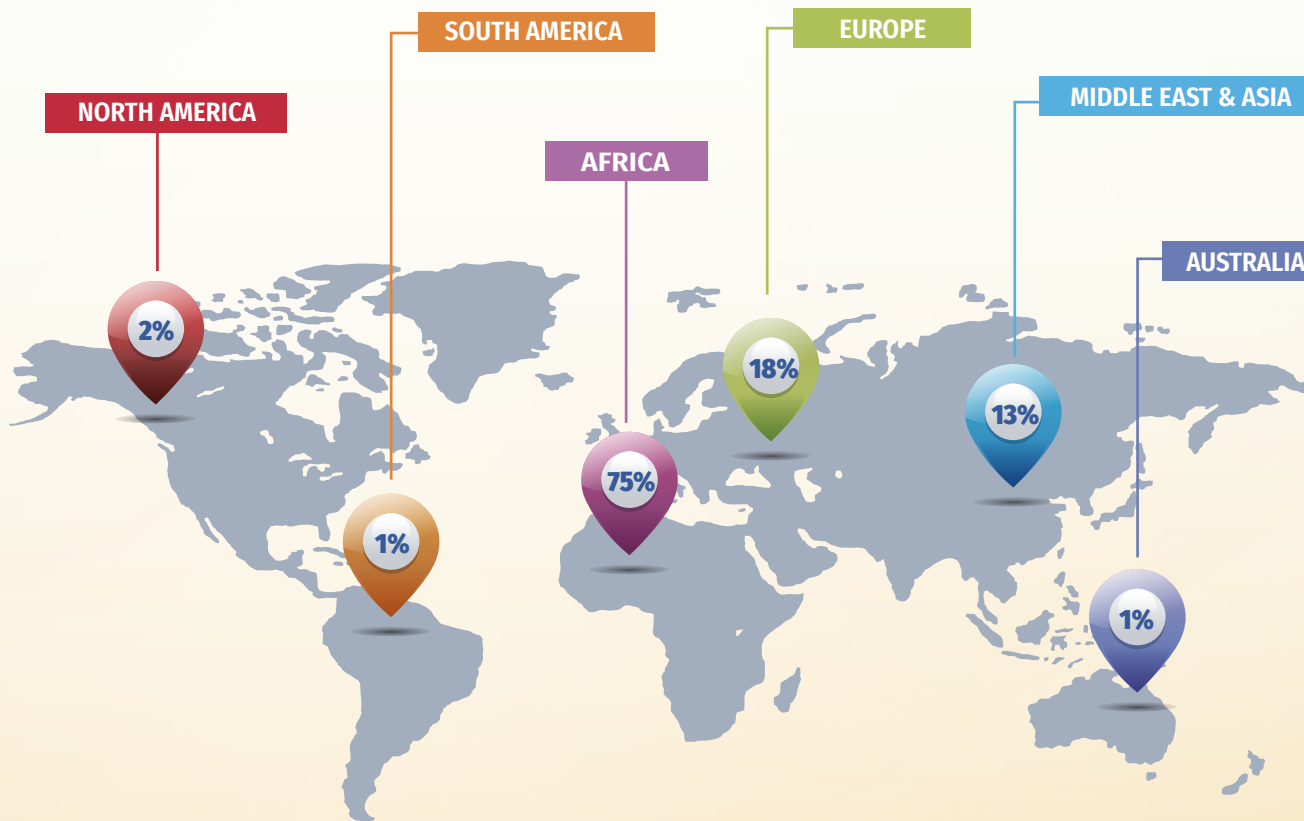
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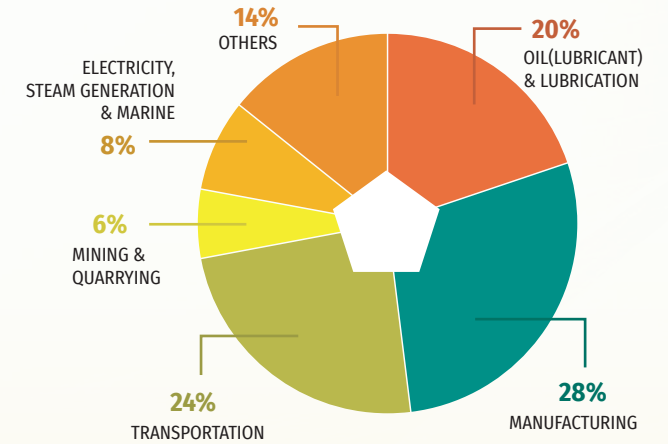
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## Distribution (Print and Digital)

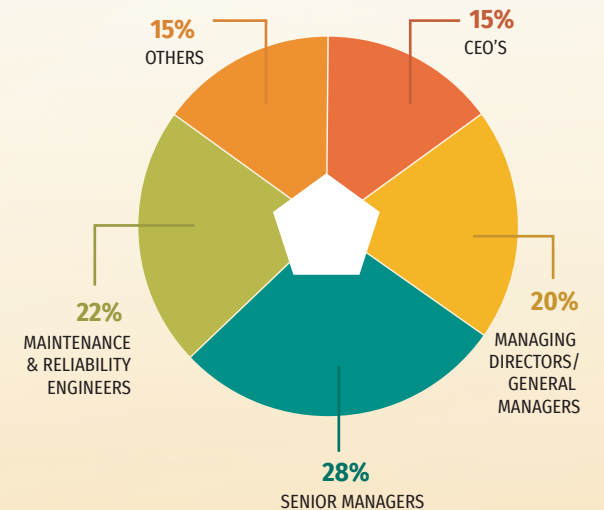
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## Industry Sectors

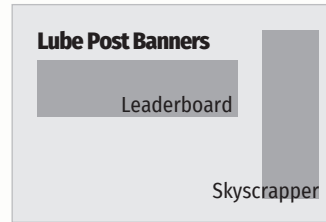


## Readership Profile

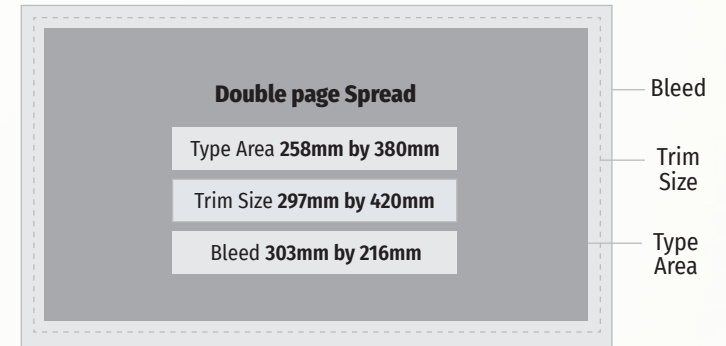


# Advertising

Lubezine gives you unmatched access to Africa's lubricants and lubrication industry



All sizes are shown as **Height by Width**

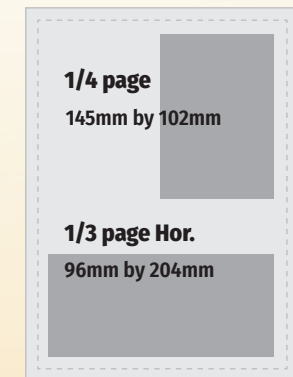
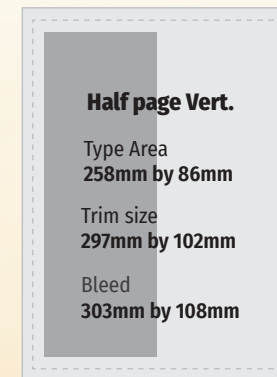
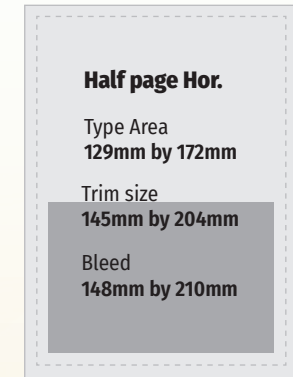
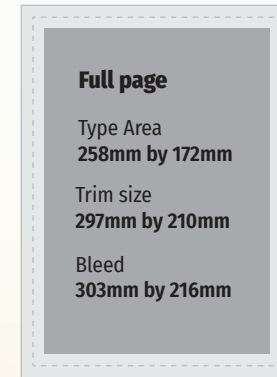


| Issue              | Ad copy deadline | Print date     |
|--------------------|------------------|----------------|
| January - March    | 13th March       | 30th March     |
| April - June       | 15th June        | 29th June      |
| July - September   | 14th September   | 29th September |
| October - December | 12th December    | 28th December  |

| Print Space           | Cost  |       |
|-----------------------|-------|-------|
|                       | USD   | GBP   |
| Double spread         | 1,750 | 1,400 |
| Back cover            | 2,000 | 1,450 |
| Inside front cover    | 1,450 | 1,050 |
| Inside back cover     | 1,450 | 1,050 |
| Full page             | 1,150 | 900   |
| 1/2 page (Hor./Vert.) | 900   | 600   |
| 1/3 page              | 600   | 450   |
| 1/4 page              | 450   | 350   |

| Website Space       | Cost |     |
|---------------------|------|-----|
|                     | USD  | GBP |
| Hor. Banner/4weeks  | 500  | 400 |
| Vert. Banner/4weeks | 400  | 300 |

| Monthly Lube Post E-newsletter Space |     |     |
|--------------------------------------|-----|-----|
| Leaderboard Banner (Top of Page)     | 500 | 400 |
| Skyscraper Banner (Right Hand Side)  | 400 | 350 |



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Artwork to be provided in high resolution PDF, Illustrator or InDesign.  
 Book 2 issues, get 10% discount, 3-4 issues, get 17.5% discount.

**The above prices are exclusive of VAT**