

Lubezine®

Focusing on Africa's lubrication needs

RATE CARD 2025



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[®]
Focusing on Africa's lubrication needs

Media: Print and Digital
Frequency: Quarterly

Lube Post
THE OFFICIAL NEWSLETTER OF LUBEZINE MAGAZINE

Media: Digital
Frequency: Monthly


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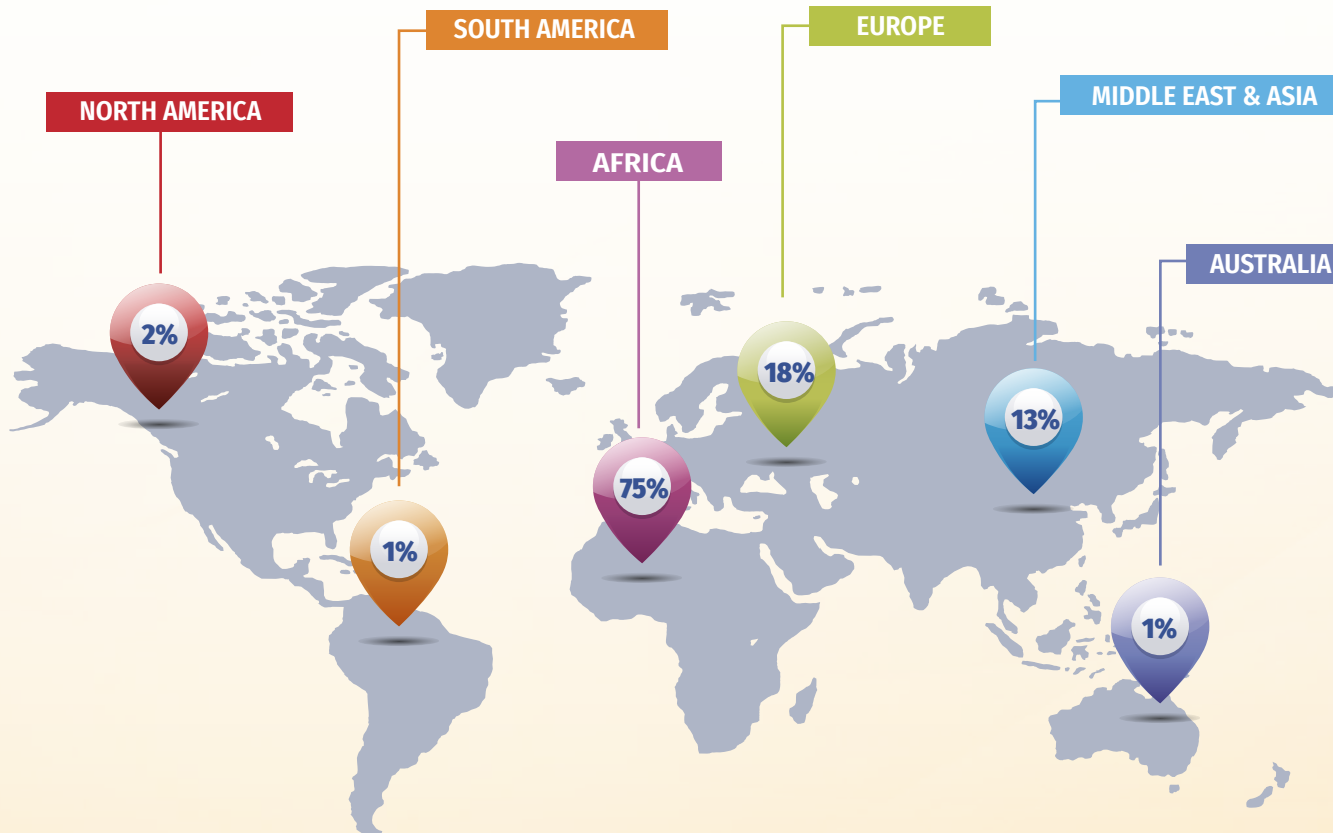
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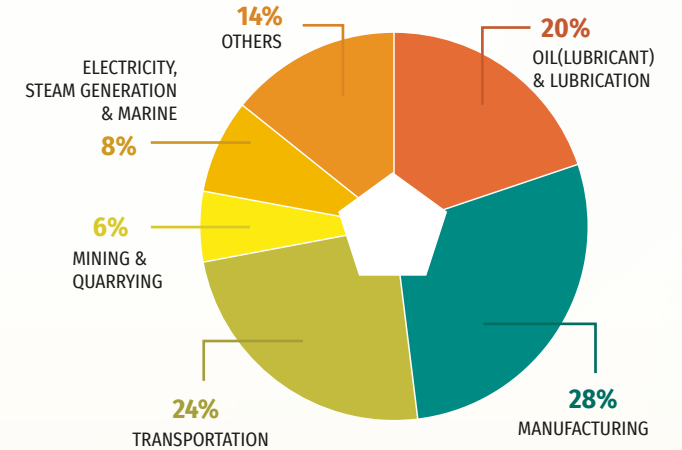
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Distribution (Print and Digital)

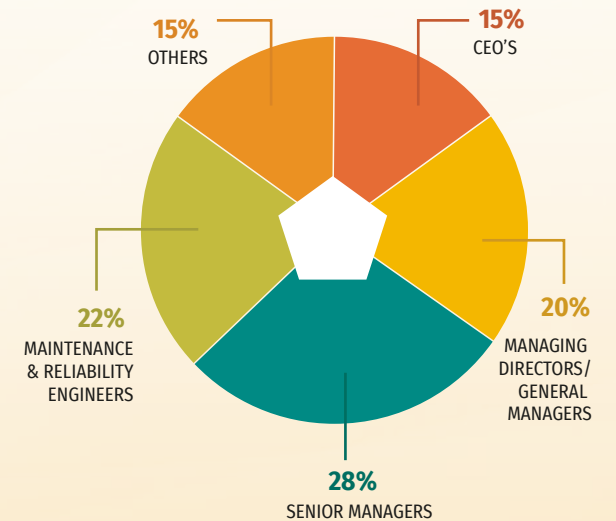
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Industry Sectors



Readership Profile



Lubezine Magazine 2025 Editorial Calendar

March 2025

Brake Fluids | Base Oils | Greases | Automatic lubrication systems

June 2025

Mining Industry Lubrication | Gear Oils | Immersion Cooling Fluids |
Circular economy

September 2025

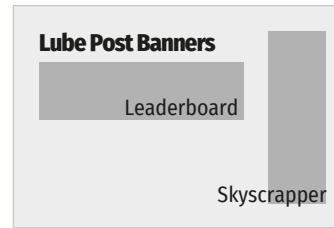
Additives | Sustainability | Food Grade Lubricants | Maintenance

December 2025

Cement Industry Lubrication | Africa's Lubes Market Outlook |
Biodegradable lubricants

Advertising

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

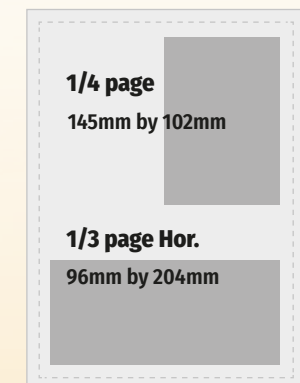
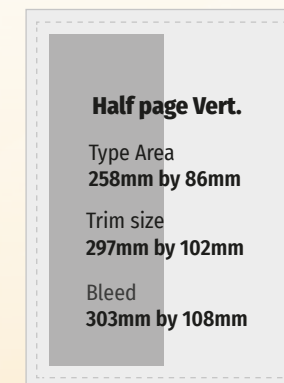
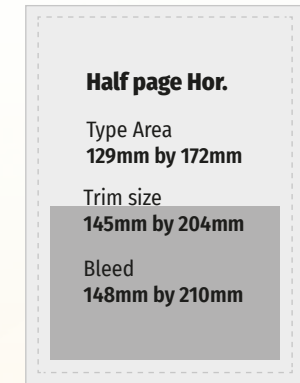
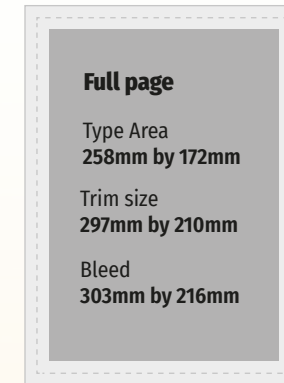


Issue	Ad copy deadline	Print date
January - March	13th March	30th March
April - June	15th June	29th June
July - September	14th September	29th September
October - December	12th December	28th December

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.

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