

Lubeezine

Focusing on Africa's lubrication needs

 **Lubes**
AFRICA
RATE CARD 2017



Lubezine

Focusing on Africa's lubrication needs

About Lubezine Magazine

Lubezine is a trade magazine that addresses the needs of the lubricants and lubrication industry in the African region.

It is a full colour glossy magazine distributed to players in the lubricants industry ranging from blenders, marketers, distributors, commercial end-users and other support industries such as packaging and lubrication equipment suppliers.

Published quarterly by Lubes Africa Ltd, Lubezine magazine has a print order of over 3000 copies and still growing.

With its headquarters in the East African country of Kenya, Lubezine is a one-stop information source for the region and a gateway to the African lubricants market.

Advertising in the magazine ensures a guaranteed reach to the target market within the east African hub

Objectives

- Link lubricant marketers and end users
- Link support industries like filters and packaging to lubricant producers, marketers and end users
- Disseminate technical information about lubricants to target markets and the public
- Empower the user with knowledge about the choice of lubricants and other auxiliary products in the lubricants world.
- Create a model communication medium for the players in the lubricants industry
- Educate and entertain the public through a brand compelling magazine

Target market

- Maintenance and engineering personnel in manufacturing, transportation, mining, marine, telecommunication, and power generation sectors
- Petroleum products producers and marketers
- Technical training institutions
- Other support industries

Content

- The content is rich, relevant, and wide in scope.

Topic covered include:

- Demand and trends in the lubricants industry
- Lubricants market dynamics in the East African region
- Lubricants and filtration technology
- Trends and demands in lubes packaging and lubes handling equipment etc.
- Review of Africa's lubricants business

Advertiser's benefits

- The magazine is distributed directly to maintenance engineers/personnel in various industries, lubricants producers, and marketers and key decision makers in the lubricants industry
- There is an assured reach to the desired market since readers cut across all sectors of the economy and copies are free
- The magazine has a long shelf life and an expected readership of at least 30 readers per copy
- The Lubezine business vision is to be one of the finest complimentary magazine in the lubricants industry.

Contact details

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Lubezine Editorial Content 2017

Contents

Regulars

Market Report	Covers all industry news making headlines. Includes product launches, technological advancements, New entrants, policy reevaluation etc in Africa.
In other Worlds	Covers news making headlines around the world that are of interest to African market
Last Word	Covers a trending topic that serves as the conclusion of the magazine issue. The source of the story is from the African market.
10 Questions to a Lubricant Professional	Interview of a Lubricant Professional on a given topic in the lubricant industry
Frequently Asked Questions	Covers key questions answered by lubricant professionals

Magazine Features

Base oil Feature	Covers topical issues in the baseoil market that affects the African continent
Additive Feature	Covers advancements in the additive industry that will affect the African market
Country feature	Covers lubricant business and news making headlines in a given country in Africa
Global market Feature	Covers Global lubricant market news making headlines.
Technological feature	Covers technological or product advancements in the lubricant industry.
Maintenance feature	Covers key topical issues that affect equipment operations and maintenance operations.
Oil Analysis	Covers the key topics that deal with oil analysis and how they affect the machinery maintenance.
Cover Feature	This is the main story in the magazine and covers diverse issues of major importance to the lubricant industry.
Company feature	Covers an individual company that trades in the lubricant market

Please note we are very happy to consider any editorial that you may wish to send to the editor. Advertorials are also available in each issue. Price on request.

Please contact Melissa Skinner on +44 (0) 7779 252272 should you have any queries regarding editorial content.



2017 Schedules

Lubezine is published on a quarterly basis

Issue	Jan - March
Ad copy deadline	3rd March
Print date	10th March
Issue	Apr - Jun
Ad copy deadline	5th June
Print date	10th June
Issue	July - Sep
Ad copy deadline	5th Sep
Print date	10th Sep
Issue	Oct - Dec
Ad copy deadline	1st Dec
Print date	5th Dec
Space	Cost
Double spread	GBP 1,590
Back cover	GBP 950
Inside front cover	GBP 950
Inside back cover	GBP 950
Full page	GBP 850
Half page (horizontal or vertical)	GBP 430
¼ page	GBP 330

Artwork to be provided in high resolution PDF, Illustrator or Indesign Book for 2 issues and get 5% discount; 3-4 issues and get 10% discount
The above prices are exclusive of VAT

Advertising

"Lubezine gives you unmatched access to Africa's lubricants industry"

Advertising sizes

Standard page
270mm high x 200mm wide

← Type Area →

← Trim Size →

← Bleed →

Full page

Type Area
258mm x 172mm

Trim Size
297mm x 210mm

Bleed
303mm x 216mm

Half page portrait

Type Area
258mm x 86mm

Trim Size
297mm x 102mm

Bleed
303mm x 108mm

Double page spread

Type Area
258mm x 380mm

Trim Size
297mm x 420mm

Bleed
303mm x 216mm

allow 10mm possible loss into the spine

Half page horizontal

Type Area
129mm x 172mm

Trim Size
145mm x 204mm

Bleed
148mm x 210mm

1/3 page horizontal

96mm x 204mm

1/4 page

145mm x 102mm

Note:
All sizes are shown as height x width

About Bleed

When any item is required to run up to or over the side of the page, it is necessary to extend it by at least 3mm beyond the normal trim size of the page. This is to allow for a 3mm margin of error when the printer trim the final book, and will prevent any unprinted white paper showing around the edge of the page. Please be careful to ensure the bleed is included in your final print ready artwork.

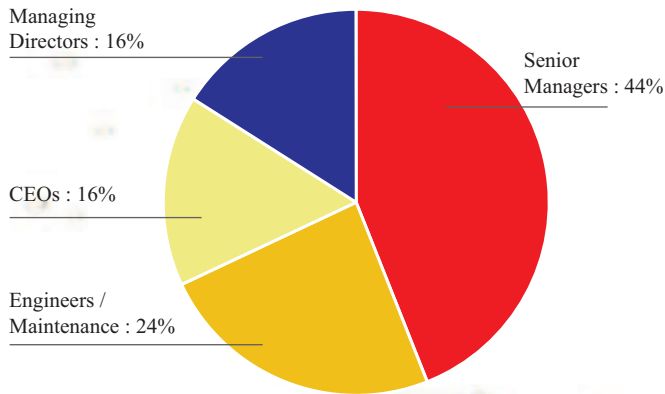
About live matter

'Live matter' is any text or image that is necessary to be seen on the final advertisement. It is recommended that these items are at least 5mm from the edge of the normal trim area (more on the sides going into the spine) to prevent them being trimmed out should the final book trim be slightly inaccurate.

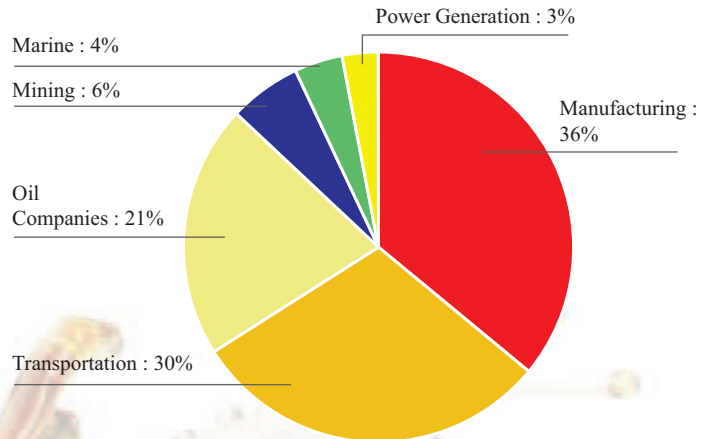


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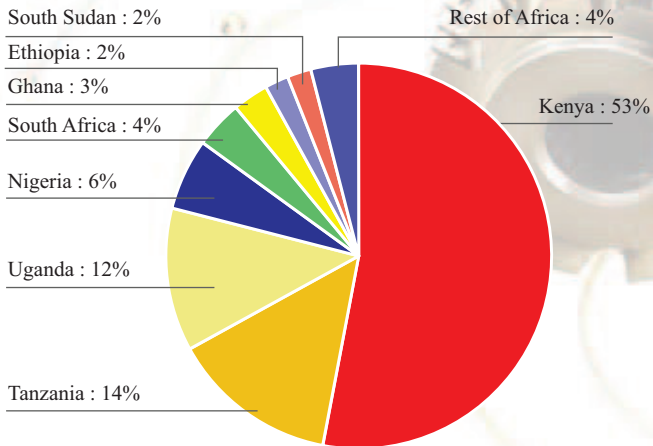
Readership Profile



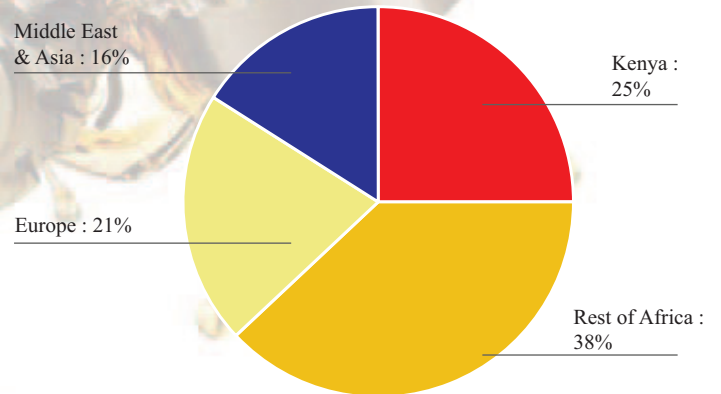
Industry Sectors



Print Distribution



Digital Distribution



Advertising Sales

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