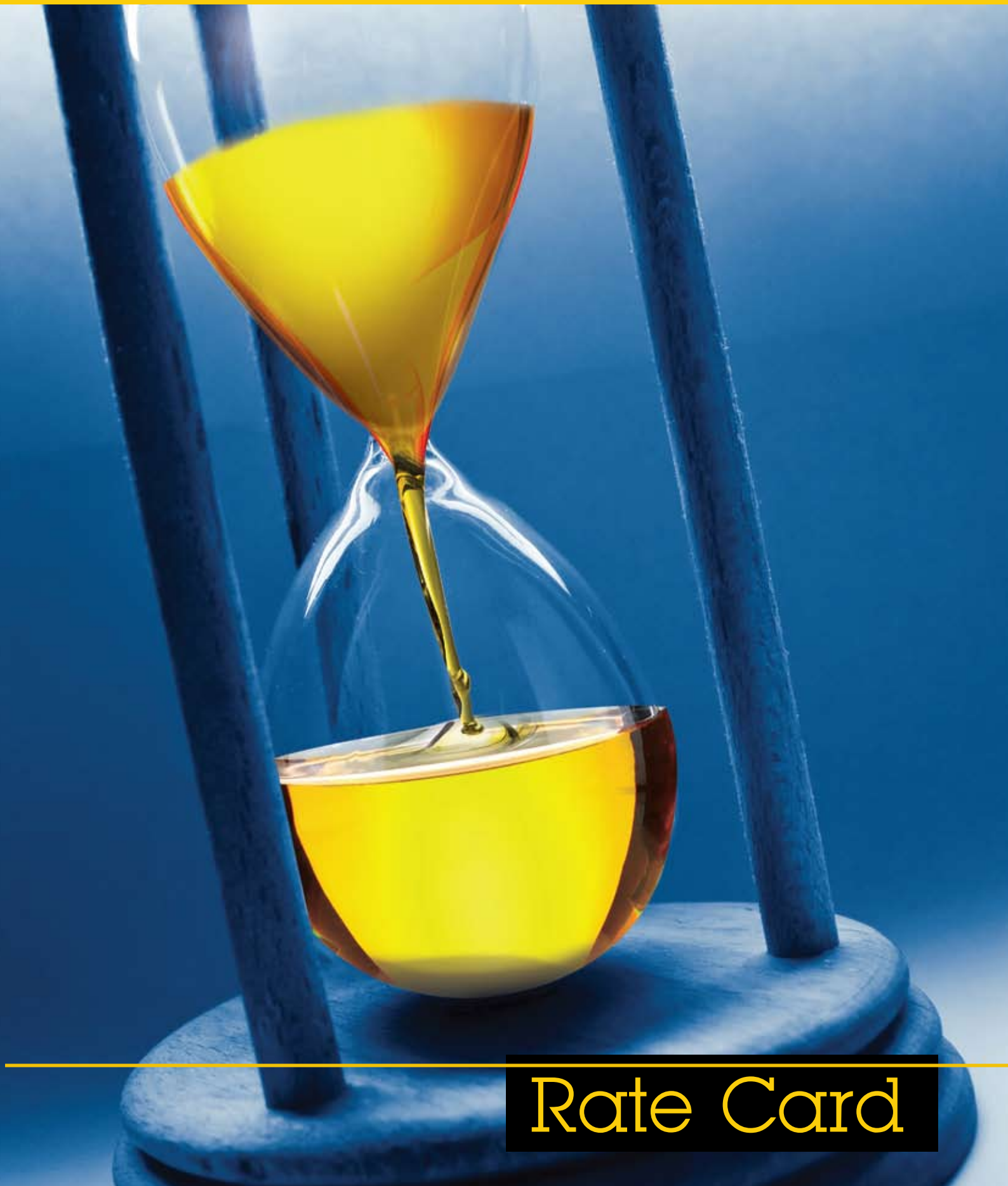


# Lubezine

Focusing on Africa's lubrication needs



Rate Card

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Focusing on Africa's lubrication needs

## Introduction

The lubricants market in the region has undergone transformation and immense growth over the years. Despite these developments, the market lacks an informative medium that is specific to the needs of the industry.

Lubezine is a magazine that addresses the needs of the lubricants and lubrication fields in Kenya and the rest of East African region. Lubezine is a full colour glossy magazine targeting the players in the industry ranging from lubricants producers and marketers, lubricants users and other support industries.

Lubezine is a quarterly magazine with an estimated print order of over 3,000 copies which are distributed free of charge to key decision makers in the industry.

Advertising in the Lubezine magazine ensures a guaranteed reach to a target market within the East Africa business hub.

## Objectives

- Link lubricants marketers and the end user.
- Link support industries like filters and packaging to lubricants producers, marketers and end users.
- Disseminate technical information about lubricants to target market 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.

Topics 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 equipments etc.
- Review of Africa's lubricants business.

## Advertiser benefits

- The magazine is distributed directly to maintenance engineers/personnel in various industries, lubricants producers and marketers and other 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 very long shelf-life and an expected readership of at least 30 readers per copy.
- The Lubezine's vision is to be one of the finest complimentary magazines in the lubricants industry.



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## Advertising

“Lubezine gives you unmatched access to Africa’s lubricants industry”

## Schedules

Lubezine is published on a quarterly basis

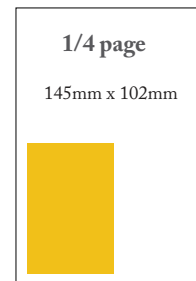
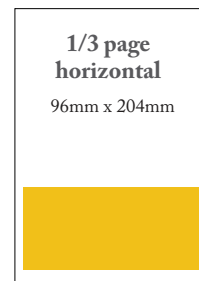
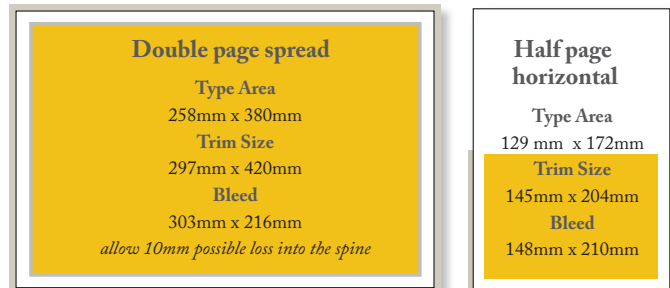
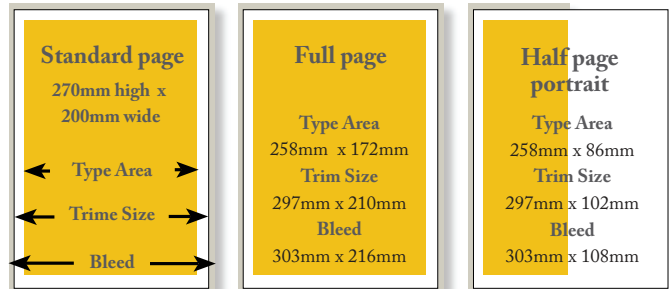
Issue	April – June, 2011
Booking deadline	March 9, 2011
Material deadline	17th March 2011
Payment deadline	17th March 2011
Issue	July – September, 2011
Booking deadline	June 10, 2011
Material deadline	17th June 2011
Payment deadline	17th June 2011
Issue	October – December, 2011
Booking deadline	September 10, 2011
Material deadline	17th September 2011
Payment deadline	17th September 2011
Issue	January – March, 2012
Booking deadline	December 10, 2011
Material deadline	17th December 2011
Payment deadline	17th December 2011

## Cost per space

Double Spread (Centre pages)	Kes. 159,500
Back Cover	Kes. 175,000
Inside front cover	Kes. 130,000
Inside back cover	Kes. 130,000
Full page	Kes. 106,000
Half page (horizontal and vertical)	Kes. 85,000
1/3 page	Kes. 57,500
1/4 page	Kes. 43,500

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

## Advertising sizes



**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 printers trim the final book, and will prevent any unprinted white paper showing around the edge of the page. Please be careful to ensure bleed is included on 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.

# Lubes Africa Ltd

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