

LUBES'N'GREASES Magazine 2022 Advertising Rates

DISPLAY ADS

Include color

| SIZE | 1-2x | 3-5x | 6-8x | 9-11x | 12x + |
|-----------------|--------|--------|--------|--------|--------|
| 2 Page Spread | 14,000 | 13,445 | 13,015 | 12,630 | 12,220 |
| Full Page | 7,000 | 6,725 | 6,510 | 6,320 | 6,115 |
| 2/3 Page | 5,070 | 4,890 | 4,755 | 4,610 | 4,455 |
| 1/2 Page Spread | 7,000 | 6,725 | 6,510 | 6,320 | 6,115 |
| 1/2 Page | 4,660 | 4,500 | 4,320 | 4,085 | 3,880 |
| 1/3 Page | 3,235 | 3,130 | 3,065 | 2,940 | 2,850 |
| 1/4 Page | 2,945 | 2,875 | 2,810 | 2,645 | 2,545 |

PREMIUM POSITIONS

Include color

| SIZE | 1-2x | 3-5x | 6-8x | 9-11x | 12x + |
|--------------------|-------|-------|-------|-------|-------|
| Back Cover | 8,675 | 8,375 | 8,100 | 7,860 | 7,370 |
| Inside Front Cover | 8,675 | 8,375 | 8,100 | 7,860 | 7,370 |
| Page 5 | 8,675 | 8,375 | 8,100 | 7,860 | 7,370 |
| Inside Back Cover | 8,380 | 8,080 | 7,840 | 7,625 | 7,010 |

For any other guaranteed position, add 15%

CLASSIFIEDS

Black and white ads only. Larger B&W ads are billed at display rates.

| SIZE | 1-2x | 3-5x | 6-8x | 9-11x | 12x + |
|----------|-------|-------|-------|-------|-------|
| 1/3 Page | 2,020 | 1,915 | 1,840 | 1,740 | 1,660 |
| 1/4 Page | 1,725 | 1,665 | 1,615 | 1,480 | 1,365 |
| 1/6 Page | 1,390 | 1,350 | 1,275 | 1,230 | 1,205 |

Classified prices include simple typesetting, headline and digital proof.

Add Rich Media to display ads in the digital version: \$500 per insertion.

Contact us for information about special insertions and distribution sponsorships.

All rates are per insertion, in US dollars, and are based on advertisers supplying complete electronic files and proofs.

ADVERTISE:
U.S. Tel.:
+1 703-536-0800
www.lngmediakit.com

MATT ROGERS:
Director of Business
Development, North America
mrogers@lubesngreases.com

DAVE STANWORTH:
Commercial Director
dstanworth@lubesngreases.com

STEF DUNKERLY:
Ad Operations Manager
stef@lubesngreases.com