

Congratulations to the Winners!

The results of the July advertising readership survey have been compiled, and congratulations are due to the advertising and marketing teams that created the highest scoring ads. The winners are Ergon International for most attention-getting; Kemat Belgium for most believable; and Ergon International Inc. and SIP Ltd. for most informative.

We appreciate the 140 anonymous subscribers who responded to the targeted survey sent out by Readex Research. Readex compiled the results, strictly protecting the respondents' privacy, and sent us detailed reports that we have shared with the advertisers.

The purpose of the study is to assist advertisers in identifying the creative techniques that are most effective in communicating with our readers. In addition to rating the ads, respondents completed a brief companion survey:

- They spent an average of 70 min-

utes reading the printed issue.

- They spent an average of 50 minutes reading the digital issue.
- 99 percent took at least one action as the result of reading articles or columns.
- 77 percent took at least one action as the result of seeing ads.

If your target market is the EMEA lubricant industry, have you thought about advertising in *Lubes'n'Greases EMEA* to reach these decision-makers? Our advertising team, will be happy

share advertising opportunities that will help you deliver your message directly to your customers. Email David Stanworth at DStanworth@LubesnGreases.com, Matt Rogers at MRogers@LubesnGreases.com, or Megan Matchett at Megan@LubesnGreases.com today. We'd love to highlight your ad as a winner next year.

— **Howard Briskin**
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