

Taking the Lead

Targeted lead generation is essential to any business, and we can help you distribute your message directly to our audience. You can tell us your ideas, but if your message takes the established route, you can easily see its effectiveness in our advertising readership survey, sent out by Readex Research.

The 2019 survey results are just in, and our congratulations go to the most successful campaigns. Readex compiled the strictly anonymous results and sent us detailed reports that we shared with our advertiser partners.

The most attention-getting ad came from Evonik Oil Additives; the most believable was from ExxonMobil Basestocks, which led this category last year; and the most informative was from Kemat Belgium.

In addition to rating ads, our 200 respondents filled out a companion survey that found:

- 68 percent regularly share their copy with one or more swap

period for semi-colon.

- 96 percent had taken one or more actions as a result of seeing editorial in the past 12 months;
- 78 percent had taken action as a result of seeing ads in the past 12 months;
- 80 percent spend 30 minutes or more with a typical print issue – average 61 minutes;
- 64 percent spend 30 minutes or more with a typical digital issue – average 51 minutes.

Our advertising team can discuss opportunities to help you deliver your message directly to your customers. Email David Stanworth (DStanworth@LubesnGreases.com), Matt Rogers (MRogers@LubesnGreases.com) or Megan Matchett (Megan@LubesnGreases.com).

The fourth Lubes'n'Greases Perspective on Electric Vehicles quarterly report is on its way to subscribers, to whom we are grateful for



Howard Briskin
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sharing their feedback. Your comments were discussed, digested and deployed. Visit www.LubesnGreases.com/electric-vehicles to snag this quarter and all previous quarters plus the annual.

— **Howard Briskin**
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