

TLT Reader Demographics & Circulation Facts

Mission statement

TLT is an authoritative publication in the field of lubrication engineering and tribology. TLT publishes technical, informative and independent articles to help professionals improve the performance of machinery, reduce costs, conserve energy and protect the earth's natural resources.

Domestic and International circulation

TLT's print and digital editions reach some **13,000** lubrication professionals each month. While TLT's circulation is primarily in the United States, some 22% of our readers are from more than 70 other nations. The five largest international recipients are Canada, Japan, the United Kingdom, Trinidad & Tobago and South Africa.

Power buyers

80% of TLT readers authorize purchases, evaluate products and recommend vendors.

Key markets

Following are the percentages of TLT readers who purchase or recommend the following products:

- Base oils: **34%**
- Consulting services: **41%**
- Formulated oils: **48%**
- Grease: **42%**
- Lubricant additives: **46%**
- Software: **32%**
- Support services: **46%**
- Testing/analysis equipment: **68%**

A focused audience

Two-thirds of TLT readers are lubricant manufacturers, additive manufacturers/suppliers or end-users of lubricants and lubricant-related products:

- Lubricant manufacturers: **26%**
- Additive manufacturers and suppliers: **24%**
- End-users of lubricants: **16%**
- Academics: **5%**
- Base oil suppliers: **5%**
- Testing: **4%**
- Equipment manufacturers: **2%**
- Other technical professionals in the lubricants industry: **18%**

Representing many job functions

TLT readers come from all segments of the lubricants industry:

- Senior corporate management
- Plant management & maintenance
- Researchers and product developers
- Sales & marketing personnel
- Technical services
- Engineers

Serving a wide range of markets

TLT readers are involved in virtually all lubricant-related markets:

- Aeronautics
- Automobile
- Bearings
- Gears
- Hydraulics
- Metalworking Fluids
- Mobile Equipment
- Nonferrous Metals
- Seals
- Solid Lubricants
- Synthetic Lubricants
- Tribotesting and more.

The industry's most educated readers

85% of TLT readers are college grads, and

44% hold advanced degrees.

- Doctorate: **20%**
- Master's: **24%**
- Bachelor's: **41%**
- Some college: **12%**
- Other: **3%**

Ad value

90% of TLT readers say magazine ads are "a good way to learn about new products, services and technologies."

Start your ad program today!

Contact Tracy Nicholas VanEe: 630-922-3459 or
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2010