

# MEDIA DATA 2024

Communication solutions for the target group of tunnel construction companies, engineering offices and building authorities

Official organ of the **STUVA** 











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#### tunnel

As a practice-oriented, specialized technical journal, tunnel devotes itself to the planning and construction as well as research, technical equipment installation, maintenance and refurbishment of underground structures. tunnel is a bilingual publication in English and German; all articles are translated and reproduced competently in full length. The journal is distributed internationally, in conformity with current building events. As official organ of the STUVA (Research Association for Tunnels and Transportation Facilities), Cologne, tunnel is a member of the IVW circulation audit.



Publication frequency

6 issues per year



Copies actually distributed

3,974 copies



# Volume analysis

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Magazine format DIN A4 Total volume 380 pages Editorial section 318 pages Advertising section 62 pages



Issue	Dates	Main topics	Further topics 1st half-year	Trade fairs/Events
1/2024	Publication date: 04.03.2024 Editorial deadline: 04.01.2024 Advertising deadline: 09.02.2024	- Special World Tunnel Congress - International Projects + Tunnelling Technology - Research + Development	- Expansion, equipment + operation - Construction Management - Fire Protection + Safety - BIM + Digital Processes - Monitoring + Ground investigation - Materials Handling + Logistics - Waterproofing	1924.04.2024 World Tunnel Congress, Shenzhen, China
2/2024	Publication date: 25.04.2024 Editorial deadline: 26.02.2024 Advertising deadline: 03.04.2024	- International Projects + Jacking Technology - Research + Development		0506.06.2024 Swiss Tunnel Congress, Lucerne, Switzerland 20.06.2024 Felsmechanik- und Tunnelbautag, Weinheim, Germany
3/2024	Publication date: 11.07.2024 Editorial deadline: 13.05.2024 Advertising deadline: 19.06.2024	- Special Construction Machinery, Equipment + Materials Handling - International Projects + Jacking Technology - Research + Development		

#### General overview of topics:

Tunnelling, equipment and operation: formwork systems, shotcrete, in-situ concrete, tubbing, fibre concrete, etc., anchoring systems, support, energy supply, lighting, traffic engineering, ventilation, fire alarm, fire extinguishing system, doors and gates

Construction management: project management, risk and quality management, controlling, construction logistics, contracting and contract forms

Construction machines + equipment

Fire protection + safety: construction, refurbishment/upgrading, operating phase and maintenance, occupational safety

BIM + digital construction processes: for design, construction, refurbishment, maintenance, operating phase

Monitoring and site investigation: for design, construction, refurbishment, maintenance, operating phase

International project + tunnelling machines: Planning and execution of tunnel construction and refurbishment projects, mechanized and conventional tunnelling

Research + development

Conveying & handling systems + logistics

Refurbishment + injection technology: upgrading, sealing and injection systems in newbuild and refurbishment projects



Issue	Dates	Main topics	Further topics 2nd half-year	Trade fairs/Events
4/2024	Publication date: 18.09.2024  Editorial deadline: 18.07.2024  Advertising deadline: 27.08.2024	- Special Geomechanics Colloqium - Injection Technology - International Projects + Tunneling	- Expansion, equipment + operation - Construction Management - Fire Protection + Safety - BIM + Digital Processes - Monitoring + Ground investigation - Materials Handling + Logistics - Waterproofing	2427.09.2024 InnoTrans, Berlin, Germany  0811.10.2024 Geomechanik Kolloqium, Salzburg, Austria  0607.11.2024 Forum Injektionstechnik, Cologne, Germany
5/2024	Publication date: 31.10.2024 Editorial deadline: 30.08.2024 Advertising deadline: 09.10.2024	- International Projects + Jacking Technology - Research + Development		0607.11.2024 Forum Injektionstechnik, Cologne, Germany
6/2024	Publication date: 10.12.2024 Editorial deadline: 14.10.2024 Advertising deadline: 18.11.2024	- Construction machinery special at BAUMA - Tunnelling statistics Germany - Injection Technology - International Projects + Tunneling Technology		0713.04.2025 BAUMA, Munich, Germany

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Circulation audit:

Auflagenanalyse:

Copies per issue

(1. July 2022 till 30. June 2023)

Print run:	3,476		
Copies actually distributed:	3,974	thereof abroad:	2,505
- thereof E-Paper:	861	thereof abroad:	554
Copies sold:	647	thereof abroad:	238
Subscriptions:	623	thereof abroad:	237
Other sales:	24		1
Single copy sales:	0		
Free copies:	3,328	thereof abroad:	1,713
Archive and specimen:	362		

#### Geographical distribution analysis (Business regions):

	Copies actually distributed	
	%	Copies
Domestic	37.0	1,469
Abroad	63.0	2,505
Copies actually distributed	100.0	3,974

#### Summary of the survey method:

- 1. Method: Dissemination analysis by file evaluation total survey
- 2. Basic population: actual circulation 3,974 = 100.0 %
- 3. Sample: total survey
- 4. Target person of the study: not applicable
- 5. Period of study: August 2023
- 6. Execution of the study: Bauverlag BV GmbH

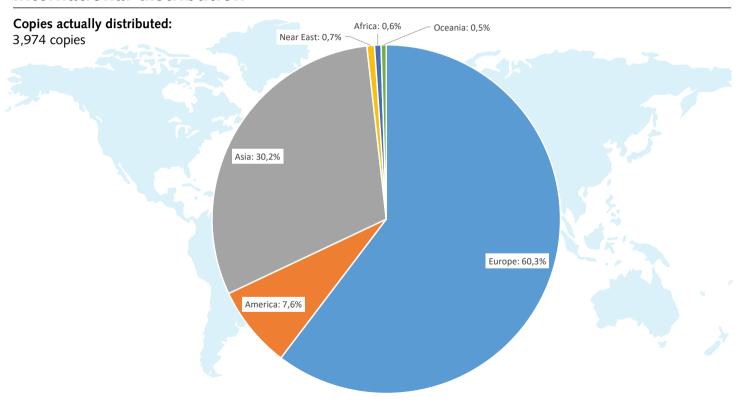
Details on the survey method are available from the publishing company.

#### Geographic distribution analysis by country/or continent:

	Copies actually distributed	
Business regions	%	Copies
Europe	60.3	2,398
thereof region Germany, Austria and Switzerland	49.1	1,950
North, South, Central America	7.6	304
Asia	30.2	1,201
Middle East	0.7	28
Africa	0.6	24
Oceania	0.5	19
Total	100.0	3,974



# International distribution





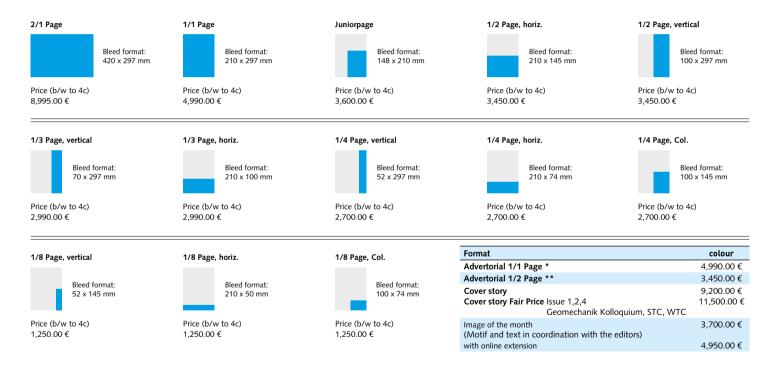
#### Sectors/branches:

	Part of copies ac	tually distributed
Readership structure	%	Copies
Tunnelling business	48.1	1,912
Engineering offices	10.2	404
Education and research	7.0	278
Deep drilling	2.3	93
STUVA-members	3.8	151
Tunnel associations (worldwide)	21.9	871
Participant at events/tunneling trade fair	6.7	265
	100.0	3,974

Publishing analysis, dated: August 2023



# Ad prices, print space and bleed-format (plus 3 mm bleed to each side):



<sup>\*</sup> Price surcharge for design by the publisher 500.00 €; \*\* Price surcharge for design by the publisher 250.00 €
All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: https://bauverlag.de/en/terms



Additional charges:

Special positions: Inside front cover, inside back cover and back cover

500.00 €

Other prescribed positions

20 %

Special colour: Fach color 870 00 €

All charges are discountable.

Discounts: Published within 12 month.

(insertion year, starts with publication of the first advertisement)

Staggered repeat discount Quantity scale 3 times 3 % 3 pages 5 % 6 times 5 % 10 % 6 pages 12 times 10 % 15 % 12 pages 18 times 15 % 18 pages 20 % 24 times 20 % 24 pages 25 %

Crossmedia discount

Discounts for print and online advertising and crossmedia advertising

campaigns on request.

No discount on inserts and additional technical costs.

Classified ads: (not discountable)

> Job offers h/w per heightn mm

(1 column, 45 mm wide) 6.20 €

Job offers colour per heightn mm

(1 column, 45 mm wide) 11.50 €

3 50 €

Situation wanted s/w per heightn mm

(1 column, 45 mm wide)

per height mm Opportunity ad.

Purchase/sale b/w (1 column, 45 mm wide) 6.20 €

Surcharge for placement in the editorial section 20 %

From a print value of 1,200.00 €, your job posting will be displayed

online at www.tunnel-online.info for 4 weeks for free.

Special ad types: Bound inserts (sample - front page/back page required)

> 2-pages 3.100.00 € 4.900.00 €

4-pages (others on request)

Discount according to quantity scale: 1 sheet = 1 ad page.

Please deliver bound inserts in untrimmed format of 231 mm width

and 303 mm height (four and more pages: folded).

Inserts (not discountable)

loosely inserted, maximum format 205 x 290 mm

Weight of loose insert Price ‰ Full insert till 25 g and 2 mm thickness 365.00 € (higher weights and thicknesses on request) 420.00 €

Print insert till 25 g and 2 mm thickness

(higher weights and thicknesses on request)

For partial occupancy: selection costs per selection 150.00 €



Glued ad media:Price ‰Postcard95.00 €Product samples, other tip-onson request

Technical costs are not eligible for commission and are not discountable

Required delivery quantity: according to order confirmation

Delivery address: Print Media Group GmbH

Niederlassung Leimen Frau Tanja Sturm Gutenbergstraße 4 69181 Leimen

Delivery memo: For tunnel Issue ...

We will be happy to provide you with information on other special forms of advertising. Just contact us, we will be pleased to realize

your individual customer wishes.

Terms of payment: Net invoice value within 30 days following the date of

the invoice, VAT ID No. DE 813382417

Bank details: Bauverlag BV GmbH, Gütersloh

Sparkasse Gütersloh-Rietberg

IBAN: DE46 4785 0065 0018 0329 62

BIC: WELADED1GTL







Magazine format: 210 mm wide x 297 mm high, DIN A4

**Print space:** 177 mm wide x 267 mm high

4 columns, 40 mm wide

Printing and binding methods: Offset printing, adhesive binding

**Data transmission:** - transmission by FTP: upon request

- by e-mail (up to 10 MB):

order.management@bauverlag.de

For larger volumes of data, please contact: Vera Wenzel, phone: +49 5241 2151-4545

**Data formats:** Please deliver the files in the format of the advertise-

ment as PDF/X3 or PDF/X4. We expect a PDF with embedded fonts, only CMYK elements and images in a resolution of 300 dpi. Advertisements in bleed format must be created with a 3 mm filled bleed on all edges. Any bleed marks must be placed at least 3 mm from the net format. Relevant information must be placed at least 3 mm from the page edge on all four pages. When booking the 2nd and 3rd cover page, a minimum distance of 8 mm to the band must be maintained.

Colours: The colour mode is CMYK. The colour profile is

ISO Coated v2 300%. If RGB colours are used, there

will be colour differences.

Data acceptance/archiving: All files sent to us must be copies, the originals should

remain with you until the respective issue is published for security reasons. The documents and directories must have a unique job and page name. Avoid special characters, spaces and umlauts in your file names if

possible.

Data is archived, so unchanged repetitions are usually

possible. However, no data guarantee is given.

Guarantee: The client shall assume the guarantee for repro quality

and correct data transmission. Deviations due to the delivery of faulty data do not constitute grounds for complaint on the part of the client. Slight deviations in tonal values are within the tolerance range of the

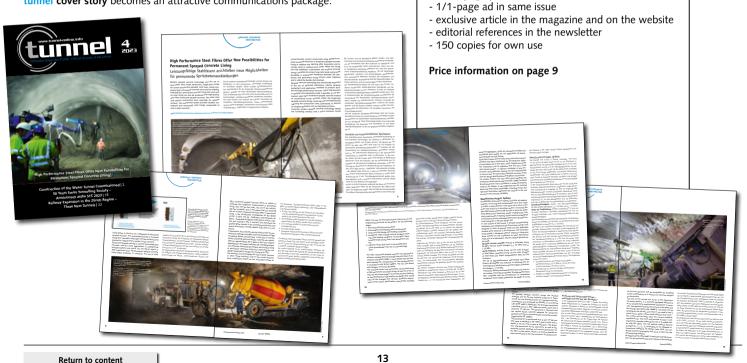
printing process.



# What does the tunnel cover story offer you?

The **tunnel cover story** is an exclusive reportage about a project that is is presented in detail and prominently announced on the front page.

Combined with a comprehensive advertising package, the **tunnel cover story** becomes an attractive communications package.



tunnel cover story

- cover page picture







#### tunnel-online.info

www.tunnel-online.info completes the competence of the journal and offers the reader an additional interactive component with a high efficiency. Like in tunnel journal, the tunnel homepage pays attention on the international exchange of experience as well as practical information for the daily work.

#### tunnel newsletter

The tunnel newsletter reaches the decision-makers in tunnelling around the world via e-mail about news in the tunnelling industry.



Page impressions

23,010 per month



Visits

15,737 per month



Unique user

10,916 user



Newsletter contacs

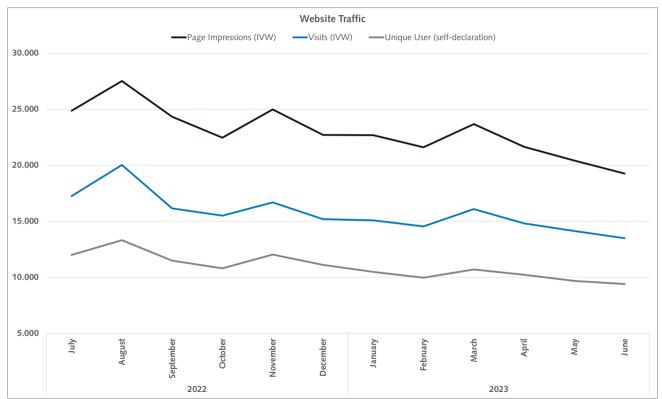
2,883 Ø recipients

Source for page Impressions und visits: IVW, for unique users: Google Analytics/self-reported; source newsletter: Inxmail/self-reported; average per month July 2022 to June 2023



# Traffic audit:





Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported

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# Prices and forms of advertising (price for 28 days / 4 weeks):



#### Fullsize banner

Format (w x h): 468 x 60 px

735.00 €



#### Skyscraper

Format (w x h): 120 x 600 px

1.106.00 €



#### Wide skyscraper

Format (w x h): 160 x 600 px

1,295.00 €



#### Half page

Format (w x h): 300 x 600 px

1,477.00 €



#### Superbanner

Format (w x h): 728 x 90 px

924.00 €



#### Medium rectangle

Format (w x h): 300 x 250 px

1,295.00 €



#### Layer ad

Format (w x h): 400 x 400 px

on request



#### Wallpaper

Format (w x h): 728 x 90 px + 120 x 600 px

1.659.00 €



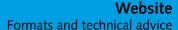
#### Ad bundle

- Fullsize banner
- Skyscraper
- Medium rectangle

1,106.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,197.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,386.00
Half page sticky	website, in rotation with max. two additional	300 x 600	1,568.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,848.00
Expandable wallpaper	website, in rotation with max. two additional	200 x 100	1,848.00
Situations vacant	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,200.00
Microsite	in the job market	individual	7,518.00
Company-Logo	own navigation within the website, duration 12 weeks	individual	420.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,386.00

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request. All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms





Discounts:

Published within 12 months (Insertion year)

Staggered repeat discount

12 weeks 5 % 26 weeks 10 % 52 weeks 15 %

Online ad specials: additional options

Wallpaper: coloured, clickable background

30% additional charge

We will be happy to provide you with information on other online special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.

File formats: JPG, GIF, Flash, HTML-Tag, Redirect-Tag

Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices.

The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

For detailed information please see our spec sheet: https://bauverlag.de/downloads/spec-sheet-online.pdf

You get a reporting about ad-impressions and ad-clicks after campaign end.  $% \begin{center} \end{center} \begin{center} \beg$ 

Delivery address: Please send your banner to

order.management@bauverlag.de

**Delivery time:** 7 working days prior to beginning of the campaign.

These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can

bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta information:

booked site

- customer name

– order number – target-URL

booking period

- advertising format

- motif name

- contact person for inquiries





Issue	Publishing date	Booking deadline	Themes	Trade fairs/ Events
1/2024	30.01.2024	19.01.2024		
2/2024	27.02.2024	16.02.2024		1924.04.2024 World Tunnel Congress, Shenzhen, China
3/2024	26.03.2024	15.03.2024		1924.04.2024 World Tunnel Congress, Shenzhen, China
4/2024	30.04.2024	19.04.2024		
5/2024	28.05.2024	16.05.2024		
6/2024	26.06.2024	17.06.2024		
7/2024	30.07.2024	19.07.2024	Special Baumaschinen, Geräte + Fördertechnik	
8/2024	29.08.2024	20.08.2024		0811.10.2024 Geomechanik Kolloquium, Salzburg, Austria
9/2024	30.09.2024	19.09.2024		0811.10.2024 Geomechanik Kolloquium, Salzburg, Austria
10/2024	29.10.2024	18.10.2024		
11/2024	29.11.2024	20.11.2024		
12/2024	13.12.2024	04.12.2024		0713.04.2025 bauma, Munich, Germany

tunnel

File formats: JPG or static GIF, max. 20 kB (without animation)

> For detailed information please see our spec sheet: https://bauverlag.de/downloads/spec-sheet-online.pdf

Format of newsletter:

Delivery address: Delivery date:

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HTML or text

Please send the advertising material for your campaign to: order.management@bauverlag.de

7 working days prior to beginning of the campaign. These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta-information:

- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

You will get a reporting about the recipients/opening rate and ad-clicks.

#### Recipients:

The tunnel newsletter reaches managing directors and decision makers in the tunnelling industry.

#### Circulation:

2,883 recipients Openingrate net: 30.0% (Source: Inxmail, average per month July 2022 till June 2023)



## Prices and forms of advertising:

#### Text ad premium



- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

#### Placement: content

Price:

700.00 €

#### Text ad



- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

#### Placement: content

Price: 585.00 €

#### Medium rectangle



Format: 300 x 250 px

Placement: content

Price: 740.00 €

#### Fullsize banner



Format: 468 x 60 px

Placement: content

Price: 495.00 €

#### Skyscraper



Format: 120 x 600 px

Placement: next to the content

Price: 690.00 €

#### Wide skyscraper



Format: 160 x 600 px

Placement:

next to the content

Price: 740.00 €

#### Newsletter takeover



- up to 4 text ads,
- 3 fullsize banner
- 1 skyscraper

#### Placement: content, exclusive

Price: 4.515.00 €

#### Situations vacant



- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

### Placement:



### Discounts:

Published within 12 months (Insertion year)

#### Staggered repeat discount

3 times 5 % 6 times 10 % 12 times 15 %

All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms



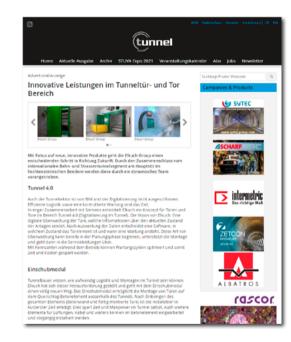
### Online-advertorial

Show our users your expertise on a topic, demonstrate your problem-solving skills, or explain the benefits of your product in detail - the occasions for an online advertorial can be many and varied.

The online advertorial is promoted with a comprehensive 4-week communication package consisting of the following components:

- permanent online contribution on www.tunnel-online.info (can still be found via search after the 4 weeks)
- editorial teaser on the start page with link to the online article online contribution (subject to availability)
- Medium Rectangle with placement on the complete website as teaser with link to the online article
- Text ad in the tunnel newsletter with link to the online article
- Please deliver the online article in German and English to

Price: 2,240.00 € plus VAT. (Price for 28 days / 4 weeks)



Return to content

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## Whitepaper

Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.tunnel-online.info**. Interested users receive the white paper in exchange for their contact details.

We will provide you with the following services in close coordination with you:

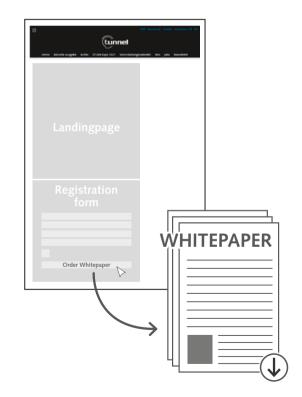
• Landingpage incl. registration form

• Advertising teaser via our media channels website, newsletter and social media

• Delivery of leads (data protection compliant)

**Duration:** 8 to 12 weeks (variable, by arrangement)

Price: on request





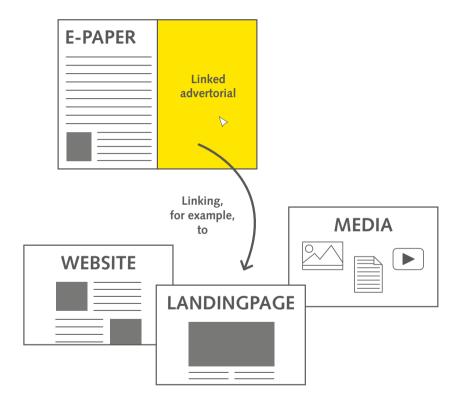
# Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.bauhandwerk.de).

Linking ads in the E-Paper offers the following advantages:

- Interactivity: Readers can click directly on ads to get more information or buy products online.
- Enhanced user experience: Readers get direct access to relevant content or products.
- Enhanced information content: Ads can provide additional information or media on web pages through links.

Price: 290.00 €



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Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.







Wide skyscraper in tunnel Newsletter

Duration 4 weeks

**Price: 1,995.30 €** plus VAT.

# Crossmedia product advertising package



Online-advertorial on www.tunnel-online.info (for services see previous page)



1/2 page advertorial or advert in the print edition of tunnel

Duration 4 weeks

Price: 5,346.00 € plus VAT.

We can put together further packages with appropriate digital and print formats upon request.





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We will support your media planning – just give us a call or send us an E-Mail!





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We will support your media planning – just give us a call or send us an E-Mail!













