MEDIA DATA 2022

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

Tunnel Online
<table>
<thead>
<tr>
<th>PRINT</th>
<th>WEBSITE</th>
<th>WEB SITE</th>
<th>newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>title portrait</td>
<td>portrait</td>
<td>additional benefit digital communication packages</td>
<td>20</td>
</tr>
<tr>
<td>editorial schedule</td>
<td>website traffic</td>
<td>contacts</td>
<td>publisher and editorial office</td>
</tr>
<tr>
<td>distribution analysis</td>
<td>prices, formats and technical advice</td>
<td>contacts sales</td>
<td>22</td>
</tr>
<tr>
<td>readership analysis</td>
<td></td>
<td>our titles overview</td>
<td>23</td>
</tr>
<tr>
<td>prices, formats and technical advice</td>
<td>time schedule and technical advice</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>additional benefit digital online-advertorial</td>
</tr>
</tbody>
</table>
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**

- 4,234 copies

**Volume Analysis**

- Magazine format DIN A4
- Total volume 356 pages
- Editorial section 304 pages
- Advertising section 52 pages
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 and operating phase
- **International project + tunnelling machines:** mechanized and conventional tunnelling
- **Research + development**
- **Conveying & handling systems + logistics**
- **Refurbishment + injection technology:** upgrading, sealing and injection systems in newbuild and refurbishment projects

<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Issue features</th>
<th>Trade fairs/events</th>
</tr>
</thead>
</table>
| 1/2022 | Publication date: 17.02.2022 | Construction Machines + Equipment  
Fire Protection + Safety  
BIM + Digital Construction Processes  
Monitoring + Site Investigation  
International Projects + Tunnelling Systems  
Research + Development | |
| | Editorial deadline: 16.12.2021 | | |
| | Advertising deadline: 26.01.2022 | | |
| 2/2022 | Publication date: 08.04.2022 | Conveying & Handling Systems + Logistics  
Refurbishment + Injection Systems  
Tunnel Construction, Equipment + Operations  
Construction Management  
International Projects + Tunnel Driving Systems  
Research + Development | 22.–28.04. World Tunnel Congress, Copenhagen |
| | Editorial deadline: 11.02.2022 | | |
| | Advertising deadline: 17.03.2022 | | |
| 3/2022 | Publication date: 19.05.2022 | Construction Machines + Equipment  
Fire Protection + Safety  
BIM + Digital Construction Processes  
Monitoring + Site Investigation  
International Projects + Tunnelling Systems  
Research + Development | 01.–03.06. Swiss Tunnel Congress, Lucerne  
23.06. Rock Mechanics and Tunneling Day, Weinheim |
<p>| | Editorial deadline: 24.03.2022 | | |
| | Advertising deadline: 27.04.2022 | | |</p>
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Issue features</th>
<th>Trade fairs/events</th>
</tr>
</thead>
</table>
circulation audit:
circulation analysis: copies per issue
(annual average of July 01th 2020 to June 30th 2021)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>4,500</td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>4,234</td>
</tr>
<tr>
<td>thereof abroad</td>
<td>2,818</td>
</tr>
<tr>
<td>Copies sold</td>
<td>713</td>
</tr>
<tr>
<td>thereof abroad</td>
<td>271</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>687</td>
</tr>
<tr>
<td>thereof abroad</td>
<td>269</td>
</tr>
<tr>
<td>Other sales</td>
<td>24</td>
</tr>
<tr>
<td>Single copy sales</td>
<td>2</td>
</tr>
<tr>
<td>Free copies</td>
<td>3,521</td>
</tr>
<tr>
<td>Archive and specimen copies</td>
<td>266</td>
</tr>
</tbody>
</table>

**Summary of the survey method:**
1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation $4,234 = 100.0\%$, not covered by the examination $0 = 0.0\%$
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: May 2021
6. Execution of the study: Bauverlag BV GmbH
   Details on the survey method are available from the publishing company.

**Geographical distribution analysis:**

<table>
<thead>
<tr>
<th>Area of Business</th>
<th>Copies actually distributed</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>44.6</td>
<td>1,889</td>
<td></td>
</tr>
<tr>
<td>Other countries</td>
<td>55.4</td>
<td>2,345</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
<td>4,234</td>
<td></td>
</tr>
</tbody>
</table>

**International circulation breakdown:**

<table>
<thead>
<tr>
<th>Area of Business</th>
<th>Copies actually distributed</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>44.6</td>
<td>1,888</td>
<td></td>
</tr>
<tr>
<td>North, South, Central America</td>
<td>6.2</td>
<td>263</td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>48.0</td>
<td>2,032</td>
<td></td>
</tr>
<tr>
<td>Middle East</td>
<td>0.5</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>0.3</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Oceania</td>
<td>0.3</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
<td>4,234</td>
<td></td>
</tr>
</tbody>
</table>
international distribution

copies actually distributed: 4,234 copies

- Europe 44.6%
- North, South and Central America 6.2%
- Asia 48.0%
- Middle East 0.5%
- Africa 0.3%
- Oceania 0.3%
sectors/branches:

<table>
<thead>
<tr>
<th>readership structure</th>
<th>part of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>tunnelling business</td>
<td>51.4</td>
</tr>
<tr>
<td>engineering offices</td>
<td>5.0</td>
</tr>
<tr>
<td>education and research</td>
<td>4.0</td>
</tr>
<tr>
<td>deep drilling</td>
<td>1.4</td>
</tr>
<tr>
<td>STUVA-members</td>
<td>1.2</td>
</tr>
<tr>
<td>tunnel associations (worldwide)</td>
<td>13.0</td>
</tr>
<tr>
<td>participant at events/tunneling trade fair</td>
<td>24.0</td>
</tr>
<tr>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

publishing analysis, dated: September 2019
Ad prices, print space and bleed-format (plus 3 mm bleed to each side):

<table>
<thead>
<tr>
<th>Format</th>
<th>bleed-format:</th>
<th>print space:</th>
<th>b/w price</th>
<th>colour price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>420 x 297 mm</td>
<td>390 x 267 mm</td>
<td>5,810.00 €</td>
<td>8,400.00 €</td>
</tr>
<tr>
<td>1/1 page</td>
<td>210 x 297 mm</td>
<td>177 x 267 mm</td>
<td>3,220.00 €</td>
<td>4,650.00 €</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>148 x 200 mm</td>
<td>133 x 185 mm</td>
<td>1,890.00 €</td>
<td>3,270.00 €</td>
</tr>
<tr>
<td>1/2 page, vert.</td>
<td>100 x 297 mm</td>
<td>85 x 267 mm</td>
<td>1,830.00 €</td>
<td>3,190.00 €</td>
</tr>
<tr>
<td>1/2 page, horiz.</td>
<td>210 x 145 mm</td>
<td>177 x 130 mm</td>
<td>1,830.00 €</td>
<td>3,190.00 €</td>
</tr>
<tr>
<td>1/3 page, vert.</td>
<td>71 x 297 mm</td>
<td>56 x 267 mm</td>
<td>1,430.00 €</td>
<td>2,770.00 €</td>
</tr>
<tr>
<td>1/3 page, horiz.</td>
<td>210 x 102 mm</td>
<td>177 x 87 mm</td>
<td>1,430.00 €</td>
<td>2,770.00 €</td>
</tr>
<tr>
<td>1/4 page, vert.</td>
<td>56 x 297 mm</td>
<td>41 x 267 mm</td>
<td>900.00 €</td>
<td>2,520.00 €</td>
</tr>
<tr>
<td>1/4 page, horiz.</td>
<td>210 x 73 mm</td>
<td>177 x 58 mm</td>
<td>900.00 €</td>
<td>2,520.00 €</td>
</tr>
<tr>
<td>1/4 page, col.</td>
<td>100 x 145 mm</td>
<td>85 x 130 mm</td>
<td>900.00 €</td>
<td>2,520.00 €</td>
</tr>
<tr>
<td>1/8 page, vert.</td>
<td>56 x 148 mm</td>
<td>41 x 130 mm</td>
<td>520.00 €</td>
<td>1,080.00 €</td>
</tr>
<tr>
<td>1/8 page, horiz.</td>
<td>210 x 50 mm</td>
<td>177 x 31 mm</td>
<td>520.00 €</td>
<td>1,080.00 €</td>
</tr>
<tr>
<td>1/8 page, col.</td>
<td>100 x 83 mm</td>
<td>85 x 64 mm</td>
<td>520.00 €</td>
<td>1,080.00 €</td>
</tr>
</tbody>
</table>

Bleed formats incur a price surcharge, see next page.

All prices are subject to statutory VAT. Agency commission: 15%. Please find the general terms and conditions at: www.bauverlag.de/downloads/agbs_en.pdf
charges:
special positions: inside front cover and back cover 475.00 €
special positions: inside back cover 270.00 €
other prescribed positions: 20 % charge
special colour: each color 810.00 €
sizes:
ads bleeding over the printing area, bleed ads:
1/1 page 380.00 €
1/2 page and smaller 230.00 €

classified ads: (not discountable)
job offers b/w per height mm (1 column, 45 mm wide) 3.30 €
job offers colour per height mm (1 column, 45 mm wide) 3.45 €
situation wanted b/w per height mm (1 column, 45 mm wide) 3.30 €
classified ads b/w per height mm (1 column, 45 mm wide) 3.45 €

mm-price for ads b/w in editorial section
mm-price for ads colour in editorial section 3.45 €

All surcharges eligible for discount.

discounts: published within 12 month,
(insertion year, starts with publication of the first advertisement)

staggered repeat discount:

<table>
<thead>
<tr>
<th>times</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>24</td>
<td>20</td>
</tr>
</tbody>
</table>

quantity scale:

<table>
<thead>
<tr>
<th>quantity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 pages</td>
<td>5</td>
</tr>
<tr>
<td>6 pages</td>
<td>10</td>
</tr>
<tr>
<td>12 pages</td>
<td>15</td>
</tr>
<tr>
<td>18 pages</td>
<td>20</td>
</tr>
<tr>
<td>24 pages</td>
<td>25</td>
</tr>
</tbody>
</table>

special ad types:

bound inserts (sample - front page/back page required)

<table>
<thead>
<tr>
<th>pages</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2,810.00 €</td>
</tr>
<tr>
<td>4</td>
<td>5,450.00 €</td>
</tr>
</tbody>
</table>

discount: 1 sheet = 1 page
format 216 mm wide and 303 mm high supplied unfolded and untrimmed. Raw format of bound-in inserts: bound inserts:
216 x 307 mm, head trim: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each Quantity up to 170g/qm, other weights on request.

required delivery quantity: 4,500 copies
delivery address: Wentker Druck GmbH
                   Herr Wolff
                   Gutenbergstrasse 5-9
                   48268 Greven
delivery memo: „for tunnel issue ... “

Bauverlag publishing combinations
Combination with all titles published by Bauverlag.
„Combination deals“ on request.
No discount on inserts and additional technical costs.

All surcharges eligible for discount.

print prices, valid from 1st October 2021
loose inserts (no discount)
maximum size 205 x 290 mm
weight up to 25 g
335.00 €
up to 25 g and 2 mm thickness
(price subject to request)
required delivery quantity: 4,500 copies
delivery address: Integralis Industriebuchbinderei,
Lettershop und Fulfillment GmbH
Herr Arena
Lägenfeldstrasse 4
30952 Ronnenberg
delivery memo: „for tunnel issue …“
for selected circulation: selection costs per selection 130.00 €
glued ad media:
price €
postcards 90.00 €
product samples, other tip-ons on request
Technical costs are not eligible for commission
and are not discountable.
required delivery quantity: 4,500 copies
delivery address: Integralis Industriebuchbinderei,
Lettershop und Fulfillment GmbH
Herr Arena
Lägenfeldstrasse 4
30952 Ronnenberg
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, 45 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 send your advertisement data as PDF with embedded fonts, CMYK color space and/or special colours and 300 dpi resolution. Alternatively, you may also send us an EPS file with fonts converted in paths and 300 dpi resolution and /or a TIFF file in the CMYK color space with 600 dpi resolution. Please note that for open files extra costs may be charged, depending on the expenditure and costs required for processing. Use, if possible, only PostScript fonts from the Adobe or Linotype library. Should you use other fonts, or fonts modified by you, please let us know. Under license, we are not permitted to accepts fonts supplied by you. If the font used is not available to us, we have to convert the part of the text concerned into paths, by means of a graphics program and integrate this as graphics into your document. Please contact us in such cases.

colors: Please make sure that the color palette contains in every case cyan, magenta, yellow, and black. Colors that do not require their own print format must be marked as four-color prints. Color mode: CMYK. RGB results in color differences.

proof: Please attach a 1:1 laser printout to every data delivery for status and text checks. Digital proofs (with Ugra/FOGRA, media quoin V 2.0) are required for all advertisements with binding colours. The colour profile is iso-coated v2 300%. If no proofs will be submitted, the publishing house will basically not be liable for any colour displacements and variations, respectively, within the image.

If no proofs are supplied, the publisher assumes absolutely no liability for colour deviations in printed images.

data archiving: All data sent us must be copies; the originals should be kept and saved by you for extra safety until such time as the magazine issue is published. The documents and directories must have unambiguous order and page designations. Please avoid, if at all possible, special characters, blank spaces and umlauts. Please ensure that all of the elements used are supplied. This refers in particular to images and fonts that are embedded in EPS graphics. Data are archived; unchanged repetitions are therefore generally possible. However, no data warrant or guarantee is assumed.

guarantee: The printer shops that work for us can only expose what exists on the data carriers you deliver to us. We assume no liability whatsoever for any deviations in texts, images, or colors.
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.

Source for page Impressions und visits: IVW, for unique users: Google Analytics/self-reported; source newsletter: Inxmail/self-reported; average per month July 2020 to June 2021
traffic audit:  △

Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported
prices and forms of advertising (price for 28 days / 4 weeks):

<table>
<thead>
<tr>
<th>Advertising Formats</th>
<th>Placement</th>
<th>Format (pixel, width x height)</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>skyscraper sticky</td>
<td>website, in rotation with max. two additional</td>
<td>120 x 600</td>
<td>1,120.00</td>
</tr>
<tr>
<td>wide skyscraper sticky</td>
<td>website, in rotation with max. two additional</td>
<td>160 x 600</td>
<td>1,295.00</td>
</tr>
<tr>
<td>half page sticky</td>
<td>website, in rotation with max. two additional</td>
<td>300 x 600</td>
<td>1,470.00</td>
</tr>
<tr>
<td>wallpaper</td>
<td>website, in rotation with max. two additional</td>
<td>728 x 90 + 120 x 600</td>
<td>1,561.00</td>
</tr>
<tr>
<td>expandable wallpaper</td>
<td>website, in rotation with max. two additional</td>
<td>728 x 90 + 120 x 600 (300 x 600)</td>
<td>1,736.00</td>
</tr>
<tr>
<td>situations vacant</td>
<td>in the job market</td>
<td>individual</td>
<td>1,100.00</td>
</tr>
<tr>
<td>microsite</td>
<td>own navigation within the website, duration 12 weeks</td>
<td>individual</td>
<td>9,744.00</td>
</tr>
<tr>
<td>company Logo</td>
<td>website, in rotation with max. two additional</td>
<td>200 x 137</td>
<td>350.00</td>
</tr>
<tr>
<td>onlinePLUS</td>
<td>addition to an existing online article/advertorial</td>
<td>photos, videos, PDFs</td>
<td>1,295.00</td>
</tr>
</tbody>
</table>

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: www.bauverlag.de/downloads/AGBs-bauverlag.pdf
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:
www.bauverlag.de/downloads/spec-sheet-online.pdf

You get a reporting about ad-impressions and ad-clicks after campaign end.

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.

delivery address: please send your banner to
order.management@bauverlag.de

delivery time: 4 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
The tunnel newsletter reaches managing directors and decision makers in the tunnelling industry.

**circulation:**
2,756 recipients
opening rate: net 30.50%
(source: Inxmail, average per month July 2020 until June 2021)

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**issue** | **publishing date** | **booking deadline** | **trade fairs/events**
--- | --- | --- | ---
1/2022 | 25.01.2022 | 17.01.2022 |  
2/2022 | 22.02.2022 | 15.02.2022 |  
3/2022 | 29.03.2022 | 21.03.2022 | World Tunnel Congress  
5/2022 | 25.05.2022 | 18.05.2022 | Swiss Tunnel Congress  
6/2022 | 28.06.2022 | 20.06.2022 |  
7/2022 | 26.07.2022 | 18.07.2022 | InnoTrans  
8/2022 | 25.08.2022 | 17.08.2022 |  
9/2022 | 27.09.2022 | 19.09.2022 | Geomechanik Kolloquium  
10/2022 | 25.10.2022 | 17.10.2022 | Forum Injektionstechnik  
11/2022 | 23.11.2022 | 15.11.2022 |  
12/2022 | 15.12.2022 | 07.12.2022 |  

**delivery date:**
4 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.

---

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

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

---

**delivery date:**
For detailed information please see our spec sheet:
www.bauverlag.de/downloads/spec-sheet-online.pdf

---

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

---

**circulation:**
2,756 recipients
opening rate: net 30.50%
(source: Inxmail, average per month July 2020 until June 2021)
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: 620.00 €

**text ad**
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)
placement: content
price: 540.00 €

**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: 4,335.00 €

**situations vacant**
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)
placement: content
price: 540.00 €

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: www.bauverlag.de/downloads/agbs_en.pdf
Online-Advertorial

Show our users your knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial.

The online-advertorial comes with a comprehensive 4-week communications package consisting of the following components:

- permanent online posts on www.tunnel-online.info (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- text ad in tunnel newsletter with a link to the online post
- please deliver the online post in German and English

Preis: 2,121.00 € plus VAT.
Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

**online branding package**

- Halfpage ad on [www.tunnel-online.info](http://www.tunnel-online.info)
- Duration: 4 weeks
- Preis: 1,913.40 € plus VAT.

**crossmedia product advertising package**

- Wide skyscraper in tunnel Newsletter
- Online-advertorial on [www.tunnel-online.info](http://www.tunnel-online.info)
  *(for services see previous page)*
- 1/2 page advertorial or advert in the print edition of tunnel
- Duration: 4 weeks
- Preis: 4,779.90 € plus VAT.

We can put together further packages with appropriate digital and print formats upon request.
We will support your mediaplannings – just give us a call or send us an e-mail!
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