

tunnel media data 2019

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



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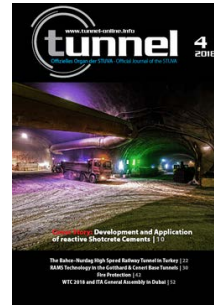
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INDIVIDUAL

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In which way you ever would like to get in touch with tunnel construction companies, engineering offices and building authorities – whether print, online, digital or in person – **tunnel** in each case offers the right platform.



tunnel



www.tunnel-online.info

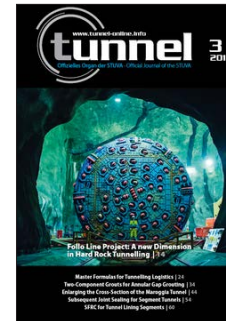


tunnel newsletter



tunnel app

- 1 title:** tunnel
- 2 short profile:** 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.
- 3 target group:** tunnel construction companies, engineering offices and building authorities



- 4 publication frequency:** 6 times a year
- 5 size of the journal:** DIN A 4 (210 mm wide x 297 mm high)
- 6 year:** 38th year 2019
- 7 subscription:**
- | | |
|-------------------|----------|
| foreign countries | € 177.00 |
| students | € 97.00 |
| single issue | € 26.00 |
| tunnel app | € 19.99 |
- 8 organ:** Official organ of the STUVA
(Research Association for Tunnels and Transportation Facilities), Cologne
- 9 participation:** IVW
- 10 publishing house:** Bauverlag BV GmbH
Avenwedder Str. 55
33311 Gütersloh
Germany
www.bauverlag.de
- 11 publisher:** –
- 12 advertising** Markus Gorisch
Sales Director
- 13 editorial department:** Marvin Klostermeier
Editor
phone: +49 5241 80-88730
e-mail: marvin.klostermeier@bauverlag.de
- 14 content analysis:**
- total content:**
- editorial matter:**
- advertisements:**
- including employment and classified ads:
including publishing company ads:
loose Inserts:
- 2017 = 8 issues
492 pages = 100.0%
407 pages = 82.7%
85 pages = 17.3%
1 pages = 1.2%
11 pages = 12.9%
4 pieces
- 15 content of editorial matter:**
- reports from construction sites
news
conferences
STUVA news
international
formwork technology
research & development
injection technology
microtunneling
technical books, events, other
monitoring and industrial safety
construction equipment
tunneling statistics
construction management
fire protection
specialist foundation engineering
products
sealing
technical equipment
lining
- 407 pages = 100.0%**
- 68 pages = 16.7%
62 pages = 15.2%
59 pages = 14.5%
50 pages = 12.3%
20 pages = 4.9%
18 pages = 4.4%
15 pages = 3.7%
14 pages = 3.4%
13 pages = 3.2%
13 pages = 3.2%
13 pages = 3.2%
11 pages = 2.7%
11 pages = 2.7%
10 pages = 2.5%
9 pages = 2.2%
6 pages = 1.5%
6 pages = 1.5%
5 pages = 1.2%
3 pages = 0.7%
2 pages = 0.5%

1 circulation control:



2 circulation analysis:

copies per issues on quarterly average
(annual analysis of 1st of July 2017 to 30th June 2018)

circulation:	4,488		
number of copies actually distributed:	4,139	foreign countries:	3,283
sold circulation:	847	foreign countries:	340
subscription copies:	822	members copies:	51
other sales:	25		
single copies:	-		
free copies:	3,292		
remainder, archive and voucher copies:	349		

3 geographical distribution analysis:

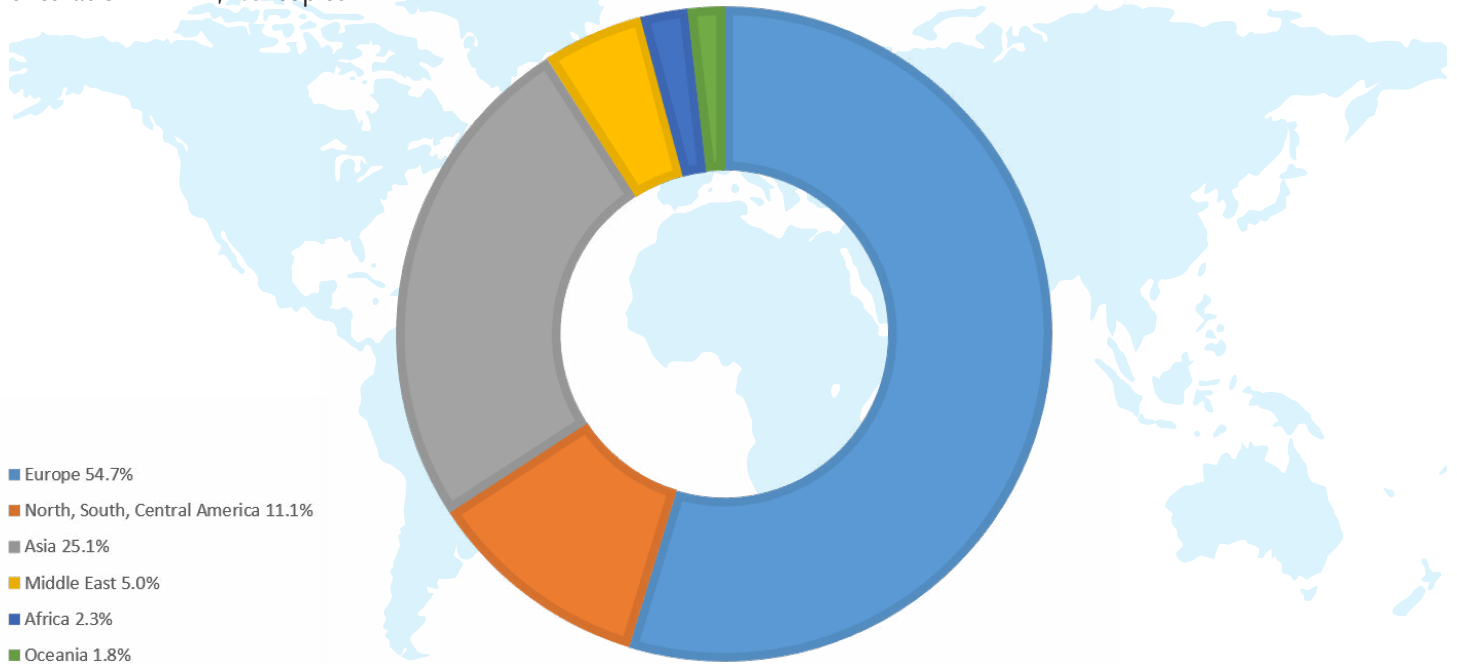
area of business	%	copies
Europe	54.7	2,264
other countries	45.3	1,875
number of copies actually distributed:	100.0	4,139

3.1 international circulation breakdown:

area of business	international circulation breakdown	
	%	copies
Europe	54.7	2,264
North, South, Central America	11.1	459
Asia	25.1	1,039
Middle East	5.0	207
Africa	2.3	95
Oceania	1.8	75
total	100.0	4,139

international distribution

circulation: 4,139 copies



sectors/branches/company types:

recipient group	copies actually distributed	
	%	copies
tunnelling business	51.4	2,127
engineering offices	5.0	207
education and research	4.0	166
deep drilling	1.4	58
STUVA-members	1.2	50
tunnel associations (worldwide)	13.0	538
participant at events/tunneling trade fair	24.0	993
	100.0	4,139

publishing analysis, dated: September 2018

Issue	Dates	Topics	Trade Fairs/Events
1/2019 February	publishing date: 22.02.2019 advertising deadline: 31.01.2019	Measurement Technology /Monitoring and Exploration (Geotechnics) in the planning and construction phases Construction Management: Logistics, formwork technology, conveyance, shaft construction Construction machines Lining: Shotcrete, in situ concrete, segments, fibre concrete etc., bolting technology, supporting Safety & Security: Industrial protection and safety, utilising safety Driving Technology: Mechanised and conventional driving	08.–14.04. bauma , Germany
2/2019 April	publishing date: 12.04.2019 advertising deadline: 21.03.2019	Fire Protection: Construction, redevelopment, maintenance and operation Driving Technology: Mechanised and conventional driving, microtunnelling Redevelopment: Retrofitting, Sealing- and Grouting Technology BIM	03.–09.05. World Tunnel Congress , Italy 04.–06.06. Swiss Tunnel Congress , Switzerland
3/2019 June	publishing date: 07.06.2019 advertising deadline: 15.05.2019	Measurement Technology /Monitoring and Exploration (Geotechnics) in the planning and construction phases Construction Management: Logistics, formwork technology, conveyance, shaft construction Lining: Shotcrete, in situ concrete, segments, fibre concrete etc., bolting technology, supporting Tunnelling in the Alps Tunnel / Operational Equipment: Energy supply, lighting, traffic technology, ventilation, fire alarm/ extinguishing systems, doors and gates Safety & Security: Industrial protection and safety, utilising safety Injection technology Driving Technology: Mechanised and conventional driving	16.–19.06. RETC , USA

preliminary report
to WTC

Issue	Dates	Topics	Trade Fairs/Events
4/2019 August	publishing date: 15.08.2019 advertising deadline: 24.07.2019	BIM Fire Protection: Construction, redevelopment, maintenance and operation Construction machines Driving Technology: Mechanised and conventional driving, microtunnelling Redevelopment: Retrofitting, Sealing- and Grouting Technology	
5/2019 October <div style="border: 1px solid black; padding: 2px; display: inline-block; transform: rotate(-2deg);"> preliminary report to STUVA </div>	publishing date: 01.10.2019 advertising deadline: 09.09.2019	Measurement Technology/Monitoring and Exploration (Geotechnics) in the planning and construction phases Lining: Shotcrete, in situ concrete, segments, fibre concrete etc., bolting technology, supporting Tunnel/Operational Equipment: Energy supply, lighting, traffic technology, ventilation, fire alarm/ extinguishing systems, doors and gates Construction Management: Logistics, formwork technology, conveyance, shaft construction Safety & Security: Industrial protection and safety, utilising safety Driving Technology: Mechanised and conventional driving	10.–11.10. 68th Geomechanics Colloquium , Austria 26.–28.11. STUVA Conference , Germany
6/2019 December	publishing date: 03.12.2019 advertising deadline: 11.11.2019	Fire Protection: Construction, redevelopment, maintenance and operation Driving Technology: Mechanised and conventional driving Redevelopment: Retrofitting, Sealing- and Grouting Technology Tunnel/Operational Equipment: Energy supply, lighting, traffic technology, ventilation, fire alarm/ extinguishing systems, doors and gates Injection technology	
Regular Topics: International Projects, New Products (Machines, Installations, Equipment, etc.)			

The editorial department reserves the right to make changes or additions to the scheduled features to allow for topicality.

1 ad sizes and rates (prices in €):

incl. 1
added value
element in the
app see page
27

format	width x height mm	b/w	colour
1/1 page	390 x 267	5,500.00	7,950.00
1/1 page	177 x 267	3,050.00	4,410.00
3/4 page	186 x 198	2,280.00	3,520.00
2/3 page horizontal	177 x 171	2,080.00	3,520.00
vertical	133 x 267		
1/2 page horizontal	177 x 130	1,730.00	3,030.00
vertical	85 x 267		
juniorpage	133 x 185		
1/3 page horizontal	177 x 87	1,350.00	2,630.00
vertical	56 x 267		
1/4 page horizontal	177 x 58	850.00	2,390.00
2-col.	85 x 130		
vertical	41 x 267		
1/8 page horizontal	177 x 31	490.00	1,020.00
2-col.	85 x 64		

format	colour
advertorial 1/1 page	4,410.00
advertorial 1/2 page	3,030.00
cover story	7,550.00
photo frontcover (fixed rate, motif in agreement with the editorial office)	2,550.00

All prices are subject to statutory VAT. Please find the general terms and conditions:
www.bauverlag.de/downloads/agbs_en.pdf

2 additional charges:

special positions: inside front cover and inside back cover € 250.00
back cover € 450.00

colour: per special colour € 690.00

sizes: ads bleeding over the printing area, bleed ads:
1/1 page € 350.00
1/2 page and smaller € 210.00

All charges are discountable.

3 discounts:

published within 12 months

Amount of ads

3 times	3 %	Pages of ads	3 pages	5 %
6 times	5 %	6 pages	10 %	
12 times	10 %	12 pages	15 %	
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.

Bauverlag discount

Combination discount for combining the magazines of Bauverlag. Please refer to „combination discounts“ on page 30.

Loose inserts and technical costs are not discountable.

block discount for ads placed at the same time

2-ad block	10%
4-ad block	15%
6-ad block	20%

The ads must be placed in issues within a period of 12 months with uniform size and colours. The block discount applies to all additional charges. In combination with other journals/magazines of the publishing company or for discounts according to placement frequency or volume scale, one block qualifies as one placement.

Bauverlag Combination

Combination discount for combining the magazines of Bauverlag. Please refer to "Combination discounts" on page 42. Loose inserts and technical costs are not discountable

4 classified ads:

situations vacan b/w	price in millimeters (single-column/45 mm wide)	€ 2.95
situations vacan colour	price in millimeters (single-column/45 mm wide)	€ 3.10
situation wanted	price in millimeters (single-column/45 mm wide)	€ 1.75
buy/sell	price in millimeters (single-column/45 mm wide)	€ 3.10
chiffre fee		€ 6.00

From a print value of 580.00 €, your job posting will be displayed online at www.tunnel-online.info for free.

5 special ad types:

bound inserts

2 pages	€ 2,660.00
4pages	€ 5,160.00
further queries on request discount:	1 sheet = 1 page

Format 216 mm wide and 303 mm high supplied unfolded and untrimmed. Quantity up to 170g/qm, other weights on request. requested delivery: 4,700 copies

delivery address: Wentker Druck GmbH
Gutenbergstraße 5-9
32758 Detmold
Germany

memo: „for tunnel issue ...“

loose inserts (no discount)
maximum size 205 x 290 mm

weight up to 25 g	price %
price per o/oo	€ 310.00
cost for selection:	€ 120.00

delivery address: Integralis Industriebuchbinderei,
Lettershop und Fulfillment GmbH
Lägenfeldstraße 4
30952 Ronnenberg
Germany

memo: „for tunnel issue ...“

stuck advertises:	price %
postcards per thousand	€ 80.00
sample, special booklets	on request

Technical costs are not eligible for commission and are not discountable

delivery address: Integralis Industriebuchbinderei,
Lettershop und Fulfillment GmbH
Lägenfeldstraße 4
30952 Ronnenberg
Germany

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.

6 contact:

Markus Gorisch
Sales Director

7 terms of payment:

Net invoice value within 30 days following the date of the invoice, VAT ID No. DE 813382417

Bauverlag BV GmbH, Gütersloh
Deutsche Bank Berlin
IBAN: DE45 1007 0000 0069 4653 00
BIC: DEUTDE33XXX

- 1 size of journal:** 210 mm wide, 297 mm high, DIN A4
untrimmed: 216 mm wide, 303 mm high
- print space:** 186 mm wide, 270 mm high
4 columns, 45 mm wide
- 2 printing and binding methods:** offset printing, adhesive binding
- 3 data transmission:** we accept the following data carriers: CD-ROM, DVD
ransmission by FTP: on request
by e-mail (up to 10MB): order.management@bauverlag.de
For transmission of larger data quantities please contact:
Karina Heinze, phone: +49 5241 80-75640
- 4 data formats :** Please send your advertisement data as PDF with embedded
fonts, CMYK color space and/or special colors 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 TIF 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 pos-
sible, only PostScript fonts from the Adobe or Linotype library.
Should you use other fonts, or fonts modified by you, please let
us know. Under the license law, we are not permitted to accept
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 it as graphics into
your document. Please contact us in such case.
- 5 colours:** Please make sure that the colour palette contains in every case
cyan, magenta, yellow, and black. Colours that do not require their
own print format must be marked as four-colour prints. Colour
mode: CMYK. RGB results in colour differences.
- 6 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.
- 7 data archiving:** All data send 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 unambi-
guous order and page designations. Please avoid, if at all possible,
special characters, blank spaces and umlauds. 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 warranty or guarantee is assumed.
- 8 warranty:** The printer shops that work for us can only expose what exists on
the data carriers you deliver to us. We assume no liability whatsoe-
ver for any deviations in texts, images, or colors
- 9 contact:** Karina Heinze
phone: +49 5241 80-75640
e-mail: order.management@bauverlag.de

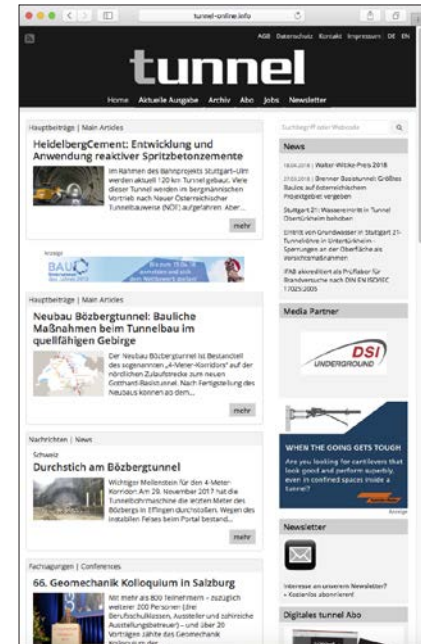
print space

format	1/1 page	2/3 high	2/3 cross	1/2 high	1/2 JP	1/2 cross	1/3 high	1/3 cross	1/4 high	1/4 cross	1/4 2 col.
width x height in mm	177 x 267	133 x 267	177 x 171	85 x 267	133 x 185	177 x 130	56 x 267	177 x 87	41 x 267	177 x 58	85 x 130

bleed format (format with additionally 3mm bleed to each side)

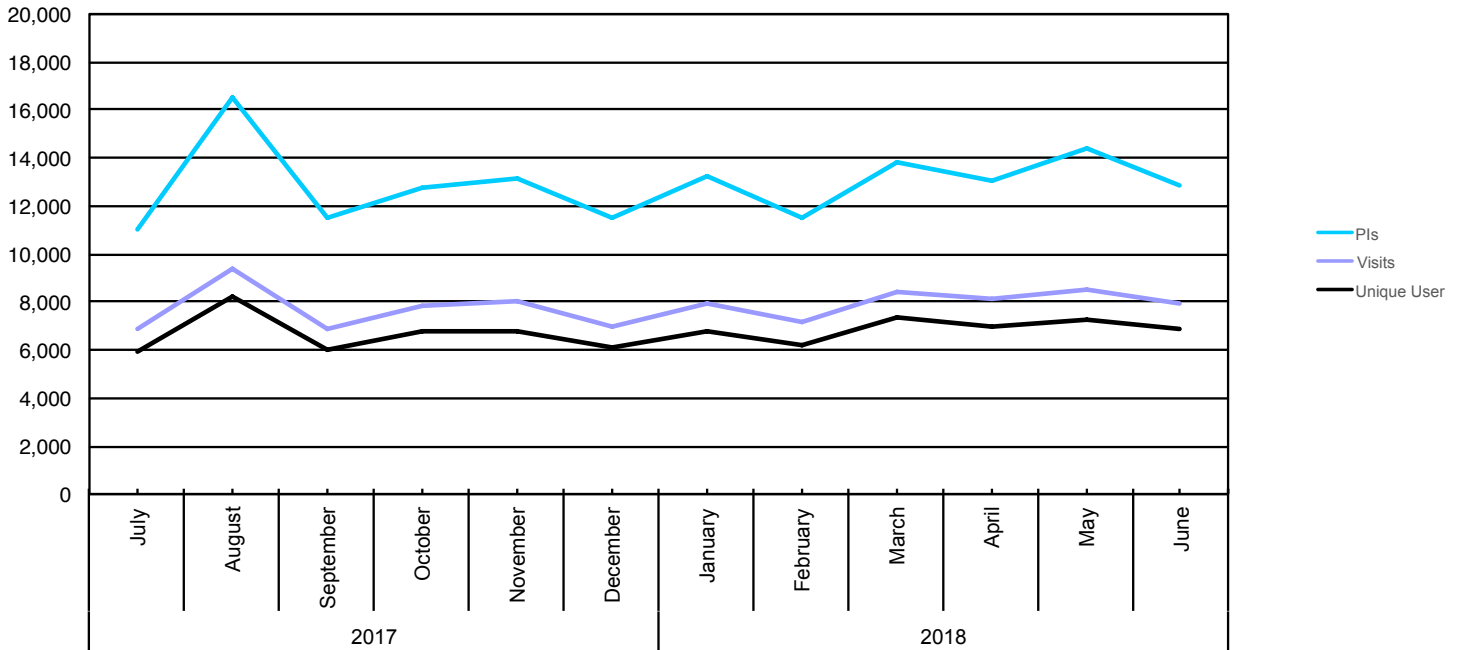
format	1/1 page	2/3 high	2/3 cross	1/2 high	1/2 JP	1/2 cross	1/3 high	1/3 cross	1/4 high	1/4 cross	1/4 2 col.
width x height in mm	210 x 297	148 x 297	210 x 186	100 x 297	148 x 200	210 x 145	71 x 297	210 x 102	56 x 297	210 x 73	100 x 145

- 1 website:** www.tunnel-online.info
- 2 short profile:** More and more decision makers in tunnelling use the Internet for their daily work. 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**, **tunnel newsletter** + www.tunnel-online.info = a perfect platform to use crossmedia synergy.
- 3 target group:** decision makers in tunnel construction companies, engineering offices and building authorities worldwide
- 4 publisher:** Bauverlag BV GmbH
- contact editorial department:**
Marvin Klostermeier
Editor
phone: +49 5241 80 88730
e-mail: marvin.klostermeier@bauverlag.de
- contact igital advertising:**
Axel Gase-Jochens
Head of Digital Sales
phone: +49 5241 80 75018
e-mail: axel.gase-jochens@bauverlag.de



1 traffic audit: -

2 website traffic: page impressions: 12,953
visits: 7,849
unique user: 6,805
(source: Google Analytics; average per month July 2017 until June 2018)



1 prices and forms of advertising:

forms of advertising	placement	format (pixel, width x height)	max data size	prices per month €
fullsize banner	complete website in rotation with max. two others	468 x 60	100 kB	630.00
superbanner	complete website in rotation with max. two others	728 x 90	100 kB	800.00
skyscraper	complete website in rotation with max. two others	120 x 600	100 kB	960.00
skyscraper sticky	complete website in rotation with max. two others	120 x 600	100 kB	1,055.00
wide skyscraper	complete website in rotation with max. two others	160 x 600	100 kB	1,115.00
wide skyscraper sticky	complete website in rotation with max. two others	160 x 600	100 kB	1,225.00
half page	complete website in rotation with max. two others	300 x 600	100 kB	1,280.00
half page sticky	complete website in rotation with max. two others	300 x 600	100 kB	1,405.00
medium rectangle	complete website in rotation with max. two others	300 x 250	100 kB	1,115.00
wallpaper	complete website in rotation with max. two others	728 x 90 + 120 x 600	100 kB	1,435.00
expandable wallpaper	complete website in rotation with max. two others	728 x 90 + 120 x 600 (300 x 600)	100 kB	1,595.00
layer ad	landing page	400 x 400 (with frequency capping)	100 kB	1,595.00
company logo	website	200 x 100	100 kB	320.00
situations vacant	in the job market	individual	100 kB	600.00
microsite	own navigation within the website, duration 3 months	individual	100 kB	7,980.00
onlinePLUS	website	individual	100 kB	1,115.00
online-advertorial	see page 25	individual	100 kB	1,855.00
ad bundle	website, in rotation with max. two others	consisting of superbanner, skyscraper and medium rectangle	100 kB	960.00

All online advertising formats can be booked exclusively. All prices are subjects to statutory VAT. Rates and availability on request: www.bauverlag.de/downloads/agbs_en.pdf

2 discounts:

published within 12 months

amount of ads

3 month 5 %
6 month 10 %
12 month 15 %

3 special advertising formats:

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.

Axel Gase-Jochens
Head of Digital Sales
phone: +49 5241 80-75018
e-mail: axel.gase-jochens@bauverlag.de

1 file formats: JPG, GIF, Flash, HTML-Tag, Redirect-Tag
weight: max. 100 kB per Banner

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

Additional information for Flash Banner:

- The swf-file should support the clickTAG variable: On any click, Flash ads should redirect to the URL specified in the clickTAG argument; there should be no other redirection in between. The variable name must be spelled. "clickTAG" (upper-case TAG; no space between click and TAG) and not "click tag", "Click Tag", or any other form.
- Please provide us a alternative GIF- or JPG-file as a fallback-image, which will be delivered to the users which have not installed a Flash Plug-in.
- Please do not use more then 24 frames per sec., we recommend to use a frame rate of 12 frames per sec.

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

On request you will get a reporting about ad-impressions and ad-clicks.

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

3 delivery time: 4 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.

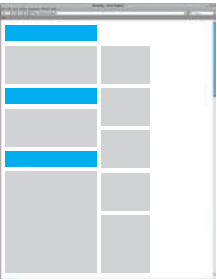
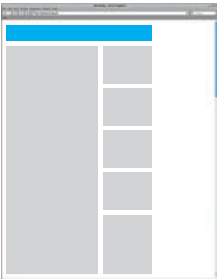
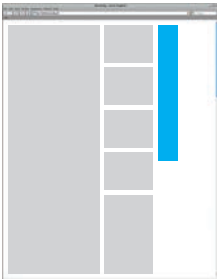
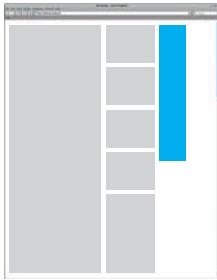
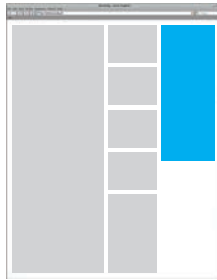
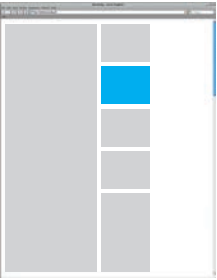
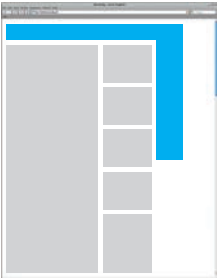
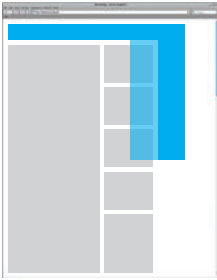
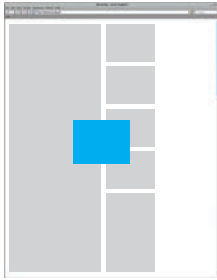
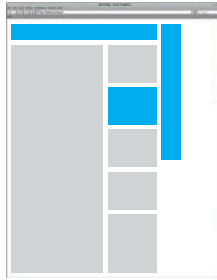
Please send your materials together with the required meta information:

- booked site
- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries

4 contact: If you have any technical queries, please contact:

Karina Heinze
phone: +49 5241 80-75640
e-mail: order.management@bauverlag.de

advertising forms

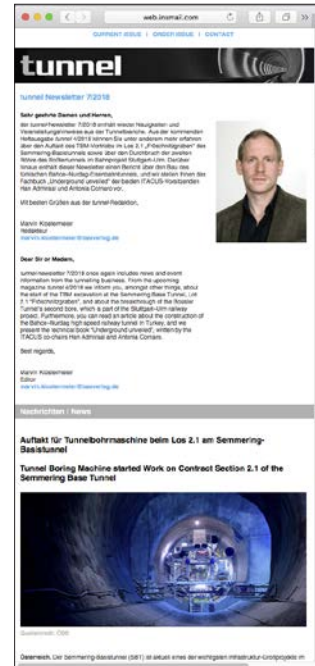
format width x height in pixel					
	fullsize banner	superbanner	skyscraper	wide skyscraper	half page
	468 x 60	728 x 90	120 x 600	160 x 600	300 x 600
	<hr/>				
	<hr/>				
format width x height in pixel					
	Medium Rectangle	wallpaper	expandable wallpaper	layer ad	ad bundle
	300 x 250	728 x 90 + 120 x 600	728 x 90 + 120 x 600 (300 x 600)	400 x 400	728 x 90 + 120 x 600 + 300 x 250
	<hr/>				
	<hr/>				

please consider our information on data formats and programming.

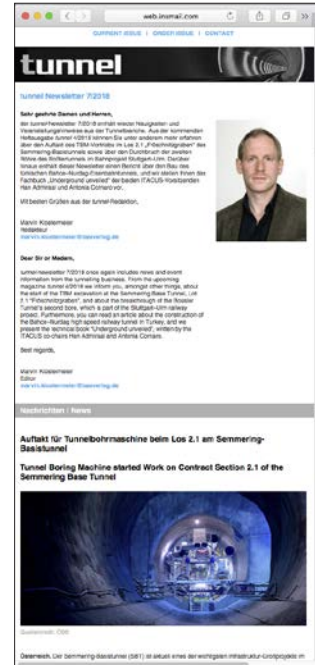
- 1 name: [tunnel newsletter](#)
- 2 short profile: The [tunnel newsletter](#) reaches the decision-makers in tunnelling around the world via e-mail about news in the tunnelling industry.
- 3 target group: tunnel construction companies, engineering offices and building authorities
- 4 publishing frequency: 12 times a year
- 5 publisher: Bauverlag BV GmbH

contact editorial department:
 Marvin Klostermeier
 Editor
 phone: +49 5241 80-88730
 e-mail: marvin.klostermeier@bauverlag.de

contact digital advertising:
 Axel Gase-Jochens
 Head of Digital Sales
 phone: +49 5241 80-75018
 e-mail: axel.gase-jochens@bauverlag.de



- 1 target group: The **tunnel newsletter** reaches managing directors and decision makers in the tunnelling industry.
- 2 circulation: 3,030 recipients
openingrate: 69.34 %
(average per month July 2017 to June 2018)



issue	publication date	booking deadline	events/trade fairs
01/2019	28.01.2019	21.01.2019	
02/2019	26.02.2019	19.02.2019	
03/2019	26.03.2019	19.03.2019	bauma , Germany
04/2019	18.04.2019	11.04.2019	World Tunnel Congress , Italy
05/2019	24.05.2019	17.05.2019	Swiss Tunnel Congress , Switzerland RETC , USA
06/2019	21.06.2019	14.06.2019	
07/2019	26.07.2019	19.07.2019	
08/2019	27.08.2019	20.08.2019	
09/2019	25.09.2019	18.09.2019	68th Geomechanics Colloquium , Austria
10/2019	25.10.2019	18.10.2019	
11/2019	25.11.2019	18.11.2019	STUVA Conference , Germany
12/2019	13.12.2019	06.12.2019	

1 prices and forms of advertising:

forms of advertising	placement	format (pixel, width x height)	max data size	price per newsletter €
fullsize banner	content	468 x 60	50 kB	495.00
skyscraper	next to the content	120 x 600	50 kB	690.00
wide skyscraper	next to the content	160 x 600	50 kB	740.00
text ad	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	50 kB	510.00
text ad premium	1. text ad in the newsletter, in content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	50 kB	585.00
situations vacant	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	50 kB	550.00
newsletter takeover	content, exclusive	up to 4 text ads, 3 fullsize banners and 1 skyscraper	50 kB	4,215.00

All prices are subject to statutory VAT. Please find the general terms and conditions at: www.bauverlag.de/downloads/agbs_en.pdf

2 discount: published within 12 months

amount of ads

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

1 file formats: JPG or static GIF, max. 50 kB (without animation)

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

2 format of newsletter: HTML or text

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

4 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.

Please send your materials together with the required meta information:

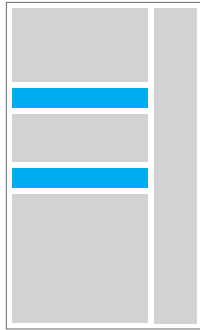
- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

Reporting:
On request you will get a reporting about the opening rate and ad-clicks.

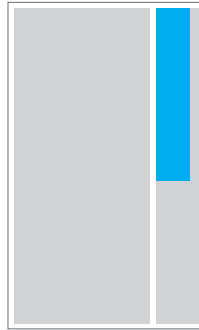
5 contact: **If you have any technical queries, please contact:**

Karina Heinze
phone: +49 5241 80-75640
e-mail: order.management@bauverlag.de

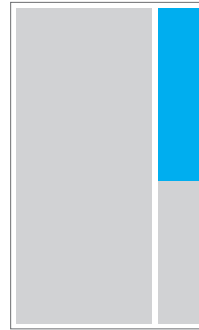
format
width x height
in pixel



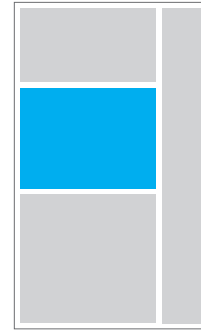
fullsize banner
468 x 60



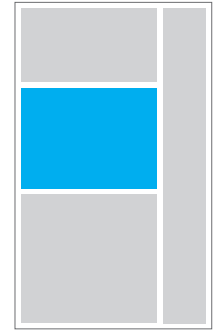
skyscraper
120 x 600



wide skyscraper
160 x 600



text ad
headline up to 50
characters
+ text up to
500 characters
(incl. spaces)
+ 1 image (275 x 255 pixel)
+ link



text ad premium
headline up to 50
characters
+ text up to
500 characters
(incl. spaces)
+ 1 image (275 x 255 pixel)
+ link

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

price: 1,855.00 € 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



half page ad on www.tunnel-online.info



wide skyscraper in tunnel newsletter

duration: 1 month
price: 1,820.00 € plus VAT.

crossmedia product advertising package



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

duration: 1 month
price: 4,395.00 € plus VAT.



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

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

Your advertisement with digital added value!

- All editions of the **tunnel** are displayed in the app.
- The **tunnel app** is more than just a digital version of the magazine:
 - It illustrates the quality of the **tunnel** in many different ways and intelligently enhances it.
 - It offers the reader the opportunity to engage more closely with the **tunnel** brand using various channels.
- The **tunnel app** wins readers over with exciting multimedia content, tells stories in a more comprehensive way, and is a standalone digital product itself thanks to innovative elements..
- The **tunnel app** covers all of the reader's communications needs.
- The archive function enables access to the contents of older editions.

Each display of the **tunnel** output automatically appears in the **tunnel app**.
Your ad placement contains a value-added element as desired:



- videos



- photos



- PDF documents



- link to your website



- links to your social media channels



- e-mail contact option

Get even more out of it!

Each additional value added element: € 250.00

All prices are subject to statutory VAT.

kiosk partner



price (display time 4 weeks): € 490.00

All prices are subject to statutory VAT.




- **exclusive** advertising form with a high image value
- directly in the kiosk, in other words on the "homepage" before an app edition of the magazine is opened
- independent of an advertisement or specialist article in an edition
- displayed permanently

»WE OFFER COMPLETE PROJECT MANAGEMENT OF PUBLICATION PROJECTS AND EVENTS IN THE CONSTRUCTION INDUSTRY!«

As an agency of Bauverlag we see ourselves as a partner for know-how and communication for Content Marketing and Events in the construction sector. We are in touch with the dynamic developments within the sector and actively make use of them – working with you.

Communication experts, event managers, media designers and IT specialists all make up the DICE@bauverlag team. Together with our customers, we produce creative and intelligent communication and marketing solutions – from classic corporate publishing and event management to integrated planning of campaigns.

What makes us unique?

-  expertise in the sector: our-construction know-how
-  we know the target groups
-  the Bauverlag comprehensive network

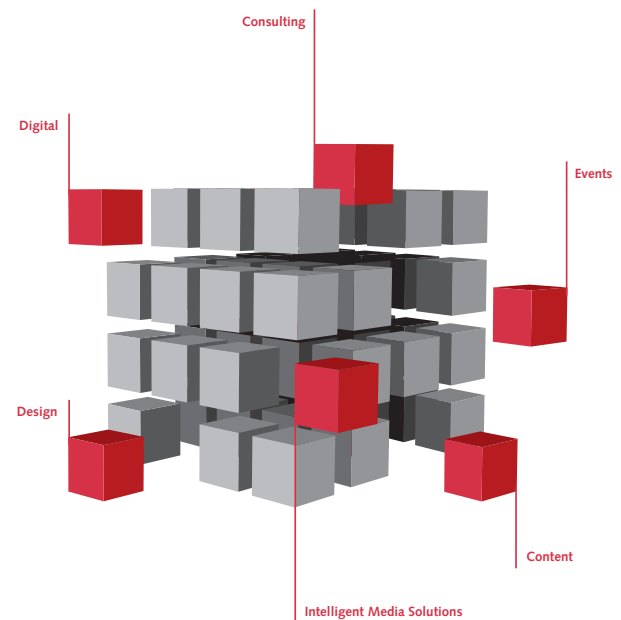


»WE DEVELOP SOLUTIONS FOR YOUR COMMUNICATIONS NEEDS!«

Tell us about your ideas and concerns. Because knowing and understanding exactly what your requirements are, we can offer you effective consulting. That way, we can support you on projects as a partner on equal terms, and complete them successfully. **Consulting** with us includes not just a clear briefing at the start, but also controlling and feedback after completion of the campaign. Because for us communication has been successful only when you have achieved your goals.

We make it possible to combine good **content** offering value to the user with the right **design** in print and **digital** form. Your message will be experienced live at **events**. All components are matched to each other in terms of time, content and design. That's how a perfect piece of architecture is created: **your intelligent media solution!**

Further information under DICE.bauverlag.de!



By booking several of these magazines take advantage of a combined discount with the **Bauverlag Combination**:

AT MINERAL PROCESSING Europe
 AT MINERAL PROCESSING Worldwide
 bauhandwerk
 Bauwelt
 BFT INTERNATIONAL
 BRANDSCHUTZ
 BundesBauBlatt
 COMPUTER SPEZIAL
 dach+holzbau
 DBZ Deutsche Bauzeitschrift
 FACILITY MANAGEMENT
 KKA Kälte Klima Aktuell
 metallbau
 recovery - Recycling Technology Worldwide
 SHK Profi
 tab Das Fachmedium der TGA-Branche
 THIS Tiefbau Hochbau Ingenieurbau Straßenbau
 tunnel
 Zi Brick and Tile Industry International
 ZKG INTERNATIONAL Cement Lime Gypsum

Conditions:

Minimum four adverts in two or more magazines.
 Minimum size 1/4 page; order acceptance within 12 months

staggered repeat discount

from 4 adverts	3 % discount
from 6 adverts	5 % discount
from 12 adverts	10 % discount
from 18 adverts	15 % discount
from 24 adverts	20 % discount
from 48 adverts	25 % discount

quantity scale

from 4 pages	5 % discount
from 6 pages	10 % discount
from 12 pages	15 % discount
from 18 pages	20 % discount
from 24 pages	25 % discount

Please note: The discount scales listed here replace the scales in the respective rate cards of the magazines.

International Sales

Sales Manager International

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We will support your mediaplannings – just give us a call or send us an e-mail!
