

tunnel media data 2020

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



PRINT

1	portrait	page 3
2	distribution analysis	page 5
	recipient structure analysis	page 7
T	editorial schedule	page 8
P	prices	page 10
F	formats and technical advice	page 12

WEBSITE

1	portrait	page 14
N	website traffic	page 15
P	prices and forms of advertising	page 16
F	formats and technical advice	page 17

NEWSLETTER

1	portrait	page 19
N	distribution	page 20
T	time schedule	page 21
P	prices and forms of advertising	page 22
F	formats and technical advice	page 23

additional benefit digital: online-advertorial	page 25
additional benefit digital: communication package	page 26

INDIVIDUAL

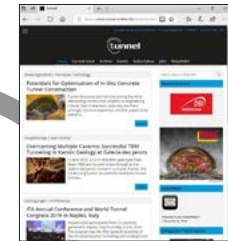
DICE@bauverlag	page 27
combination discounts	page 29
contact	page 30



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

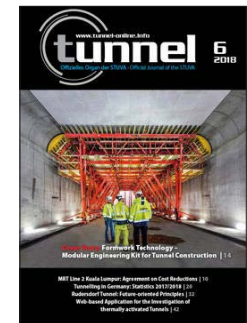
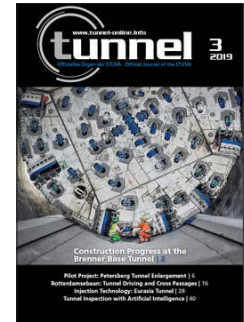


www.tunnel-online.info



tunnel Newsletter

- 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:** 39th year 2020
- 7 subscription:**
- | | |
|-------------------|----------|
| foreign countries | € 181.00 |
| students | € 99.00 |
| single issue | € 35.00 |
- Further information is available at www.bauverlag-shop.de.
- 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:** Michael Voss
- 12 advertising:** Volker Winzer
Head of advertising market
- 13 editorial department:** Marvin Klostermeier
Editor-in-Chief
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:
- | | |
|-------------|----------|
| 2018 = | 6 issues |
| 488 pages = | 100.0% |
| 419 pages = | 85.9% |
| 69 pages = | 14.1% |
| 1 pages = | 1.4% |
| 16 pages = | 23.2% |
| | 1 piece |
- 15 content of editorial matter:**
- reports from construction sites
 - events
 - news
 - STUVA news
 - tunneling
 - building information modeling
 - products
 - specialist foundation engineering
 - logistics
 - risk management
 - coverstory
 - fire protection
 - tunneling statistics
 - heothermal energy
 - sealing
 - interview
 - technical equipment
 - monitoring
 - construction equipment
 - lining
 - formwork technology
 - safety
- 419 pages = 100.0%**
- 92 pages = 22.0%
 - 60 pages = 14.3%
 - 54 pages = 12.9%
 - 27 pages = 6.4%
 - 19 pages = 4.5%
 - 18 pages = 4.3%
 - 15 pages = 3.6%
 - 14 pages = 3.3%
 - 13 pages = 3.1%
 - 12 pages = 2.9%
 - 12 pages = 2.9%
 - 11 pages = 2.6%
 - 11 pages = 2.6%
 - 10 pages = 2.4%
 - 10 pages = 2.4%
 - 8 pages = 1.9%
 - 7 pages = 1.7%
 - 6 pages = 1.4%
 - 6 pages = 1.4%
 - 6 pages = 1.4%
 - 5 pages = 1.2%
 - 3 pages = 0.7%

1 circulation control:



2 circulation analysis: copies per issues on quarterly average
(annual analysis of 1st of July 2018 to 30th June 2019)

circulation:	4,500		
number of copies actually distributed:	3,858	foreign countries:	2,966
sold circulation:	785	foreign countries:	321
subscription copies:	760	members copies:	52
other sales:	24		
single copies:	1		
free copies:	3,073		
remainder, archive and voucher copies:	642		

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 3,858 = 100.0 %, not covered by the examination 421 = 10.9 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: July 2019
6. Execution of the study: Bauverlag BV GmbH

The detailed survey method can be found at
www.tunnel-online.info/survey_method.

3 geographical distribution analysis:

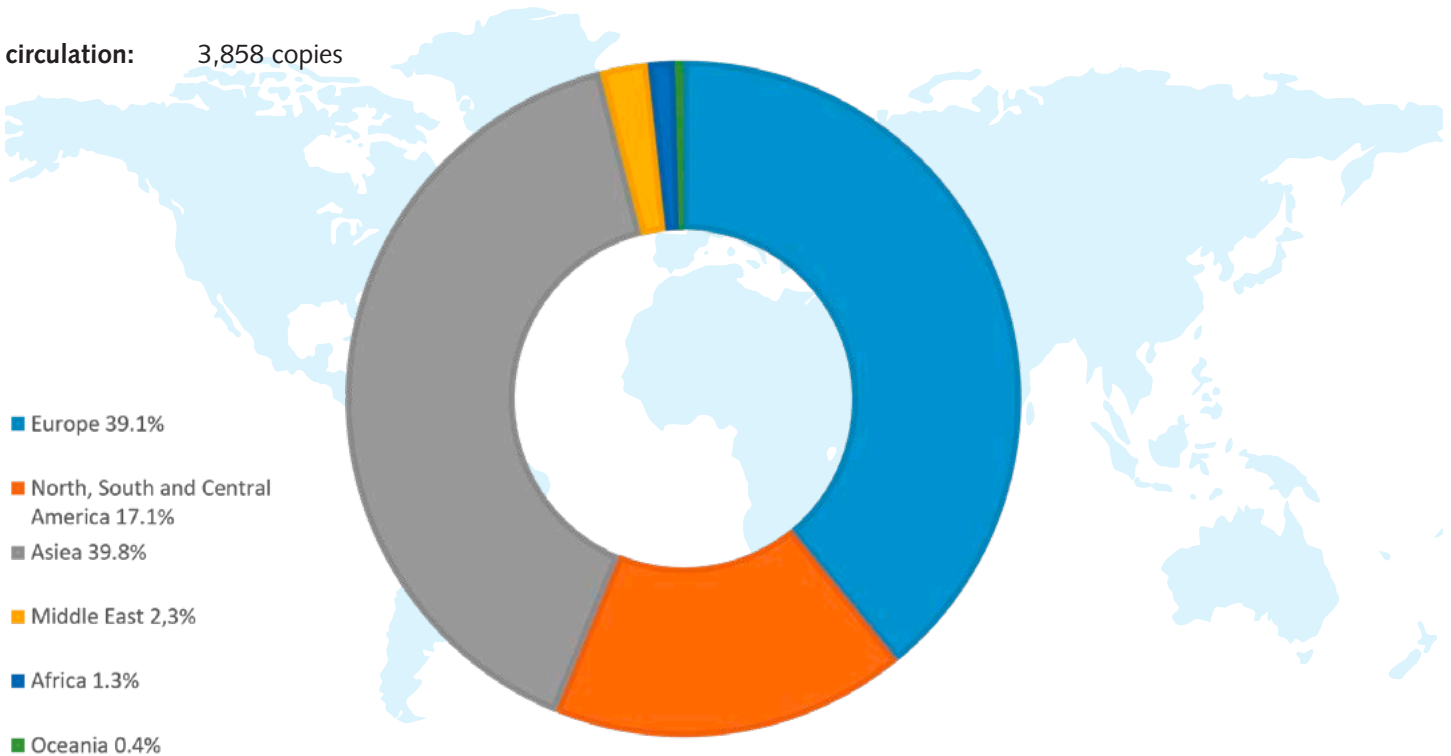
area of business	%	copies
Europe	39.1	1,508
other countries	60.9	2,350
number of copies actually distributed:	100.0	3,858

3.1 international circulation breakdown:

area of business	international circulation breakdown	
	%	copies
Europe	39.1	1,508
North, South, Central America	17.1	660
Asia	39.8	1,535
Middle East	2.3	89
Africa	1.3	50
Oceania	0.4	15
total	100.0	3,858

international distribution

circulation: 3,858 copies



sectors/branches/company types:

recipient group	copies actually distributed	
	%	copies
tunnelling business	51.4	1,983
engineering offices	5.0	193
education and research	4.0	154
deep drilling	1.4	58
STUVA-members	1.2	46
tunnel associations (worldwide)	13.0	502
participant at events/tunneling trade fair	24.0	926
	100.0	3,858

publishing analysis, dated: September 2019

general overview of topics:

• **Building Information Modeling + Digital Processes:** Design, construction, redevelopment and operation • **Construction Machinery + Equipment** • **Fire Protection, Safety + Security:** Construction, redevelopment, maintenance and operation, industrial protection and safety, safety in the operational phase • **Materials Handling + Logistics** • **International Project Reports + Tunnelling Technology:** Mechanised and conventional tunnelling, monitoring and exploration (geotechnics) for design, construction and maintenance • **Lining, Operational Equipment + Tunnel Operation:** Formwork technology, shotcrete, in situ concrete, segments, fibre concrete etc., bolting technology, supporting, energy supply, lighting, traffic technology, ventilation, fire alarm/extinguishing systems, doors and gates • **Redevelopment + Injection Technology:** Retrofitting, sealing and grouting technology • **Research + Development**

Issue	Dates	Topics	Trade Fairs/Events
1/2020 February	Publishing date: 19.02.2020 Editorial deadline: 08.01.2020 Advertising deadline: 28.01.2020	Construction Machinery + Equipment Fire Protection, Safety + Security BIM + Digital Construction Processes International Project Reports + Tunnelling Technology Research + Development	
2/2020 April	Publishing date: 15.04.2020 Editorial deadline: 19.02.2020 Advertising deadline: 20.03.2020	Materials Handling + Logistics Redevelopment + Injection Technology Lining, Operational Equipment + Tunnel Operation International Project Reports + Tunnelling Technology Research + Development	15. - 21.05.2020 WTC World Tunnel Congress, Kuala Lumpur/ Malaysia 02. - 04.06.2020 STC Swiss Tunnel Congress, Luzern/ Switzerland 07. - 10.06.2020 NAT North American Tunneling Conference, Nashville/ USA
3/2020 June	Publishing date: 17.06.2020 Editorial deadline: 22.04.2020 Advertising deadline: 22.05.2020	Construction Machinery + Equipment Fire Protection, Safety + Security BIM + Digital Construction Processes International Project Reports + Tunnelling Technology Research + Development	

preliminary report
to WTC

Issue	Dates	Topics	Trade Fairs/Events
4/2020 August	Publishing date: 12.08.2020 Editorial deadline: 17.06.2020 Advertising deadline: 21.07.2020	Materials Handling + Logistics Redevelopment + Injection Technology Lining, Operational Equipment + Tunnel Operation International Project Reports + Tunnelling Technology Research + Development	16. - 19.09.2020 Baugrundtagung , Wiesbaden/ Germany 21. - 23.09.2020 AFTES Association Française des Tunnels et de l'Espace Souterrain , Paris/ France 22. - 25.09.2020 InnoTrans , Berlin/ Germany
5/2020 October	Publishing date: 01.10.2020 Editorial deadline: 06.08.2020 Advertising deadline: 09.09.2020	Construction Machinery + Equipment Fire Protection, Safety + Security BIM + Digital Construction Processes International Project Reports + Tunnelling Technology Research + Development	06. - 07.10.2020 BTS British Tunnelling Society Conference & Exhibition , London, Great Britain 08. - 10.10.2020 69. Geomechanik Kolloquium , Salzburg, Austria 04. - 05.11.2020 Forum Injektionstechnik , Cologne/ Germany
6/2020 December	Publishing date: 03.12.2020 Editorial deadline: 08.10.2020 Advertising deadline: 11.11.2020	Materials Handling + Logistics Redevelopment + Injection Technology Lining, Operational Equipment + Tunnel Operation International Project Reports + Tunnelling Technology Research + Development	

1 ad sizes and rates (prices in €):

format	width x height mm	b/w	colour
2/1 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	3,730.00
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	7,950.00
photo frontcover (fixed rate, motif in agreement with the editorial office)	2,550.00
image of the month	3,250.00

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		Pages of ads	
3 times	3 %	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 29.

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 30. 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		€ 50.00

From a print value of 1,100.00 €, your job posting will be displayed online at www.tunnel-online.info for 4 weeks for free.

5 special ad types:

bound inserts

2 pages	€ 2,660.00
4 pages	€ 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:

Volker Winzer
Head of advertising market












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:
Heike Carpenter, 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:** Heike Carpenter
phone: +49 5241 80-75640
e-mail: order.management@bauverlag.de

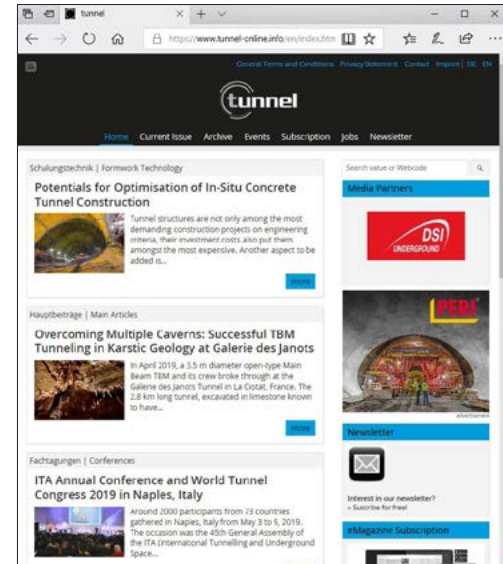
print space

											
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)

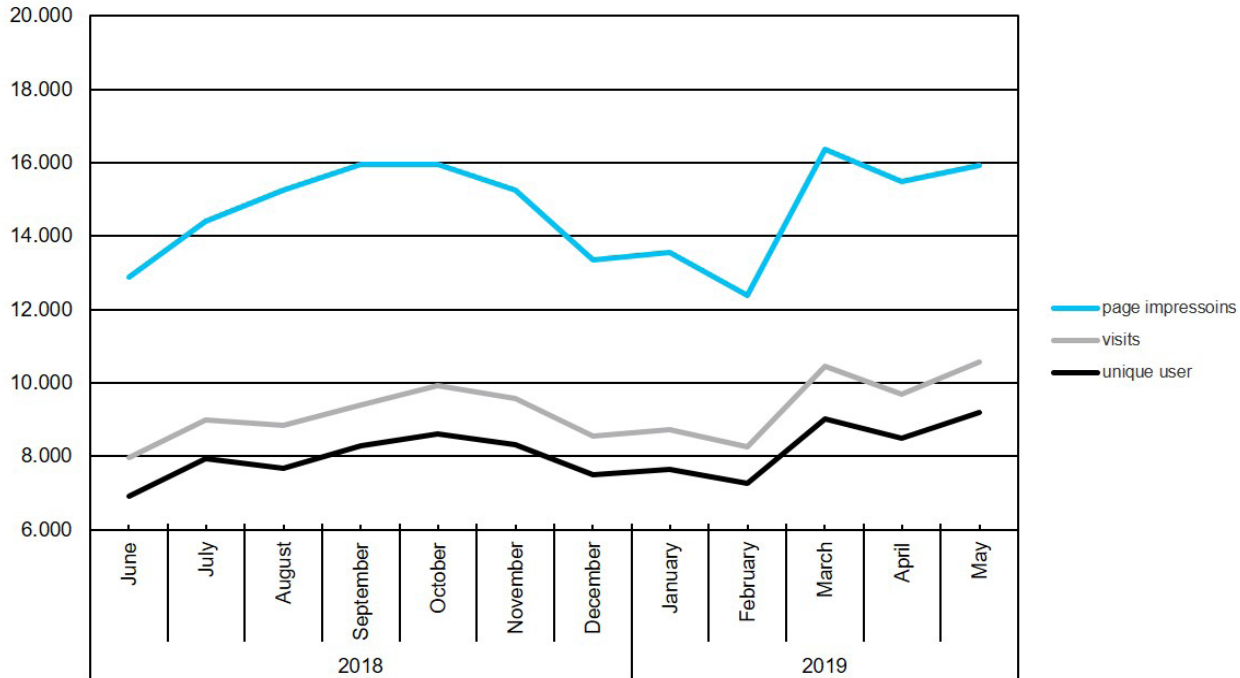
											
format	1/1 page	2/3 high	2/3 cross	1/2 high	1/2 JP	1/2 cross	1/3 high	1/3 cross	1/4 high	1/4 cross	1/4 2 col.
width x height in mm	210 x 297	148 x 297	210 x 186	100 x 297	148 x 200	210 x 145	71 x 297	210 x 102	56 x 297	210 x 73	100 x 145

- 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-in-Chief
 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
 fax: +49 5241 80-6066
 e-mail: axel.gase-jochens@bauverlag.de



1 traffic audit: -

2 website traffic: page impressions: 14,737
visits: 9,247
unique user: 8,069
(source: Google Analytics; average per month June 2018 until May 2019)



1 prices and forms of advertising:

forms of advertising	placement	format (pixel, width x height)	max data size	prices in €/4 weeks
fullsize banner	complete website, in rotation with max. two others	468 x 60	100 kB	637.00
superbanner	complete website, in rotation with max. two others	728 x 90	100 kB	810.60
skyscraper	complete website, in rotation with max. two others	120 x 600	100 kB	970.20
skyscraper sticky	complete website, in rotation with max. two others	120 x 600	100 kB	1,064.00
wide skyscraper	complete website, in rotation with max. two others	160 x 600	100 kB	1,127.00
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	1,295.00
half page sticky	complete website, in rotation with max. two others	300 x 600	100 kB	1,400.00
medium rectangle	complete website, in rotation with max. two others	300 x 250	100 kB	1,127.00
wallpaper	complete website, in rotation with max. two others	728 x 90 + 120 x 600	100 kB	1,456.00
expandable wallpaper	complete website, in rotation with max. two others	728 x 90 + 120 x 600 (300 x 600)	100 kB	1,624.00
layer ad	homepage	400 x 400 (with frequency capping)	100 kB	on request
company logo	complete website	200 x 100	100 kB	324.80
situations vacant	in the job market	individual	100 kB	1,100.00
microsite	own navigation within the website, duration 12 weeks	individual	100 kB	8,792.00
onlinePLUS	website	individual	100 kB	1,127.00
online-advertorial	see page 25	individual	100 kB	1,862.00
ad bundle	complete website, in rotation with max. two others	consisting of fullsize banner, skyscraper and medium rectangle	100 kB	970.20
<i>new!</i> billboard	on all pages except homepage, in rotation with max. two others	970 x 250	100 kB	1,624.00

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 %

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

3 special advertising formats:

additional options
wallpaper:
coloured, clickable background: 30 % additional charge

1 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 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.).

**For detailed offer 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.

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:

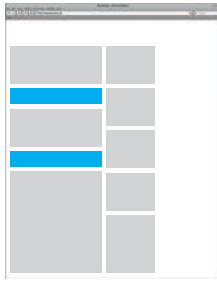
- booked site
- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries

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

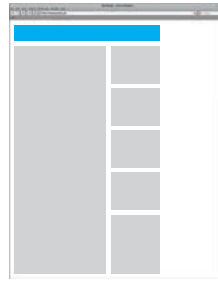
Heike Carpenter
phone: +49 5241 80-75640
e-mail: order.management@bauverlag.de

advertising forms

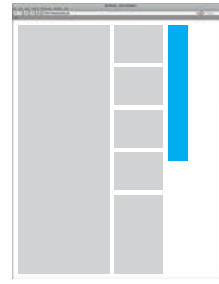
format
width x height
in pixel



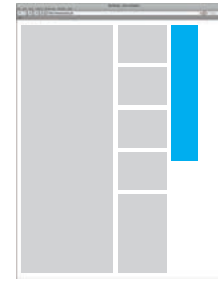
fullsize banner
468 x 60



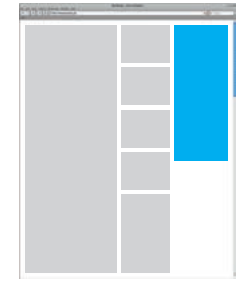
superbanner
728 x 90



skyscraper
120 x 600

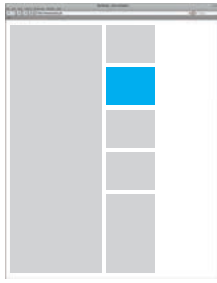


wide skyscraper
160 x 600

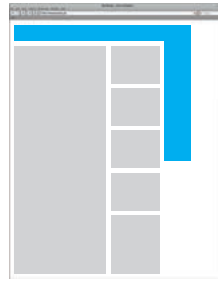


half page
300 x 600

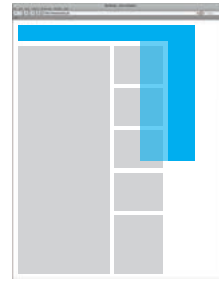
format
width x height
in pixel



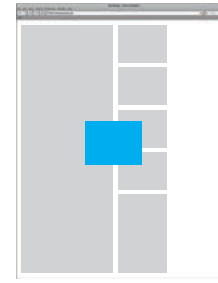
medium rectangle
300 x 250



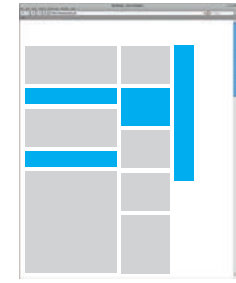
wallpaper
728 x 90 + 120 x 600



expandable wallpaper
728 x 90 + 120 x 600
(300 x 600)



layer ad
400 x 400



ad bundle
468 x 60 +
120 x 600 + 300 x 250


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-in-Chief
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
fax: +49 5241 80-6066
e-mail: axel.gase-jochens@bauverlag.de

CURRENT ISSUE | ORDER ISSUE | CONTACT




tunnel Newsletter 08|2019

Nachrichten | News

Albvorlandtunnel: TVM „Sibylle“ ist in Wendlingen angekommen

Albvorland Tunnel: Tunnel Boring Machine “Sibylle” Arrives at Wendlingen



Quelle/Credit: Bahnprojekt Stuttgart-Ulm/Garbsach


Deutschland. Beim Bau des Albvorlandtunnels zwischen Kirchheim unter Teck und Wendlingen am Neckar hat die erste Tunnelvortriebsmaschine „Sibylle“ Anfang August 2019 ihre Arbeit beendet. In etwas mehr als einhalb Jahren hat die 120 m lange TVM rund 7700 m der Nordröhre des Albvorlandtunnels auf der Neubaustrecke Wendlingen-Ulm der Deutschen Bahn gebohrt.

→ [Weiterlesen](#)

Germany. The first tunnel boring machine (TBM) “Sibylle” completed its work at the Albvorland Tunnel between Kirchheim unter Teck and Wendlingen am Neckar in early August 2019. In just over a year and a half, the 120 m long TBM excavated some 7700 m of the Albvorland Tunnel’s north tube on the new Wendlingen-Ulm rail route of the Deutsche Bahn.

→ [Continue reading](#)

- Advertisement -





Schalungstechnik | Formwork Technology

Optimierungspotenziale im Ortbeton-Tunnelbau

Potentials for Optimisation of In-Situ Concrete Tunnel Construction

- 1 target group: The [tunnel newsletter](#) reaches managing directors and decision makers in the tunnelling industry.
- 2 circulation: 2,818 recipients
openingrate gross: 67.57%
openingrate net: 25.27%
(source: Inxmail; average per month July 2018 to June 2019)

CURRENT ISSUE | ORDER ISSUE | CONTACT





tunnel Newsletter 08|2019

Nachrichten | News

Albvorlandtunnel: TVM „Sibylle“ ist in Wendlingen angekommen

Albvorland Tunnel: Tunnel Boring Machine “Sibylle” Arrives at Wendlingen



Quelle/Credit: Bahnprojekt Stuttgart-Ulm/Gaibach


Deutschland. Beim Bau des Albvorlandtunnels zwischen Kirchheim unter Teck und Wendlingen am Neckar hat die erste Tunnelvortriebsmaschine „Sibylle“ Anfang August 2019 ihre Arbeit beendet. In etwas mehr als einhalb Jahren hat die 120 m lange TVM rund 7700 m der Nordröhre des Albvorlandtunnels auf der Neubaustrecke Wendlingen-Ulm der Deutschen Bahn gebohrt.

→ [Weiterlesen](#)

Germany. The first tunnel boring machine (TBM) “Sibylle” completed its work at the Albvorland Tunnel between Kirchheim unter Teck and Wendlingen am Neckar in early August 2019. In just over a year and a half, the 120 m long TBM excavated some 7700 m of the Albvorland Tunnel’s north tube on the new Wendlingen-Ulm rail route of the Deutsche Bahn.

→ [Continue reading](#)

Advertisement



Schalungstechnik | Formwork Technology

Optimierungspotenziale im Ortbeton-Tunnelbau

Potentials for Optimisation of In-Situ Concrete Tunnel Construction

issue	publication date	booking deadline	events/trade fairs
1/2020	28.01.2020	21.01.2020	
2/2020	25.02.2020	18.02.2020	
3/2020	26.03.2020	19.03.2020	
4/2020	28.04.2020	21.04.2020	WTC World Tunnel Congress
5/2020	27.05.2020	19.05.2020	STC Swiss Tunnel Congress, NAT North American Tunneling Conference
6/2020	25.06.2020	18.06.2020	
7/2020	28.07.2020	21.07.2020	
8/2020	27.08.2020	20.08.2020	
9/2020	29.09.2020	22.09.2020	Baugrundtagung, AFTES, InnoTrans
10/2020	27.10.2020	20.10.2020	BTS, 69. Geomechanik Kolloquium, Forum Injektionstechnik
11/2020	26.11.2020	19.11.2020	
12/2020	16.12.2020	09.12.2020	

1 prices and forms of advertising:

forms of advertising	placement	format (pixel, width x height)	max data size	price in €/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
<i>new!</i> medium rectangle	content	300 x 250	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, 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:

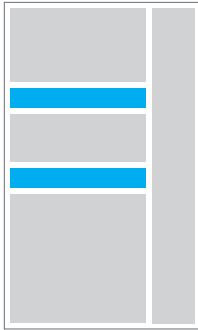
- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

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

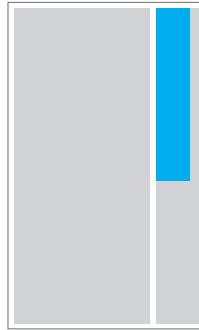
5 contact: If you have any technical queries, please contact:

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

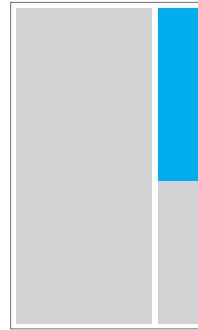
format
width x height
in pixel



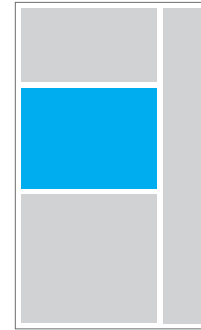
fullsize banner
468 x 60



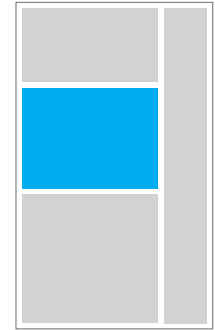
skyscraper
120 x 600



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

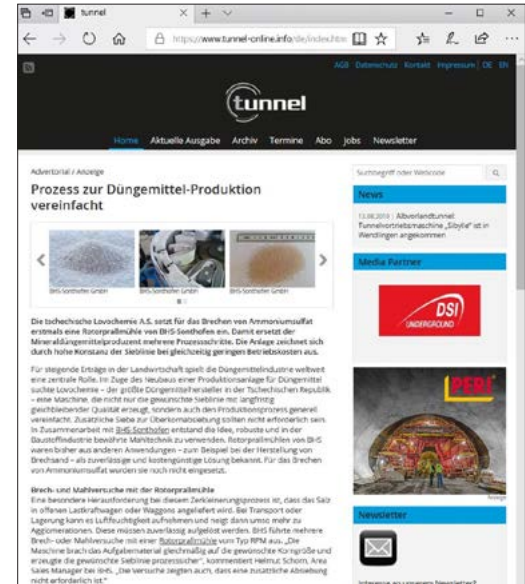
online-advertorial

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:

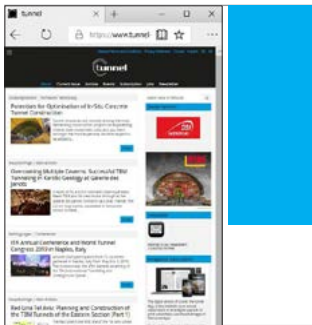
- permanent online posts on www.tunnel-online.info (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- text ad in [tunnel newsletter](#) with a link to the online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

price: 1,862.00 € 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

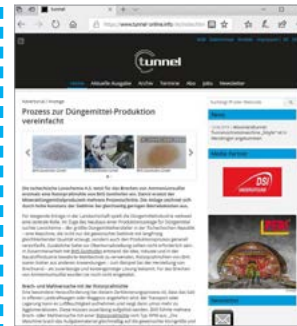


half page ad on www.tunnel-online.info

wide skyscraper in tunnel newsletter

duration 4 weeks
price: 1,831.50 € 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: 4,402.80 € plus VAT.

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

“We offer full-service project management for publications and events in the construction industry”

As the in-house Bauverlag agency, we operate as knowledge and communication partners for content marketing and events in the building sector. We are familiar with the dynamic trends within the industry and actively include them in our services – together with you. The DICE@bauverlag Team includes communications experts, event managers, media designers and IT specialists.

We collaborate with our customers to produce creative and smart marketing solutions – from classic corporate publishing and event management to integrated campaign strategies.

What makes us unique?

- Competent content: our construction expertise
- We know the target groups
- The extensive Bauverlag network



Rainer Homeyer-Wenner

Head of agency

+49 5241 802173

Rainer.Homeyer-Wenner@bauverlag.de



Print

Customer magazines

Staff magazines

PR

Property reports

Technical articles

Case studies

White papers

Books

Digital

Web design

Landing pages

Websites

Digital storytelling

Apps

Newsletters

Video/moving images

Customer magazines

Events

Industry events

Conferences

Webinars

Excursions

Architecture trips

Awards

Event apps

Advertising

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
 BS 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.



Bernd Fenske
Key Account Manager
phone: +49 89 24440-7344
e-mail: bernd.fenske@bauverlag.de



Andreas Kirchgessner
Key Account Manager
phone: +49 5241 80-2322
fax: +49 5241 80-6066
e-mail: andreas.kirchgessner@bauverlag.de



Claudia Sprenger
Senior Sales Manager
phone: +49 5241 80-71315
fax: +49 5241 80-6066
e-mail: claudia.sprenger@bauverlag.de



Axel Gase-Jochens
Head of Digital Sales
phone: +49 5241 80-75018
fax: +49 5241 80-6066
e-mail: axel.gase-jochens@bauverlag.de



Christiane Klose
Sales Manager Job Market
phone: +49 5241 80-2716
fax: +49 5241 80-6066
e-mail: stellenmarkt@bauverlag.de



Rita Srowig
Sales Manager
phone: +49 5241 80-2401
fax: +49 5241 80-6066
e-mail: rita.srowig@bauverlag.de



Marc Jouanny
agency abroad
France, Belgium, Luxembourg
International Media Press & Marketing 16,
rue Saint Ambroise, 75011 Paris
phone: +33 1 43553397
fax: +33 1 43556183
mobile: +33 608 975057
e-mail: marc-jouanny@wanadoo.fr



Paola Pedevilla
agency abroad Italy
Ediconsult Internazionale S.r.l.
Piazza Fontane Marose, 3
16123 Genova
phone: +39 010 583684
fax: +39 010 566578
e-mail: costruzioni@ediconsult.com



Erdal Top
Key Account Manager
phone: +49 5241 80-2179
fax: +49 5241 80-6066
e-mail: erdal.top@bauverlag.de

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