

tunnel media data 2021

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



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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

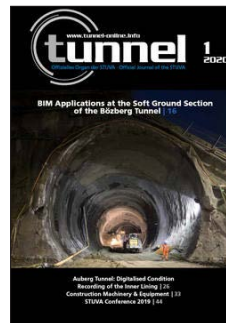
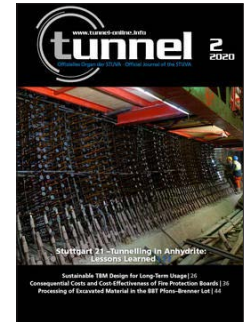


tunnel Newsletter

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



1 circulation control:



2 circulation analysis: copies per issues on quarterly average
(annual analysis of 1st of July 2019 to 30th June 2020)

circulation:	4,500		
number of copies actually distributed:	4,237	foreign countries:	3,420
sold circulation:	780	foreign countries:	301
subscription copies:	755	members copies:	54
other sales:	24		
single copies:	1		
free copies:	3,457		
remainder, archive and voucher copies:	263		

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 4,016 = 100.0 %, not covered by the examination 234 = 5.8 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: May 2020
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:

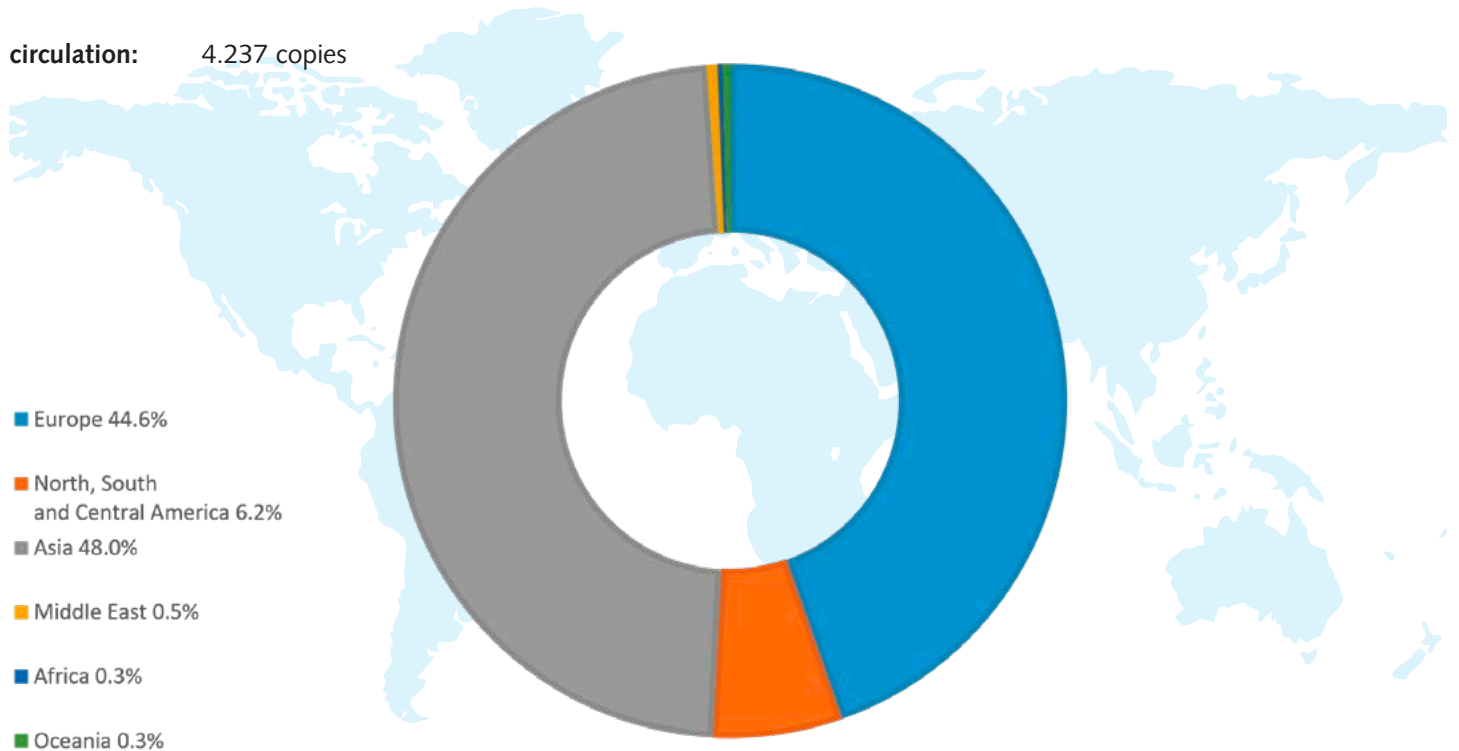
area of business	%	copies
Europe	44.6	1,888
other countries	55.4	2,344
number of copies actually distributed:	100.0	4,237

3.1 international circulation breakdown:

area of business	international circulation breakdown	
	%	copies
Europe	44.6	1,888
North, South, Central America	6.2	262
Asia	48.0	2,034
Middle East	0.5	22
Africa	0.3	11
Oceania	0.3	15
total	100.0	4,237

international distribution

circulation: 4.237 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** • **Construction Management:** Project management, risk and quality management, controlling, construction logistics, awarding and contract forms • **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 + Ground Investigation:** for Design, construction, redevelopment 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
1/2021 February	Publishing date: 19.02.2021 Editorial deadline: 21.12.2020 Advertising deadline: 28.01.2021	Construction Machinery + Equipment Fire Protection, Safety + Security BIM + Digital Construction Processes Monitoring + Ground Investigation International Project Reports + Tunnelling Technology Research + Development	
2/2021 April	Publishing date: 15.04.2021 Editorial deadline: 15.02.2021 Advertising deadline: 22.03.2021	Materials Handling + Logistics Redevelopment + Injection Technology Lining, Operational Equipment + Tunnel Operation Construction Management International Project Reports + Tunnelling Technology Research + Development	
3/2021 June	Publishing date: 28.05.2021 Editorial deadline: 30.03.2021 Advertising deadline: 04.05.2021	Construction Machinery + Equipment Fire Protection, Safety + Security BIM + Digital Construction Processes Monitoring + Ground Investigation International Project Reports + Tunnelling Technology Research + Development	10.06.2021 6th Rock Mechanics & Tunnelling Day Weinheim/Germany 14.-16.06.2021 STC Swiss Tunnel Congress , Lucerne/CH 13.-16.06.2021 RETC Rapid Excavation and Tunneling Conference , Las Vegas/USA 29.-30.06.2021 Forum Injektionstechnik , Cologne/Deutschland

Issue	Dates	Topics	Trade Fairs/Events
4/2021 August	Publishing date: 12.08.2021 Editorial deadline: 14.06.2021 Advertising deadline: 21.07.2021	Materials Handling + Logistics Redevelopment + Injection Technology Lining, Operational Equipment + Tunnel Operation Construction Management International Project Reports + Tunnelling Technology Research + Development	06.-08.09.2021 AFTES Congress Paris/France
5/2021 October	Publishing date: 28.09.2021 Editorial deadline: 28.07.2021 Advertising deadline: 07.09.2021	- Preliminary report STUVA Conference - Construction Machinery + Equipment Fire Protection, Safety + Security BIM + Digital Construction Processes Monitoring + Ground Investigation International Project Reports + Tunnelling Technology Research + Development	October 70. Geomechanics Colloquium Salzburg/Austria
6/2021 December	Publishing date: 18.11.2021 Editorial deadline: 20.09.2021 Advertising deadline: 27.10.2021	Materials Handling + Logistics Redevelopment + Injection Technology Lining, Operational Equipment + Tunnel Operation Construction Management International Project Reports + Tunnelling Technology Research + Development	24.-26.11.2021 STUVA Conference Karlsruhe/Germany

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 €):

format	width x height mm	b/w	colour
2/1 page	390 x 267	5.665.00	8.190.00
1/1 page	177 x 267	3.140.00	4.540.00
3/4 page	186 x 198	2.350.00	3.840.00
2/3 page horizontal	177 x 171	2,145.00	3.620.00
vertical	133 x 267		
1/2 page horizontal	177 x 130	1,780.00	3,120.00
vertical	85 x 267		
juniorpage	133 x 185	1,840.00	3,190.00
1/3 page horizontal	177 x 87	1,390.00	2,700.00
vertical	56 x 267		
1/4 page horizontal	177 x 58	875.00	2,460.00
2-col.	85 x 130		
vertical	41 x 267		
1/8 page horizontal	177 x 31	505.00	1,050.00
2-col.	85 x 64		

format	colour
advertorial 1/1 page	4,790.00
advertorial 1/2 page	3,190.00
cover story	8,190.00
photo frontcover (fixed rate, motif in agreement with the editorial office)	2,620.00
image of the month (motive and text)	3,350.00
additional online extension	4,496.00

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	€ 260.00
	back cover	€ 465.00
	binding placement regulations	20 %

colour: per special colour € 790.00

sizes: ads bleeding over the printing area, bleed ads:
1/1 page € 370.00
1/2 page and smaller € 220.00

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 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 30. Loose inserts and technical costs are not discountable

4 classified ads:

situations vacan b/w	price in millimeters (single-column/45 mm wide)	€ 3.10
situations vacan colour	price in millimeters (single-column/45 mm wide)	€ 3.25
situation wanted	price in millimeters (single-column/45 mm wide)	€ 3.10
buy/sell	price in millimeters (single-column/45 mm wide)	€ 3.25
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	€ 2,740.00
4 pages	€ 5,315.00

further queries on request
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.
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	€ 325.00
cost for selection:	€ 125.00

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

memo: „for tunnel issue ...“

stuck advertises:	price %
postcards per thousand	€ 85.00
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:

Marco Buch
Director Market Strategies & Sales












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
Sparkasse Gütersloh-Rietberg
IBAN: DE46 4785 0065 0018 0329 62
BIC: WELADED1GTL

- 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:
Vera Wenzel, phone: +49 5241 80-75930
- 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:** Vera Wenzel
phone: +49 5241 80-75930
e-mail: order.management@bauverlag.de

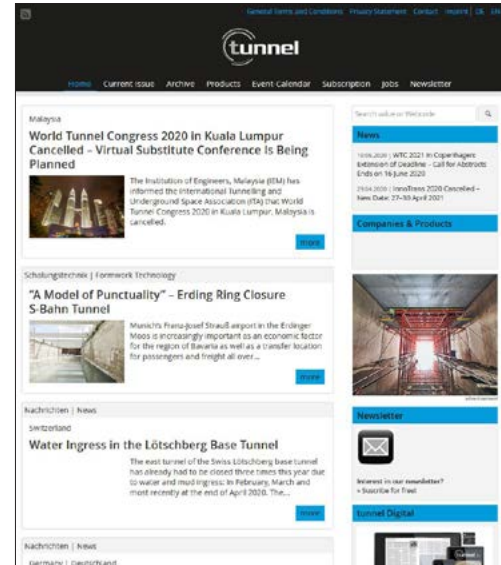
print space

											
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)

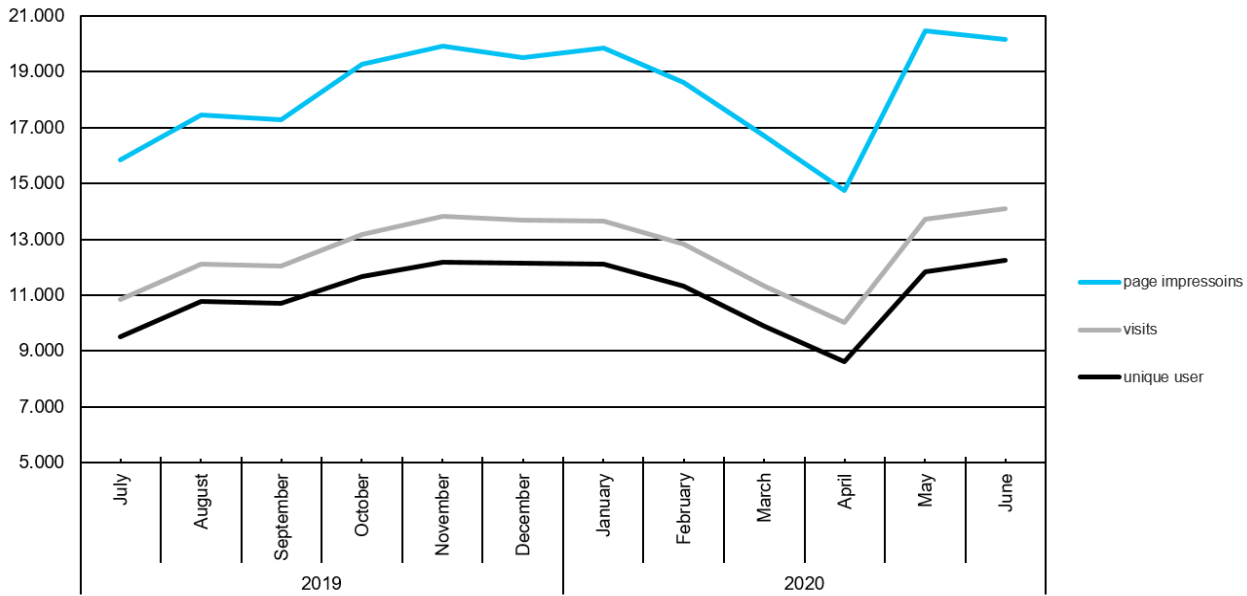
											
format	1/1 page	2/3 high	2/3 cross	1/2 high	1/2 JP	1/2 cross	1/3 high	1/3 cross	1/4 high	1/4 cross	1/4 2 col.
width x height in mm	210 x 297	148 x 297	210 x 186	100 x 297	148 x 200	210 x 145	71 x 297	210 x 102	56 x 297	210 x 73	100 x 145

- 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 to 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: 18,328
visits: 12,604
unique user: 11,085
(source: Google Analytics; average per month July 2019 until June 2020)



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	672.00
superbanner	complete website, in rotation with max, two others	728 x 90	100 kB	840.00
skyscraper	complete website, in rotation with max, two others	120 x 600	100 kB	1,008.00
skyscraper sticky	complete website, in rotation with max, two others	120 x 600	100 kB	1,092.00
wide skyscraper	complete website, in rotation with max, two others	160 x 600	100 kB	1,148.00
wide skyscraper sticky	complete website, in rotation with max, two others	160 x 600	100 kB	1,260.00
half page	complete website, in rotation with max, two others	300 x 600	100 kB	1,344.00
half page sticky	complete website, in rotation with max, two others	300 x 600	100 kB	1,456.00
medium rectangle	complete website, in rotation with max, two others	300 x 250	100 kB	1,148.00
wallpaper	complete website, in rotation with max, two others	728 x 90 + 120 x 600	100 kB	1,512.00
expandable wallpaper	complete website, in rotation with max, two others	728 x 90 + 120 x 600 (300 x 600)	100 kB	1,680.00
layer ad	homepage	400 x 400 (with frequency capping)	100 kB	on request
company logo	complete website	200 x 100	100 kB	336.00
situations vacant	in the job market	individual	100 kB	1,100.00
microsite	own navigation within the website, duration 12 weeks	individual	100 kB	9,072.00*
onlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	100 kB	1,148.00
online-advertorial	see page 25	individual	100 kB	1,981.00
ad bundle	complete website, in rotation with max, two others	consisting of fullsize banner, skyscraper and medium rectangle	100 kB	1,008.00
billboard	on all pages except homepage, in rotation with max, two others	970 x 250	100 kB	1,680.00

All online advertising formats can be booked exclusively, *Total price for a period of 12 weeks, 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.

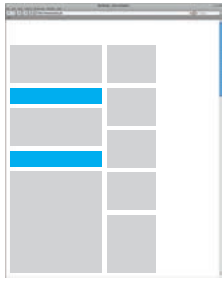
Please send your materials together with the required meta information:

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

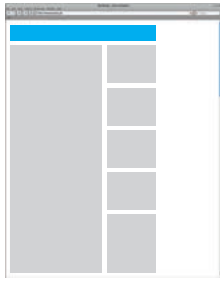
4 contact: If you have any technical queries, please contact:

Vera Wenzel
phone: +49 5241 80-75930
e-mail: order.management@bauverlag.de

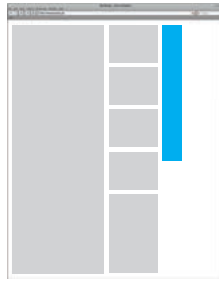
advertising forms



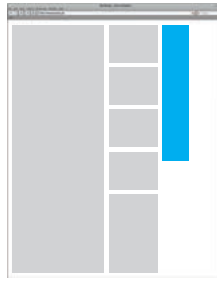
fullsize banner
468 x 60



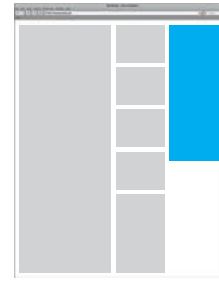
superbanner
728 x 90



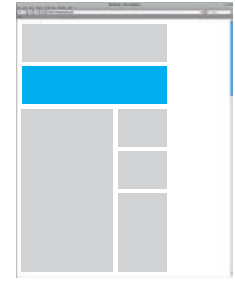
skyscraper
120 x 600



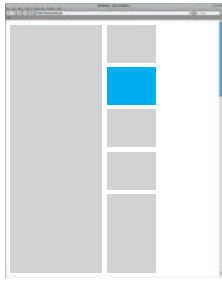
wide Skyscraper
160 x 600



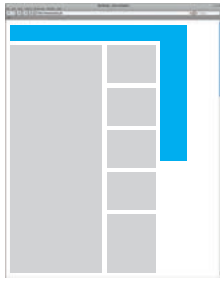
half Page
300 x 600



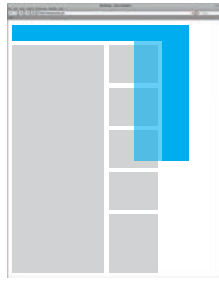
billboard
970 x 250



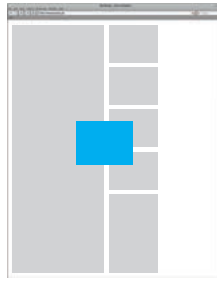
medium rectangle
300 x 250



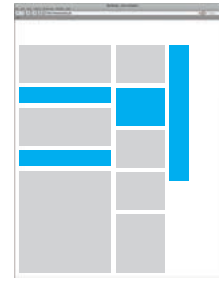
wallpaper
728 x 90 + 120 x 600



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

format
width x height
in pixel

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

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e-mail: marvin.klostermeier@bauverlag.de

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Tunnel Newsletter 6 | 2020

Nachrichten | News

Stuttgart 21: Bahn vergibt für 92 Millionen Euro ersten Großauftrag für Bau des Gleisbetts

Stuttgart 21: Deutsche Bahn Awards First Major Contract for Track Bed Construction for 92 Million Euros



Deutschland. Für die Neuordnung des schwindenden Stuttgart sind die Rohbauarbeiten so weit fortgeschritten, dass die nächste Projektphase in Angriff genommen werden kann: Die Deutsche Bahn hat im Rahmen von Stuttgart 21 jetzt den ersten Auftrag für den Bau des Gleisbetts vergeben. Der Zuschlag für den Fildertunnel und den Tunnel Oberkochen ging Anfang Mai 2020 mit einem Volumen von 92 Millionen Euro an die österreichische Firma Porr.

Germany. For the reorganisation of the Stuttgart rail junction, the structural work has progressed so far that the next phase of the project can be started: Deutsche Bahn has now awarded the first contract for the construction of the track bed as part of Stuttgart 21. The contract for the Filder Tunnel and the Oberkochen Tunnel was awarded to the Austrian company Porr at the beginning of May 2020 with a volume of 92 million euros.

[» Zum Artikel](#)

[» Full article](#)

Wassereintrüche im Lötschberg-Basistunnel

Water Ingress in the Lötschberg Base Tunnel

Schweiz. Bereits dreimal musste die Ostrohre des Schweizer Lötschberg-Basistunnels in diesem Jahr wegen Wasser- und Schlammeneintritt gesperrt werden: Im Februar, im März und zuletzt Ende April 2020. Das Luck befindet sich 2,5 km vor dem Südportals, während das Baus war man an dieser Stelle bei einer Erkundungsbohrung auf eine Karsthöhle gestoßen. Diese wurde nicht verschlossen, stattdessen wurden die Hohlraum-Schläuche eingeleitet, die hinter der Abdichtungsfolie und der Betoninnenschale liegen. Laut Stefan Imgartner, Projektleiter bei Alptranstr BLS, kamen die Betreiber nun zu dem Schluss, dass durch hohen Wasserdruck Schäden an den Schläuchen und auch am Abdichtungssystem entstanden seien.

- 1 target group: The [tunnel newsletter](#) reaches managing directors and decision makers in the tunnelling industry.
- 2 circulation: 2,694 recipients
openingrate gross: 79.53%
openingrate net: 27.05%
(source: Inxmail; average per month July 2019 to June 2020)

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= Zum Artikel

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= Full article

Quelle/Credit: DB/Thomas Neudermiller

Wassereintrüche im Lötschberg-Basistunnel

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issue	publication date	booking deadline	trade fairs/events
1/2021	28.01.2021	20.01.2021	
2/2021	25.02.2021	17.02.2021	
3/2021	24.03.2021	16.03.2021	
4/2021	26.04.2021	16.04.2021	
5/2021	27.05.2021	18.05.2021	6th Rock Mechanics & Tunnelling Day, STC, RETC
6/2021	29.06.2021	21.06.2021	Forum Injektionstechnik
7/2021	28.07.2021	20.07.2021	
8/2021	26.08.2021	18.08.2021	AFTES Congress
9/2021	29.09.2021	21.09.2021	70. Geomechanics Colloquium
10/2021	27.10.2021	19.10.2021	
11/2021	22.11.2021	12.11.2021	STUVA Conference
12/2021	15.12.2021	07.12.2021	

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	20 kB	495.00
skyscraper	next to the content	120 x 600	20 kB	690.00
wide skyscraper	next to the content	160 x 600	20 kB	740.00
medium rectangle	content	300 x 250	20 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	20 kB	525.00
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	20 kB	605.00
situations vacant	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	20 kB	568.00
newsletter takeover	content, exclusive	up to 4 text ads, 3 fullsize banners and 1 skyscraper	20 kB	4,275.00

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. 20 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:

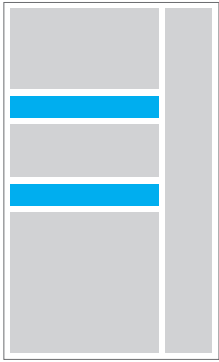
- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

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

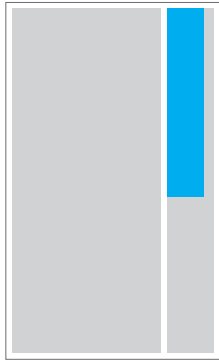
5 contact: If you have any technical queries, please contact:

Vera Wenzel
phone: +49 5241 80-75930
e-mail: order.management@bauverlag.de

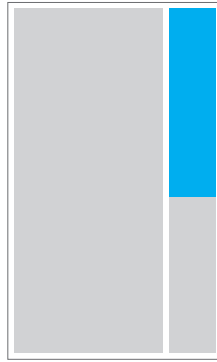
format
width x height
in Pixel



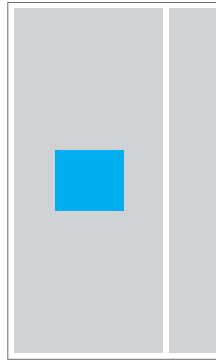
fullsize banner
468 x 60



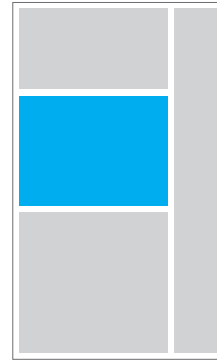
skyscraper
120 x 600



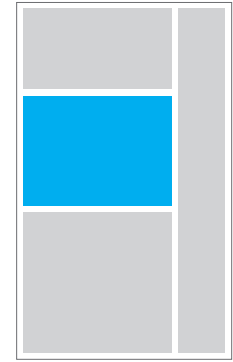
wide skyscraper
160 x 600



medium rectangle
300 x 250



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



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

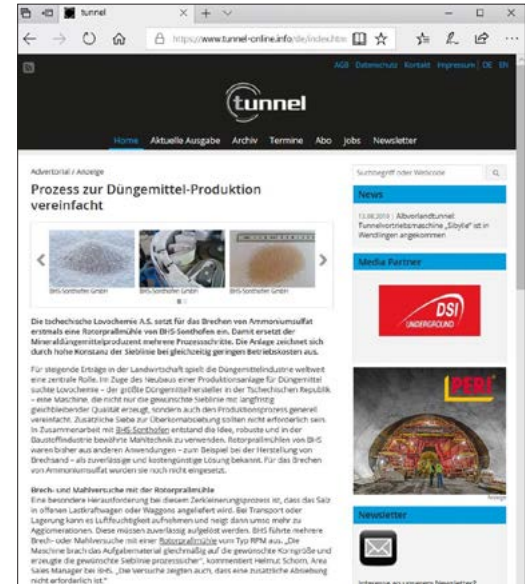
online-advertorial

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: 1,981.00 € 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: 1,875.60 € plus VAT.

crossmedia product advertising package



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

duration 4 weeks
price: 4,590.90 € 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.

“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

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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

web seminars

Excursions

Architecture trips

Awards

Event apps

Advertising

visit us at:  dice.bauverlag.de

Web seminars are an effective tool to establish and maintain strong customer relationships.

The benefits are perfectly obvious:

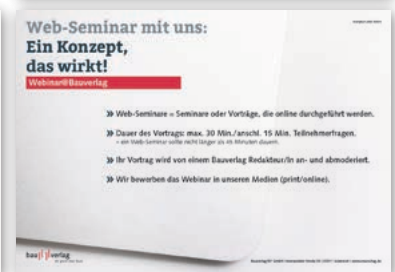
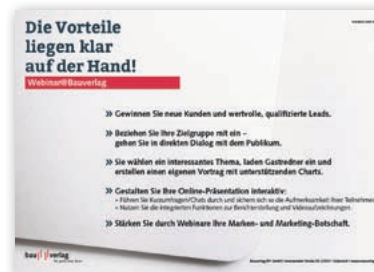
- » Gain new customers and valuable, qualified leads.
- » Get your target group involved, engage your audience in direct dialogue.
- » You choose an interesting topic, invite guest speakers and prepare your own talk with supporting charts.
- » Design your interactive online presentation
- » Strengthen your brand and marketing message with a web seminar

As a media company and event organizer with the appropriate infrastructure, we can actively support you from providing advice, organizing and executing your web seminars, to facilitation by our Editor.

Basisprice: 5,900.00 € no agency commission discounts, plus VAT

Interested?

We are happy to advise and inform you!



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.



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