

# MEDIA DATA 2023

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

official organ of the **STUVA**



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## tunnel

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



publication  
frequency

6 issues per year



copies  
actually  
distributed

3,825 copies



volume analysis

magazine format DIN A4  
total volume 381 pages  
editorial section 312 pages  
advertising section 69 pages

#### General overview of topics:

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

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

**Construction machines + equipment**

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

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

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

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

**Research + development**

**Conveying & handling systems + logistics**

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

Issue	Dates	Trade fairs/events
1/2023	<b>Publication date:</b> 22.02.2023  <b>Editorial deadline:</b> 22.12.2022  <b>Advertising deadline:</b> 31.01.2023	
2/2023	<b>Publication date:</b> 12.04.2023  <b>Editorial deadline:</b> 10.02.2023  <b>Advertising deadline:</b> 17.03.2023	12.–18.05.2023 <b>World Tunnel Congress, Athens</b>  29.–31.05.2023 <b>Underground Construction Prague, Prague</b>
Construction Machine Special Trade Fair Special for WTC		
3/2023	<b>Publication date:</b> 23.05.2023  <b>Editorial deadline:</b> 23.03.2023  <b>Advertising deadline:</b> 27.04.2023	12.–13.06.2023 <b>Swiss Tunnel Congress, Lucerne</b>  <b>Rock Mechanics and Tunnel Construction Conference, Weinheim</b>

Issue	Dates	Trade fairs/events
4/2023	<b>Publication date:</b> 18.08.2023  <b>Editorial deadline:</b> 16.06.2023  <b>Advertising deadline:</b> 27.07.2023	09.–14.10.2023 <b>ISRM-Congress + 72nd Geomechanics Colloquium, Salzburg</b>
Trade Fair Special for Geomechanics Colloquium		
5/2023	<b>Publication date:</b> 13.10.2023  <b>Editorial deadline:</b> 11.08.2023  <b>Advertising deadline:</b> 20.09.2023	08.–10.11.2023 <b>STUVA-Tagung, Munich</b>
Trade Fair Special for STUVA Conference		
6/2023	<b>Publication date:</b> 04.12.2023  <b>Editorial deadline:</b> 04.10.2023  <b>Advertising deadline:</b> 10.11.2023	

**circulation audit:**



**circulation analysis:**

copies per issue  
(annual average of July 01st 2021 to June 30th 2022)

print run:	4,275	
copies actually distributed:	3,825	thereof abroad: 2,463
copies sold:	689	thereof abroad: 257
subscriptions:	663	thereof abroad: 256
other sales:	24	thereof abroad: 1
single copy sales:	3	
free copies:	3,135	thereof abroad: 2,206
archive and specimen copies:	451	

**geographical distribution analysis:**

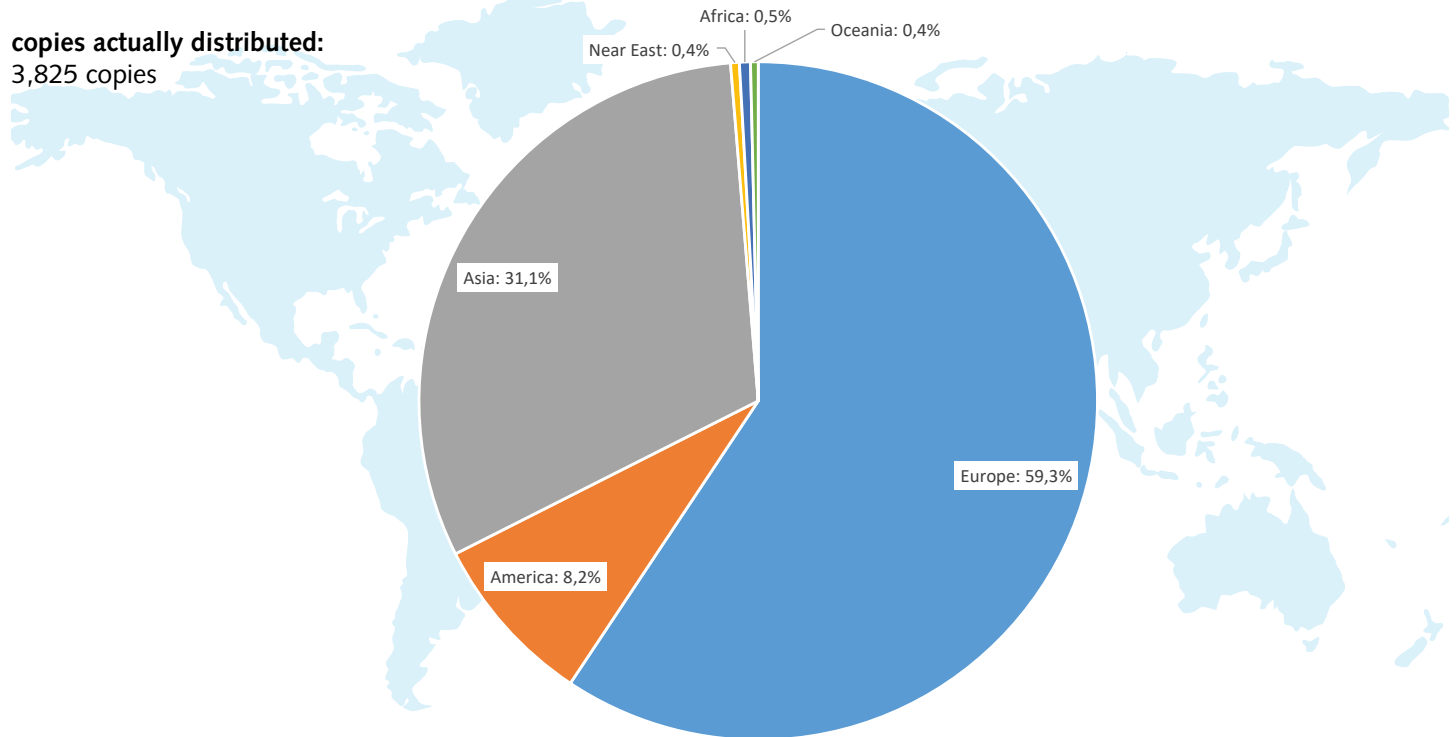
area of business	copies actually distributed	
	%	copies
Europe	59.3	2,270
thereof region Germany, Austria and Switzerland	44.1	1,686
North, South, Central America	8.2	314
Asia	31.1	1,191
Middle East	0.4	16
Africa	0.5	20
Oceania	0.4	14
<b>total</b>	<b>100.0</b>	<b>3,825</b>

**Summary of the survey method:**

1. Method: Dissemination analysis by file evaluation – total survey
  2. Basic population: actual circulation 3,825 = 100.0 %
  3. Sample: total survey
  4. Target person of the study: not applicable
  5. Period of study: August 2022
  6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.

## international distribution

**copies actually distributed:**  
3,825 copies













sectors/branches:




readership structure	part of copies actually distributed	
	%	copies
tunnelling business	47.3	1,810
engineering offices	10.4	398
education and research	7.0	269
deep drilling	2.3	89
STUVA-members	3.9	151
tunnel associations (worldwide)	22.2	850
participant at events/tunneling trade fair	6.7	258
	100.0	3,825

publishing analysis, dated: August 2022

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

<b>2/1 page</b>  bleed format: 420 x 297 mm print space: 390 x 267 mm price (b/w to 4c) 8,650.00 €	<b>1/1 page</b>  bleed format: 210 x 297 mm print space: 177 x 267 mm price (b/w to 4c) 4,790.00 €	<b>Juniorpage</b>  bleed format: 148 x 200 mm print space: 133 x 185 mm price (b/w to 4c) 3,370.00 €	<b>1/2 page, vertical</b>  bleed format: 100 x 297 mm print space: 85 x 267 mm price (b/w to 4c) 3,285.00 €	<b>1/2 page, horiz.</b>  bleed format: 210 x 145 mm print space: 177 x 130 mm price (b/w to 4c) 3,285.00 €
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<b>1/3 page, vertical</b>  bleed format: 71 x 297 mm print space: 56 x 267 mm price (b/w to 4c) 2,850.00 €	<b>1/3 page, horiz.</b>  bleed format: 210 x 102 mm print space: 177 x 87 mm price (b/w to 4c) 2,850.00 €	<b>1/4 page, vertical</b>  bleed format: 56 x 297 mm print space: 41 x 267 mm price (b/w to 4c) 2,595.00 €	<b>1/4 page, horiz.</b>  bleed format: 210 x 73 mm print space: 177 x 58 mm price (b/w to 4c) 2,595.00 €	<b>1/4 page, col.</b>  bleed format: 100 x 145 mm print space: 85 x 130 mm price (b/w to 4c) 2,595.00 €
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<b>1/8 page, vertical</b>  <div>bleed format: 56 x 148 mm print space: 41 x 130 mm</div> <div>price (b/w to 4c) 1,115.00 €</div>	<b>1/8 page, horiz.</b>  <div>bleed format: 210 x 50 mm print space: 177 x 31 mm</div> <div>price (b/w to 4c) 1,115.00 €</div>	<b>1/8 page, col.</b>  <div>bleed format: 100 x 83 mm print space: 85 x 64 mm</div> <div>price (b/w to 4c) 1,115.00 €</div>	<table><tr><th>format</th><th>colour</th></tr><tr><td>advertorial 1/1 page</td><td>5,050.00 €</td></tr><tr><td>advertorial 1/2 page</td><td>3,370.00 €</td></tr><tr><td>cover story</td><td>8,620.00 €</td></tr><tr><td>Image of the month (motif and text as agreed with the editorial department)</td><td>3,530.00 €</td></tr><tr><td>additional online extension</td><td>4,750.00 €</td></tr></table>	format	colour	advertorial 1/1 page	5,050.00 €	advertorial 1/2 page	3,370.00 €	cover story	8,620.00 €	Image of the month (motif and text as agreed with the editorial department)	3,530.00 €	additional online extension	4,750.00 €
format	colour														
advertorial 1/1 page	5,050.00 €														
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Image of the month (motif and text as agreed with the editorial department)	3,530.00 €														
additional online extension	4,750.00 €														

Bleed formats incur a price surcharge, see next page.

All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: [https://bauverlag.de/downloads/agbs\\_en.pdf](https://bauverlag.de/downloads/agbs_en.pdf)

#### charges:

<b>special positions:</b> inside front cover and back cover	280.00 €
inside back cover	490.00 €
other prescribed positions:	20 % charge

<b>special colour:</b> each colour	835.00 €
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<b>sizes:</b> ads bleeding over the printing area, bleed ads:	
1/1 page	395.00 €
1/2 page and smaller	240.00 €

All surcharges eligible for discount.

<b>discounts:</b>	published within 12 month, (insertion year, starts with publication of the first advertisement)
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staggered repeat discount		quantity scale	
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.

No discount on inserts and additional technical costs.



#### classified ads:

(not discountable)		
job offers b/w	per height mm (1 column, 45 mm wide)	4.10 €
job offers colour	per height mm (1 column, 45 mm wide)	5.50 €
situation wanted b/w	per height mm (1 column, 45 mm wide)	2.80 €
mm-price for ads b/w in editorial section		4.10 €
mm-price for ads colour in editorial section		5.50 €

From a print value of 1,100.00 €, your job posting will be displayed online at [www.tunnel-online.info](http://www.tunnel-online.info) for 4 weeks for free.

#### special ad types:

<b>bound inserts</b> (sample - front page/back page required)	
2-pages	2,950.00 €
4-pages	5,700.00 €
(others on request)	

discount: 1 sheet = 1 page  
format 231 mm wide and 303 mm high supplied unfolded and untrimmed.

#### loose inserts (no discount)

maximum size 205 x 290 mm

weight up to 25 g	<b>price %</b>
up to 25 g and 2 mm thickness	350.00 €
(higher weights and thicknesses on request)	

for selected circulation: selection costs per selection	135.00 €
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**glued ad media:**

postcards  
product samples, other tip-ons

price %  
93.00 €  
on request

Technical costs are not eligible for commission  
and are not discountable.

required delivery quantity: 3,950 copies  
delivery address: Integralis Industriebuchbinderei  
Lettershop und Fulfillment GmbH  
Lägenfeldstraße 4  
30952 Ronnenberg  
delivery memo: „for tunnel issue ...“

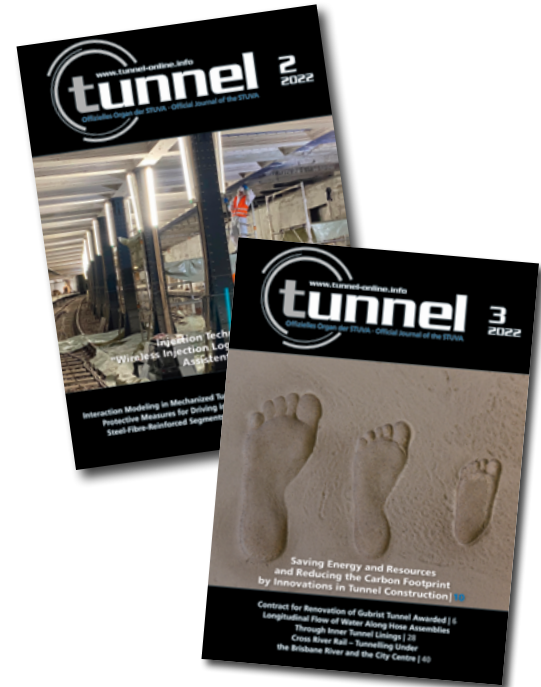
**We will be happy to provide you with information on other special forms of advertising.** Just contact us, we will be pleased to realize your individual customer wishes.

**terms of payment:**

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

**bank details:**

Bauverlag BV GmbH, Gütersloh  
Sparkasse Gütersloh-Rietberg  
IBAN: DE46 4785 0065 0018 0329 62  
BIC: WELADED1GTL



**magazine format:** 210 mm wide x 297 mm high, DIN A4

**print space:** 177 mm wide x 267 mm high  
4 columns, 45 mm wide

**printing and binding methods:** offset printing, adhesive binding

**data transmission:** - Transmission by FTP: upon request  
- by e-mail (up to 10 MB):  
order.management@bauverlag.de

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

**data formats:** Please send your advertisement data as PDF with embedded fonts, CMYK color space and/or special colours and 300 dpi resolution. Alternatively, you may also send us an EPS file with fonts converted in paths and 300 dpi resolution and /or a TIFF file in the CMYK color space with 600 dpi resolution. Please note that for open files extra costs may be charged, depending on the expenditure and costs required for processing. Use, if possible, only PostScript fonts from the Adobe or Linotype library. Should you use other fonts, or fonts modified by you, please let us know. Under license, we are not permitted to 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 this as graphics into your document. Please contact us in such cases.

**colors:**

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

**proof:**

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

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

**data archiving:**

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

**guarantee:**

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



### tunnel-online.info

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

### tunnel newsletter

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



page  
impressions

20,556 per month



visits

15,122 per month



unique  
user

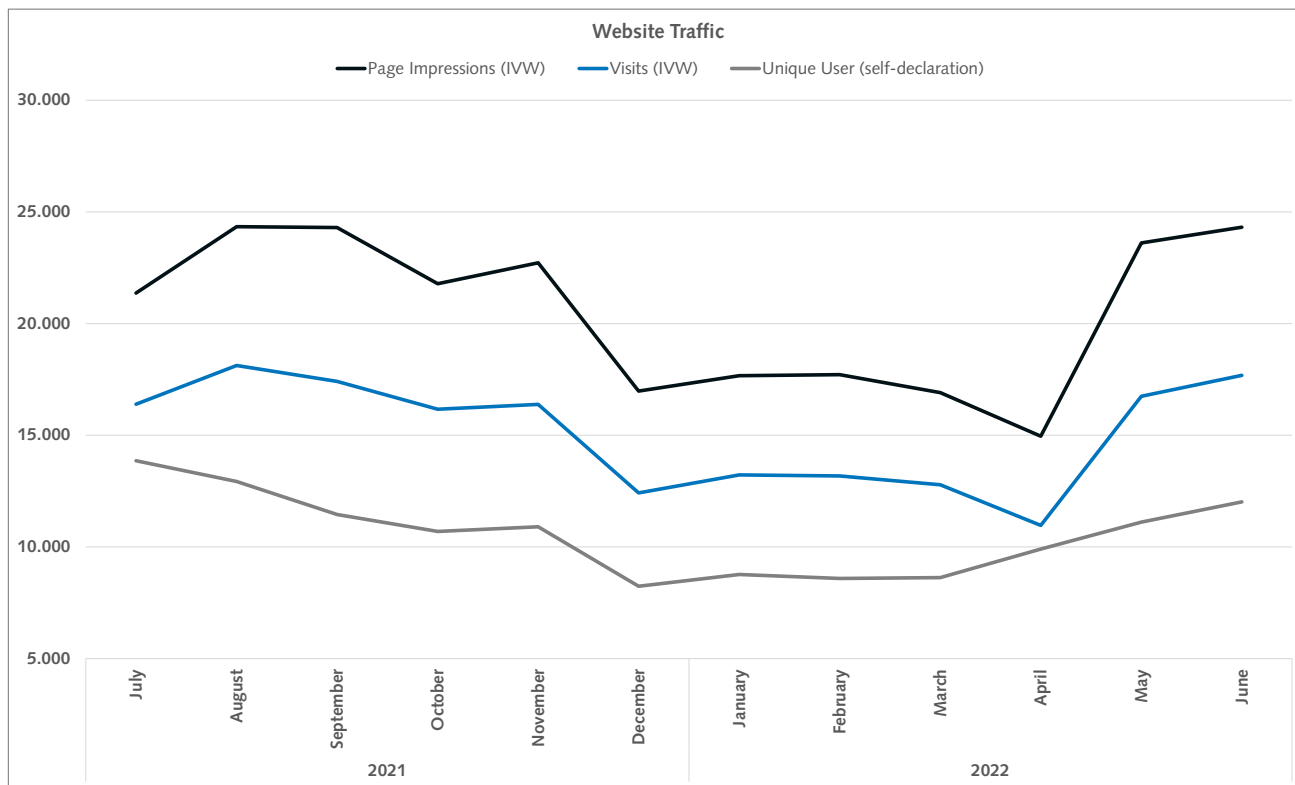
10,589 user



newsletter  
contacts

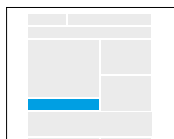
2,869 Ø recipients

traffic audit: 



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

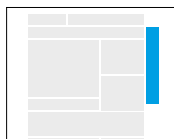
## prices and forms of advertising (price for 28 days / 4 weeks):



**fullsize banner**

format (w x h):  
468 x 60 px

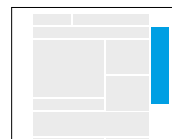
**714.00 €**



**skyscraper**

format (w x h):  
120 x 600 px

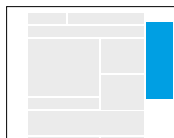
**1,064.00 €**



**wide skyscraper**

format (w x h):  
160 x 600 px

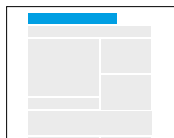
**1,246.00 €**



**half page**

format (w x h):  
300 x 600 px

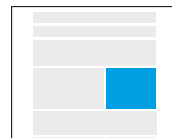
**1,421.00 €**



**superbanner**

format (w x h):  
728 x 90 px

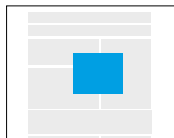
**889.00 €**



**medium rectangle**

format (w x h):  
300 x 250 px

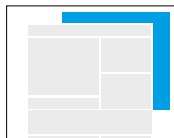
**1,246.00 €**



**layer ad**

format (w x h):  
400 x 400 px

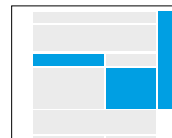
**on request**



**wallpaper**

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

**1,596.00 €**



**ad bundle**

- fullsize banner  
- skyscraper  
- medium rectangle

**1,064.00 €**

advertising formats	placement	format (pixel, width x height)	price in €/4 weeks
skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,155.00
wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,330.00
half page sticky	website, in rotation with max. two additional	300 x 600	1,512.00
billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,778.00
expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,778.00
situations vacant	in the job market	individual	1,100.00
microsite	own navigation within the website, duration 12 weeks	individual	9,912.00
company Logo	website, in rotation with max. two additional	200 x 137	378.00
onlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,330.00

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request.

All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: [https://bauverlag.de/downloads/agbs\\_en.pdf](https://bauverlag.de/downloads/agbs_en.pdf)

**discounts:**

published within 12 months (Insertion year)

**staggered repeat discount**

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

**online ad specials: additional options**

wallpaper: coloured, clickable background

30% additional charge

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

**file formats:** JPG, GIF, Flash, HTML-Tag, Redirect-Tag  
Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices. The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

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

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

**delivery address:** please send your banner to  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

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

Please send your materials together with the required meta information:

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

issue	publishing date	booking deadline	trade fairs/events
1/2023	26.01.2023	17.01.2023	
2/2023	23.02.2023	14.02.2023	
3/2023	29.03.2023	20.03.2023	
4/2023	26.04.2023	17.04.2023	World Tunnel Congress, Athen
5/2023	25.05.2023	15.05.2023	Swiss Tunnel Congress, Luzern
6/2023	22.06.2023	13.06.2023	
7/2023	27.07.2023	18.07.2023	
8/2023	24.08.2023	15.08.2023	
9/2023	27.09.2023	18.09.2023	ISRM-Kongress + 72. Geomechanik Kolloquium, Salzburg
10/2023	25.10.2023	16.10.2023	STUVA-Tagung, München
11/2023	23.11.2023	14.11.2023	
12/2023	14.12.2023	05.12.2023	

#### recipients:

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

#### circulation:

2,869 recipients

openingrate net: 31.2%

(source: Inxmail, average per month July 2021 until June 2022)

#### file formats:

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

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

#### format of newsletter:

HTML or text

#### delivery address:

Please send the advertising material for your campaign to:  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

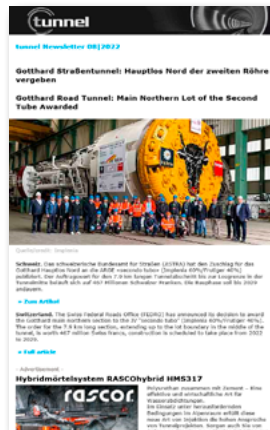
#### delivery date:

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

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

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

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



## prices and forms of advertising:

### text ad premium



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

**placement:**  
content

**price:**  
680.00 €

### text ad



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

**placement:**  
content

**price:**  
560.00 €

### medium rectangle

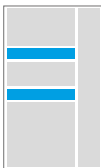


**format:**  
300 x 250 px

**placement:**  
content

**price:**  
740.00 €

### fullsize banner



**format:**  
468 x 60 px

**placement:**  
content

**price:**  
495.00 €

### skyscraper



**format:**  
120 x 600 px

**placement:**  
next to  
the content

**price:**  
690.00 €

### wide skyscraper



**format:**  
160 x 600 px

**placement:**  
next to  
the content

**price:**  
740.00 €

### newsletter takeover



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

**placement:**  
content, exclusive

**price:**  
4.420,00 €

### situations vacant



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

**placement:**  
content

**price:**  
560.00 €

### discounts:

published within 12 months  
(Insertion year)

### staggered repeat discount

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

## 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:

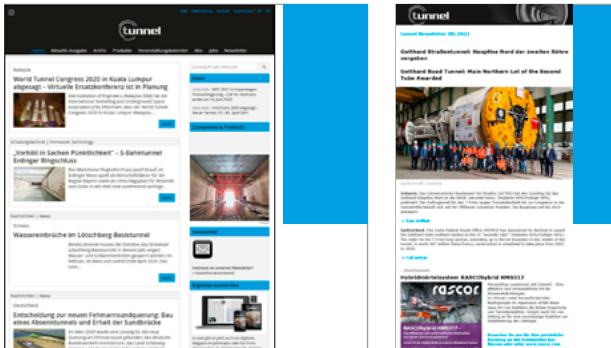
- permanent online posts on [www.tunnel-online.info](http://www.tunnel-online.info) (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- text ad in [tunnel newsletter](#)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

**Preis: 2,156.00 € plus VAT.**  
(price for 28 days / 4 weeks)



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

### online branding package



halfpage ad on  
[www.tunnel-online.info](http://www.tunnel-online.info)

wide skyscraper in  
tunnel Newsletter

duration 4 weeks  
price: 1,944.90 € plus VAT.

### crossmedia product advertising package



online-advertorial on  
[www.tunnel-online.info](http://www.tunnel-online.info)  
(for services see previous page)

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

duration 4 weeks  
price: 4,896.90 € plus VAT.

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



**Publisher**  
**Michael Voss, Managing Director**  
phone: +49 5241 2151-5511  
e-mail: michael.voss@bauverlag.de



**Marco Buch**  
**Director Market Strategies & Sales**  
phone: +49 5241 2151-5522  
e-mail: marco.buch@bauverlag.de



**Marvin Klostermeier**  
**Editor-in-Chief tunnel**  
phone: +49 5241 2151-5656  
e-mail: Marvin.Klostermeier@bauverlag.de



**Iljana Meier**  
**Editorial Office**  
phone: +49 5241 2151-3377  
e-mail: Iljana.Meier@bauverlag.de



**Vera Wenzel**  
**Sales Service Manager**  
phone: +49 5241 2151-4545  
e-mail: vera.wenzel@bauverlag.de

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



**Nicole Dony**  
**Senior Sales Manager**  
phone: +49 5241 2151-4242  
e-mail: nicole.dony@bauverlag.de



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



**Axel Gase-Jochens**  
**Head of Digital Sales**  
phone: +49 5241 2151-2727  
e-mail: axel.gase-jochens@bauverlag.de



**Andreas Kirchgessner**  
**Key Account Manager**  
phone: +49 5241 2151-4411  
e-mail: andreas.kirchgessner@bauverlag.de



**Christiane Klose | Denise Spindelndreier**  
**Sales Manager Job Market**  
phone: +49 5241 2151-3000  
e-mail: stellenmarkt@bauverlag.de



**Erdal Top**  
**Key Account Manager**  
phone: +49 5241 2151-3344  
e-mail: erdal.top@bauverlag.de

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