MEDIA DATA 2023

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

official organ of the STUVA
<table>
<thead>
<tr>
<th>PRINT</th>
<th>WEBSITE</th>
<th>NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>title portrait</td>
<td>portrait</td>
<td>additional benefit digital communication packages</td>
</tr>
<tr>
<td>editorial schedule</td>
<td>website traffic</td>
<td>contacts publisher and editorial office</td>
</tr>
<tr>
<td>distribution analysis</td>
<td>prices, formats and technical advice</td>
<td>contacts sales</td>
</tr>
<tr>
<td>readership analysis</td>
<td>time schedule and technical advice</td>
<td>our titles overview</td>
</tr>
<tr>
<td>prices, formats and technical advice</td>
<td>prices, formats and technical advice</td>
<td></td>
</tr>
<tr>
<td></td>
<td>additional benefit digital online-advertorial</td>
<td></td>
</tr>
</tbody>
</table>
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, tubbing, fibre concrete, etc., anchoring systems, support, energy supply, lighting, traffic engineering, ventilation, fire alarm, fire extinguishing system, doors and gates

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

**Construction machines + equipment**

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

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

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

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Trade fairs/events</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/2023</td>
<td>Publication date: 18.08.2023</td>
<td></td>
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<tr>
<td></td>
<td>Editorial deadline: 16.06.2023</td>
<td></td>
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<tr>
<td></td>
<td>Advertising deadline: 27.07.2023</td>
<td></td>
</tr>
<tr>
<td></td>
<td>09.–14.10.2023 ISRM-Congress + 72nd Geomechanics Colloquium, Salzburg</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trade Fair Special for Geomechanics Colloquium</td>
<td></td>
</tr>
<tr>
<td>5/2023</td>
<td>Publication date: 13.10.2023</td>
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<tr>
<td></td>
<td>Editorial deadline: 11.08.2023</td>
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</tr>
<tr>
<td></td>
<td>Advertising deadline: 20.09.2023</td>
<td></td>
</tr>
<tr>
<td></td>
<td>08.–10.11.2023 STUVA-Tagung, Munich</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trade Fair Special for STUVA Conference</td>
<td></td>
</tr>
<tr>
<td>6/2023</td>
<td>Publication date: 04.12.2023</td>
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<tr>
<td></td>
<td>Editorial deadline: 04.10.2023</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising deadline: 10.11.2023</td>
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</tr>
<tr>
<td></td>
<td>09.–10.08.2023 Trade Fair Special for WTC</td>
<td></td>
</tr>
</tbody>
</table>
circulation audit:
circulation analysis: copies per issue
(annual average of July 01st 2021 to June 30th 2022)

<table>
<thead>
<tr>
<th>Description</th>
<th>Copies</th>
<th>Abroad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>4,275</td>
<td></td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>3,825</td>
<td>2,463</td>
</tr>
<tr>
<td>Sold</td>
<td>689</td>
<td>257</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>663</td>
<td>256</td>
</tr>
<tr>
<td>Other sales</td>
<td>24</td>
<td>1</td>
</tr>
<tr>
<td>Single copy sales</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Free copies</td>
<td>3,135</td>
<td>2,206</td>
</tr>
<tr>
<td>Archive and specimen copies</td>
<td>451</td>
<td></td>
</tr>
</tbody>
</table>

geographical distribution analysis:

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>59.3</td>
<td>2,270</td>
</tr>
<tr>
<td>Region Germany, Austria and Switzerland</td>
<td>44.1</td>
<td>1,686</td>
</tr>
<tr>
<td>North, South, Central America</td>
<td>8.2</td>
<td>314</td>
</tr>
<tr>
<td>Asia</td>
<td>31.1</td>
<td>1,191</td>
</tr>
<tr>
<td>Middle East</td>
<td>0.4</td>
<td>16</td>
</tr>
<tr>
<td>Africa</td>
<td>0.5</td>
<td>20</td>
</tr>
<tr>
<td>Oceania</td>
<td>0.4</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
<td>3,825</td>
</tr>
</tbody>
</table>

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

Europe: 59.3%
Asia: 31.1%
America: 8.2%
Near East: 0.4%
Africa: 0.5%
Oceania: 0.4%
### sectors/branches:

<table>
<thead>
<tr>
<th>readership structure</th>
<th>part of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>tunnelling business</td>
<td>47.3</td>
</tr>
<tr>
<td>engineering offices</td>
<td>10.4</td>
</tr>
<tr>
<td>education and research</td>
<td>7.0</td>
</tr>
<tr>
<td>deep drilling</td>
<td>2.3</td>
</tr>
<tr>
<td>STUVA-members</td>
<td>3.9</td>
</tr>
<tr>
<td>tunnel associations (worldwide)</td>
<td>22.2</td>
</tr>
<tr>
<td>participant at events/tunneling trade fair</td>
<td>6.7</td>
</tr>
<tr>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

*Publishing analysis, dated: August 2022*
Ad prices, print space and bleed-format (plus 3 mm bleed to each side):

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (b/w to 4c)</th>
<th>Bleed Format</th>
<th>Print Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>8,650.00 €</td>
<td>420 x 297 mm</td>
<td>390 x 267 mm</td>
</tr>
<tr>
<td>1/1 page</td>
<td>4,790.00 €</td>
<td>210 x 297 mm</td>
<td>177 x 267 mm</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>3,370.00 €</td>
<td>148 x 200 mm</td>
<td>133 x 185 mm</td>
</tr>
<tr>
<td>1/2 page, vertical</td>
<td>3,285.00 €</td>
<td>100 x 297 mm</td>
<td>85 x 267 mm</td>
</tr>
<tr>
<td>1/2 page, horiz.</td>
<td>3,285.00 €</td>
<td>210 x 145 mm</td>
<td>177 x 130 mm</td>
</tr>
<tr>
<td>1/3 page, vertical</td>
<td>2,850.00 €</td>
<td>71 x 297 mm</td>
<td>56 x 267 mm</td>
</tr>
<tr>
<td>1/3 page, horiz.</td>
<td>2,850.00 €</td>
<td>210 x 102 mm</td>
<td>177 x 87 mm</td>
</tr>
<tr>
<td>1/4 page, vertical</td>
<td>2,595.00 €</td>
<td>56 x 297 mm</td>
<td>41 x 267 mm</td>
</tr>
<tr>
<td>1/4 page, horiz.</td>
<td>2,595.00 €</td>
<td>210 x 73 mm</td>
<td>177 x 58 mm</td>
</tr>
<tr>
<td>1/4 page, col.</td>
<td>2,595.00 €</td>
<td>100 x 145 mm</td>
<td>85 x 130 mm</td>
</tr>
<tr>
<td>1/8 page, vertical</td>
<td>1,115.00 €</td>
<td>56 x 148 mm</td>
<td>41 x 130 mm</td>
</tr>
<tr>
<td>1/8 page, horiz.</td>
<td>1,115.00 €</td>
<td>210 x 50 mm</td>
<td>177 x 31 mm</td>
</tr>
<tr>
<td>1/8 page, col.</td>
<td>1,115.00 €</td>
<td>100 x 83 mm</td>
<td>85 x 64 mm</td>
</tr>
</tbody>
</table>

Bleed formats incur a price surcharge, see next page.
All prices are subject to statutory VAT. Agency commission: 15%. Please find the general terms and conditions at: https://bauverlag.de/downloads/agbs_en.pdf
charges:

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

special colour: each colour 835.00 €

sizes: 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.

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

staggered repeat discount
3 times 3 %
6 times 5 %
12 times 10 %
18 times 15 %
24 times 20 %

quantity scale
3 pages 5 %
6 pages 10 %
12 pages 15 %
18 pages 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 for 4 weeks for free.

special ad types: bound inserts (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 price %
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 €
glued ad media:  
postcards 93.00 €  
product samples, other tip-ons 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

prices, valid from 1st October 2022
**magazine format:** 210 mm wide x 297 mm high, DIN A4

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

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

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

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>page impressions</th>
<th>visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>20,556 per month</td>
<td>15,122 per month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>unique user</th>
<th>newsletter contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,589 user</td>
<td>2,869 Ø recipients</td>
</tr>
</tbody>
</table>

Source for page Impressions und visits: IVW, for unique users: Google Analytics/self-reported; source newsletter: Inxmail/self-reported; average per month July 2021 to June 2022
traffic audit: 

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**Website Traffic**

- Page Impressions (IVW)
- Visits (IVW)
- Unique User (self-declaration)

---

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

<table>
<thead>
<tr>
<th>Advertising Form</th>
<th>Placement</th>
<th>Format (Pixel, Width x Height)</th>
<th>Price in €/4 Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>skyscraper sticky</td>
<td>website, in rotation with max. two additional</td>
<td>120 x 600</td>
<td>1,155.00</td>
</tr>
<tr>
<td>wide skyscraper sticky</td>
<td>website, in rotation with max. two additional</td>
<td>160 x 600</td>
<td>1,330.00</td>
</tr>
<tr>
<td>half page sticky</td>
<td>website, in rotation with max. two additional</td>
<td>300 x 600</td>
<td>1,512.00</td>
</tr>
<tr>
<td>billboard</td>
<td>on all pages except homepage, in rotation with max. two additional</td>
<td>970 x 250</td>
<td>1,778.00</td>
</tr>
<tr>
<td>expandable wallpaper</td>
<td>website, in rotation with max. two additional</td>
<td>728 x 90 + 120 x 600 (300 x 600)</td>
<td>1,778.00</td>
</tr>
<tr>
<td>situations vacant</td>
<td>in the job market</td>
<td>individual</td>
<td>1,100.00</td>
</tr>
<tr>
<td>microsite</td>
<td>own navigation within the website, duration 12 weeks</td>
<td>individual</td>
<td>9,912.00</td>
</tr>
<tr>
<td>company Logo</td>
<td>website, in rotation with max. two additional</td>
<td>200 x 137</td>
<td>378.00</td>
</tr>
<tr>
<td>onlinePLUS</td>
<td>addition to an existing online article/advertorial</td>
<td>photos, videos, PDFs</td>
<td>1,330.00</td>
</tr>
</tbody>
</table>

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request. All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/downloads/agbs_en.pdf
file formats:  
JPG, GIF, Flash, HTML-Tag, Redirect-Tag  
Weight: max. 100 kB per banner

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

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

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

discounts: 
published within 12 months (Insertion year)

staggered repeat discount 
12 weeks 5 %  
26 weeks 10 %  
52 weeks 15 %

online ad specials: additional options
wallpaper: coloured, clickable background  
30% additional charge

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

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

delivery time:  
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

discounts: 
published within 12 months (Insertion year)

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52 weeks 15 %

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– booking period  
– advertising format  
– motif name  
– contact person for inquiries

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

### Circulation:
2,869 recipients
Opening rate net: 31.2%
(source: Inxmail, average per month July 2021 until June 2022)

### Time Schedule and Technical Advice

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing Date</th>
<th>Booking Deadline</th>
<th>Trade Fairs/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2023</td>
<td>26.01.2023</td>
<td>17.01.2023</td>
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<tr>
<td>2/2023</td>
<td>23.02.2023</td>
<td>14.02.2023</td>
<td></td>
</tr>
<tr>
<td>3/2023</td>
<td>29.03.2023</td>
<td>20.03.2023</td>
<td></td>
</tr>
<tr>
<td>4/2023</td>
<td>26.04.2023</td>
<td>17.04.2023</td>
<td>World Tunnel Congress, Athen</td>
</tr>
<tr>
<td>5/2023</td>
<td>25.05.2023</td>
<td>15.05.2023</td>
<td>Swiss Tunnel Congress, Luzern</td>
</tr>
<tr>
<td>6/2023</td>
<td>22.06.2023</td>
<td>13.06.2023</td>
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<td>7/2023</td>
<td>27.07.2023</td>
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</tr>
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<td>8/2023</td>
<td>24.08.2023</td>
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<td>10/2023</td>
<td>25.10.2023</td>
<td>16.10.2023</td>
<td>STUVA-Tagung, München</td>
</tr>
<tr>
<td>11/2023</td>
<td>23.11.2023</td>
<td>14.11.2023</td>
<td></td>
</tr>
</tbody>
</table>

### File Formats:
- JPG or static GIF, max. 20 kB (without animation)

### Format of Newsletter:
- HTML or text

### Delivery Address:
Please send the advertising material for your campaign to:
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.

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

All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/downloads/agbs_en.pdf
Online-Advertorial

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

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

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

Preis: 2,156.00 € 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
- wide skyscraper in tunnel Newsletter

**crossmedia product advertising package**

- online-advertorial on www.tunnel-online.info
- 1/2 page advertorial or advert in the print edition of tunnel

Duration 4 weeks

**price**: 1,944.90 € plus VAT.

**price**: 4,896.90 € plus VAT.

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