MEDIA DATA 2024

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>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title portrait</td>
<td>Title portrait</td>
<td></td>
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<tr>
<td>Editorial schedule</td>
<td>Website traffic</td>
<td></td>
</tr>
<tr>
<td>Distribution analysis</td>
<td>Prices, formats and technical advice</td>
<td></td>
</tr>
<tr>
<td>Readership analysis</td>
<td>Time schedule and technical advice</td>
<td></td>
</tr>
<tr>
<td>Prices, formats and technical advice</td>
<td>Prices, formats and technical advice</td>
<td></td>
</tr>
<tr>
<td>Additional benefit print Cover story</td>
<td>Additional benefit digital Online-advertorial</td>
<td></td>
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<td>Additional benefit digital Whitepaper</td>
<td>21</td>
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<td></td>
<td>Additional benefit digital Linking in E-Paper</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Additional benefit digital Communication packages</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Contacts</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Publisher, editorial office, job market</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contacts</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Our titles</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Overview</td>
<td></td>
</tr>
</tbody>
</table>
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**
3,974 copies

**Volume analysis**
Magazine format DIN A4
Total volume 380 pages
Editorial section 318 pages
Advertising section 62 pages
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Main topics</th>
<th>Further topics 1st half-year</th>
<th>Trade fairs/Events</th>
</tr>
</thead>
</table>
| 1/2024  | **Publication date:** 04.03.2024 | - Special World Tunnel Congress  
- International Projects + Tunnelling Technology  
- Research + Development | - Expansion, equipment + operation  
- Construction Management  
- Fire Protection + Safety  
- BIM + Digital Processes  
- Monitoring + Ground investigation  
- Materials Handling + Logistics  
- Waterproofing | 19.-24.04.2024  
**World Tunnel Congress**, Shenzhen, China |
|         | **Editorial deadline:** 04.01.2024 |                                                                 |                                                                                           |                                                                                  |
|         | **Advertising deadline:** 09.02.2024 |                                                                 |                                                                                           |                                                                                  |
| 2/2024  | **Publication date:** 25.04.2024 | - International Projects + Jacking Technology  
- Research + Development |                                                                                           | 05.-06.06.2024  
**Swiss Tunnel Congress**, Lucerne, Switzerland |
|         | **Editorial deadline:** 26.02.2024 |                                                                 |                                                                                           |                                                                                  |
|         | **Advertising deadline:** 03.04.2024 |                                                                 |                                                                                           |                                                                                  |
| 3/2024  | **Publication date:** 11.07.2024 | - Special Construction Machinery,  
Equipment + Materials Handling  
- International Projects + Jacking Technology  
- Research + Development |                                                                                           | 20.06.2024  
**Felsmechanik- und Tunnelbautag**, Weinheim, Germany |
|         | **Editorial deadline:** 13.05.2024 |                                                                 |                                                                                           |                                                                                  |
|         | **Advertising deadline:** 19.06.2024 |                                                                 |                                                                                           |                                                                                  |

**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>Main topics</th>
<th>Further topics 2nd half-year</th>
<th>Trade fairs/Events</th>
</tr>
</thead>
</table>
| 4/2024  | Publication date: 18.09.2024  
Editorial deadline: 18.07.2024  
Advertising deadline: 27.08.2024 | - Special Geomechanics Colloquium  
- Injection Technology  
- International Projects + Tunneling | - Expansion, equipment + operation  
- Construction Management  
- Fire Protection + Safety  
- BIM + Digital Processes  
- Monitoring + Ground investigation  
- Materials Handling + Logistics  
- Waterproofing | 24.-27.09.2024  
**InnoTrans**,  
Berlin, Germany  
08.-11.10.2024  
**Geomechanik Kolloqium**,  
Salzburg, Austria  
06.-07.11.2024  
**Forum Injektionstechnik**,  
Cologne, Germany |
| 5/2024  | Publication date: 31.10.2024  
Editorial deadline: 30.08.2024  
Advertising deadline: 09.10.2024 | - International Projects + Jacking Technology  
- Research + Development | -  | 06.-07.11.2024  
**Forum Injektionstechnik**,  
Cologne, Germany |
| 6/2024  | Publication date: 10.12.2024  
Editorial deadline: 14.10.2024  
Advertising deadline: 18.11.2024 | - Construction machinery special at BAUMA  
- Tunnelling statistics Germany  
- Injection Technology  
- International Projects + Tunneling Technology | -  | 07.-13.04.2025  
**BAUMA**,  
Munich, Germany |
### Print Distribution analysis

**Circulation audit:**

**Auflagenanalyse:** Copies per issue

<table>
<thead>
<tr>
<th>Print run:</th>
<th>3,476</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies actually distributed:</td>
<td>3,974 thereof abroad: 2,505</td>
</tr>
<tr>
<td>- thereof E-Paper:</td>
<td>861 thereof abroad: 554</td>
</tr>
<tr>
<td>Copies sold:</td>
<td>647 thereof abroad: 238</td>
</tr>
<tr>
<td>Subscriptions:</td>
<td>623 thereof abroad: 237</td>
</tr>
<tr>
<td>Other sales:</td>
<td>24 thereof 1</td>
</tr>
<tr>
<td>Single copy sales:</td>
<td>0</td>
</tr>
<tr>
<td>Free copies:</td>
<td>3,328 thereof abroad: 1,713</td>
</tr>
<tr>
<td>Archive and specimen:</td>
<td>362</td>
</tr>
</tbody>
</table>

**Geographical distribution analysis (Business regions):**

<table>
<thead>
<tr>
<th>Business regions</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>60.3</td>
<td>2,398</td>
</tr>
<tr>
<td>thereof region Germany, Austria and Switzerland</td>
<td>49.1</td>
<td>1,950</td>
</tr>
<tr>
<td>North, South, Central America</td>
<td>7.6</td>
<td>304</td>
</tr>
<tr>
<td>Asia</td>
<td>30.2</td>
<td>1,201</td>
</tr>
<tr>
<td>Middle East</td>
<td>0.7</td>
<td>28</td>
</tr>
<tr>
<td>Africa</td>
<td>0.6</td>
<td>24</td>
</tr>
<tr>
<td>Oceania</td>
<td>0.5</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100.0</td>
<td>3,974</td>
</tr>
</tbody>
</table>

**Summary of the survey method:**

1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 3,974 = 100.0 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: August 2023
6. Execution of the study: Bauverlag BV GmbH

Details on the survey method are available from the publishing company.
International distribution

Copies actually distributed:
3,974 copies

- Europe: 60.3%
- Asia: 30.2%
- America: 7.6%
- Africa: 0.6%
- Oceania: 0.5%
- Near East: 0.7%
- Asia: 30.2%

Print Distribution analysis
## 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>48.1</td>
</tr>
<tr>
<td>Engineering offices</td>
<td>10.2</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>3.8</td>
</tr>
<tr>
<td>Tunnel associations (worldwide)</td>
<td>21.9</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 2023
Ad prices, print space and bleed-format (plus 3 mm bleed to each side):

<table>
<thead>
<tr>
<th>Format</th>
<th>Colour</th>
<th>Price (b/w to 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial 1/1 Page *</td>
<td></td>
<td>4,990.00 €</td>
</tr>
<tr>
<td>Advertorial 1/2 Page **</td>
<td></td>
<td>3,450.00 €</td>
</tr>
<tr>
<td>Cover story</td>
<td></td>
<td>9,200.00 €</td>
</tr>
<tr>
<td>Cover story Fair Price</td>
<td></td>
<td>11,500.00 €</td>
</tr>
<tr>
<td>Geomechanik Kolloquium, STC, WTC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image of the month</td>
<td></td>
<td>3,700.00 €</td>
</tr>
<tr>
<td>(Motif and text in coordination with the editors) with online extension</td>
<td></td>
<td>4,950.00 €</td>
</tr>
</tbody>
</table>

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: https://bauverlag.de/en/terms
### Additional charges:

**Special positions:** Inside front cover, inside back cover and back cover  
500.00 €

Other prescribed positions  
20 %

**Special colour:** Each color  
870.00 €

All charges are discountable.

### Discounts:

Published within 12 month,  
(insertion year, starts with publication of the first advertisement)

<table>
<thead>
<tr>
<th>Staggered repeat discount</th>
<th>Quantity scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 times 3 %</td>
<td>3 pages 5 %</td>
</tr>
<tr>
<td>6 times 5 %</td>
<td>6 pages 10 %</td>
</tr>
<tr>
<td>12 times 10 %</td>
<td>12 pages 15 %</td>
</tr>
<tr>
<td>18 times 15 %</td>
<td>18 pages 20 %</td>
</tr>
<tr>
<td>24 times 20 %</td>
<td>24 pages 25 %</td>
</tr>
</tbody>
</table>

**Crossmedia discount**

Discounts for print and online advertising and crossmedia advertising campaigns on request.

No discount on inserts and additional technical costs.

### Classified ads:


<table>
<thead>
<tr>
<th>Classified ads</th>
<th>Price per height mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job offers b/w (1 column, 45 mm wide)</td>
<td>6.20 €</td>
</tr>
<tr>
<td>Job offers colour (1 column, 45 mm wide)</td>
<td>11.50 €</td>
</tr>
<tr>
<td>Situation wanted s/w (1 column, 45 mm wide)</td>
<td>3.50 €</td>
</tr>
<tr>
<td>Opportunity ad, Purchase/sale b/w (1 column, 45 mm wide)</td>
<td>6.20 €</td>
</tr>
</tbody>
</table>

Surcharge for placement in the editorial section 20 %

From a print value of 1,200.00 €, 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 | 3,100.00 € |
| 4-pages | 4,900.00 € |

Discount according to quantity scale: 1 sheet = 1 ad page.  
Please deliver bound inserts in untrimmed format of 231 mm width and 303 mm height (four and more pages: folded).

**Inserts** (not discountable)

loosely inserted, maximum format 205 x 290 mm

<table>
<thead>
<tr>
<th>Weight of loose insert</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full insert till 25 g and 2 mm thickness</td>
<td>365.00 €</td>
</tr>
<tr>
<td>Print insert till 25 g and 2 mm thickness</td>
<td>420.00 €</td>
</tr>
</tbody>
</table>

For partial occupancy: selection costs per selection 150.00 €
Glued ad media: Postcard Product samples, other tip-ons
Price ¤ 95.00 € on request

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

Required delivery quantity: according to order confirmation
Delivery address: Print Media Group GmbH
Niederlassung Leimen
Frau Tanja Sturm
Gutenbergstraße 4
69181 Leimen

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

Print Prices, valid from 1st October 2023
Magazine format: 210 mm wide x 297 mm high, DIN A4

Print space: 177 mm wide x 267 mm high
4 columns, 40 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 deliver the files in the format of the advertisement as PDF/X3 or PDF/X4. We expect a PDF with embedded fonts, only CMYK elements and images in a resolution of 300 dpi. Advertisements in bleed format must be created with a 3 mm filled bleed on all edges. Any bleed marks must be placed at least 3 mm from the net format. Relevant information must be placed at least 3 mm from the page edge on all four pages. When booking the 2nd and 3rd cover page, a minimum distance of 8 mm to the band must be maintained.

Colours: The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.

Data acceptance/archiving: All files sent to us must be copies, the originals should remain with you until the respective issue is published for security reasons. The documents and directories must have a unique job and page name. Avoid special characters, spaces and umlauts in your file names if possible.

Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.

Guarantee: The client shall assume the guarantee for repro quality and correct data transmission. Deviations due to the delivery of faulty data do not constitute grounds for complaint on the part of the client. Slight deviations in tonal values are within the tolerance range of the printing process.
What does the tunnel cover story offer you?

The tunnel cover story is an exclusive reportage about a project that is presented in detail and prominently announced on the front page. Combined with a comprehensive advertising package, the tunnel cover story becomes an attractive communications package.

tunnel cover story
- cover page picture
- 1/1-page ad in same issue
- exclusive article in the magazine and on the website
- editorial references in the newsletter
- 150 copies for own use

Price information on page 9
**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>23,010 per month</td>
<td>15,737 per month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique user</th>
<th>Newsletter contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,916 user</td>
<td>2,883 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 2022 to June 2023
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):

<table>
<thead>
<tr>
<th>Advertising formats</th>
<th>Placement</th>
<th>Format (pixel, width x height)</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullsize banner</td>
<td>website, in rotation with max. two additional</td>
<td>468 x 60 px</td>
<td>735.00 €</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>website, in rotation with max. two additional</td>
<td>120 x 600 px</td>
<td>1,106.00 €</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>website, in rotation with max. two additional</td>
<td>160 x 600 px</td>
<td>1,295.00 €</td>
</tr>
<tr>
<td>Half page</td>
<td>website, in rotation with max. two additional</td>
<td>300 x 600 px</td>
<td>1,477.00 €</td>
</tr>
<tr>
<td>Superbanner</td>
<td>website, in rotation with max. two additional</td>
<td>728 x 90 px + 120 x 600 px</td>
<td>1,659.00 €</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>website, in rotation with max. two additional</td>
<td>300 x 250 px</td>
<td>1,295.00 €</td>
</tr>
<tr>
<td>Layer ad</td>
<td>website, in rotation with max. two additional</td>
<td>400 x 400 px</td>
<td>on request</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>website, in rotation with max. two additional</td>
<td>728 x 90 px + 120 x 600 px</td>
<td>1,659.00 €</td>
</tr>
<tr>
<td>Billboard</td>
<td>on all pages except homepage, in rotation with max. two additional</td>
<td>970 x 250 px</td>
<td>1,848.00 €</td>
</tr>
<tr>
<td>Expandable wallpaper</td>
<td>website, in rotation with max. two additional</td>
<td>200 x 100 px</td>
<td>1,848.00 €</td>
</tr>
<tr>
<td>Situations vacant</td>
<td>website, in rotation with max. two additional</td>
<td>728 x 90 + 120 x 600 (300 x 600)</td>
<td>1,200.00 €</td>
</tr>
<tr>
<td>Microsite</td>
<td>in the job market</td>
<td>individual</td>
<td>7,518.00 €</td>
</tr>
<tr>
<td>Company-Logo</td>
<td>own navigation within the website, duration 12 weeks</td>
<td>individual</td>
<td>420.00 €</td>
</tr>
<tr>
<td>OnlinePLUS</td>
<td>addition to an existing online article/advertorial</td>
<td>photos, videos, PDFs</td>
<td>1,386.00 €</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/en/terms
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

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

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26 weeks  10 %
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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:
2,883 recipients
Opening rate net: 30.0%
(Source: Inxmail, average per month July 2022 till June 2023)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing date</th>
<th>Booking deadline</th>
<th>Themes</th>
<th>Trade fairs/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2024</td>
<td>30.01.2024</td>
<td>19.01.2024</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/2024</td>
<td>27.02.2024</td>
<td>16.02.2024</td>
<td>19.-24.04.2024 World Tunnel Congress, Shenzhen, China</td>
<td></td>
</tr>
<tr>
<td>3/2024</td>
<td>26.03.2024</td>
<td>15.03.2024</td>
<td>19.-24.04.2024 World Tunnel Congress, Shenzhen, China</td>
<td></td>
</tr>
<tr>
<td>4/2024</td>
<td>30.04.2024</td>
<td>19.04.2024</td>
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<tr>
<td>5/2024</td>
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<td>16.05.2024</td>
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<tr>
<td>6/2024</td>
<td>26.06.2024</td>
<td>17.06.2024</td>
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<tr>
<td>7/2024</td>
<td>30.07.2024</td>
<td>19.07.2024</td>
<td>Special Baumaschinen, Geräte + Fördertechnik</td>
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<tr>
<td>8/2024</td>
<td>29.08.2024</td>
<td>20.08.2024</td>
<td>08.-11.10.2024 Geomechanik Kolloquium, Salzburg, Austria</td>
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<td>9/2024</td>
<td>30.09.2024</td>
<td>19.09.2024</td>
<td>08.-11.10.2024 Geomechanik Kolloquium, Salzburg, Austria</td>
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<td>10/2024</td>
<td>29.10.2024</td>
<td>18.10.2024</td>
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<tr>
<td>11/2024</td>
<td>29.11.2024</td>
<td>20.11.2024</td>
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<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: 700.00 €

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

Placement: content
Price: 585.00 €

**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: 4,515.00 €

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

Placement: content
Price: 585.00 €

**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/en/terms
Online-advertorial

Show our users your expertise on a topic, demonstrate your problem-solving skills, or explain the benefits of your product in detail - the occasions for an online advertorial can be many and varied.

The online advertorial is promoted with a comprehensive 4-week communication package consisting of the following components:

- permanent online contribution on www.tunnel-online.info (can still be found via search after the 4 weeks)
- editorial teaser on the start page with link to the online article (subject to availability)
- Medium Rectangle with placement on the complete website as teaser with link to the online article
- Text ad in the tunnel newsletter with link to the online article
- Please deliver the online article in German and English to

Price: 2,240.00 € plus VAT.
(Price for 28 days / 4 weeks)
Whitepaper

Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on www.tunnel-online.info. Interested users receive the white paper in exchange for their contact details.

We will provide you with the following services in close coordination with you:

- Landingpage incl. registration form
- Advertising teaser via our media channels website, newsletter and social media
- Delivery of leads (data protection compliant)

Duration: 8 to 12 weeks (variable, by arrangement)

Price: on request
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.bauhandwerk.de).

Linking ads in the E-Paper offers the following advantages:

- **Interactivity**: Readers can click directly on ads to get more information or buy products online.

- **Enhanced user experience**: Readers get direct access to relevant content or products.

- **Enhanced information content**: Ads can provide additional information or media on web pages through links.

Price: 290.00 €
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
  - Duration 4 weeks
  - Price: 1,995.30 € plus VAT.

- Wide skyscraper in tunnel Newsletter

Crossmedia product advertising package

- Online-advertorial on www.tunnel-online.info
  - Duration 4 weeks
  - Price: 5,346.00 € plus VAT.
  - (for services see previous page)

- 1/2 page advertorial or advert in the print edition of tunnel
  - Duration 4 weeks
  - Price: 5,346.00 € plus VAT.

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