

# MEDIA DATA 2026

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## Target groups

- Tunnel construction companies
- Suppliers
- Engineering offices
- Clients

Official organ of the **STUVA**



Brand profile

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Circulation and distribution analysis  
Prices and formats  
Formats and technical advice  
Cover story  
Linking in E-Paper

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## tunnel

For over 40 years **tunnel** has been one of the leading international specialist information brands for the tunnel construction industry. In German and English, **tunnel** deals with the planning and execution of underground structures in new construction and refurbishment projects in a practice-oriented manner. The relevant key topics include technology, digitalization, sealing, monitoring, construction logistics, life cycle assessment, safety and tunnel operation. **tunnel** provides specialist information on all media channels – as a printed issue, digitally via the website ([www.tunnel-online.info](http://www.tunnel-online.info)), 12 times a year by newsletter and via the social media channel LinkedIn. **tunnel** is the official organ of the Research Association for Tunnels and Transportation Facilities e. V. (STUVA) in Cologne.



# 25,158

Copies / year

copies actually distributed 4,193

thereof E-Paper: 1,523

Publication frequency 6x / year



# 265,224

Page impressions website / year

Page impressions 22,102 / month

Visits 15,106 / month

Unique user 10,180 / month



# 37,800

Newsletter recipients / year

Recipients 3,150 / issue

Opening rate net 31.4 %

Publication frequency 12x / year



# 4,200

Social media followers

# PRINT

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- Editorial schedule
- Circulation and distribution analysis
- Prices and formats
- Formats and technical advice
- Cover story
- Linking in E-Paper

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Issue	Dates	Main topics	Further topics 2nd half-year	Trade fairs/events
5/2025	<b>Publication date:</b> 14.11.2025  <b>Editorial deadline:</b> 29.08.2025  <b>Advertising deadline:</b> 23.10.2025	<ul style="list-style-type: none"> <li>– Special STUVA Conference</li> <li>– International projects + excavation technology</li> <li>– Injection technology</li> </ul>	<ul style="list-style-type: none"> <li>– Lining, fittings + tunnel operation</li> <li>– Construction management</li> <li>– Fire protection + safety</li> <li>– BIM + digital processes</li> <li>– Monitoring + site investigation</li> <li>– Conveyor technology + logistics</li> <li>– Waterproofing</li> </ul>	25–27 November 2025 <b>STUVA Conference,</b> Hamburg, Germany
6/2025	<b>Publication date:</b> 19.12.2025  <b>Editorial deadline:</b> 10.10.2025  <b>Advertising deadline:</b> 27.11.2025	<ul style="list-style-type: none"> <li>– Special Construction machines, equipment + conveying systems</li> <li>– Tunnelling Statistics Germany</li> <li>– International projects + excavation technology</li> </ul>		

Issue	Dates	Main topics	Further topics 1st half-year	Trade fairs/events
1/2026	<b>Publication date:</b> 25.02.2026  <b>Editorial deadline:</b> 19.12.2025  <b>Advertising deadline:</b> 03.02.2026	International projects + excavation technology Research + development	<ul style="list-style-type: none"> <li>- Lining, fittings + tunnel operation</li> <li>- Construction management</li> <li>- Fire protection + safety</li> <li>- BIM + digital processes</li> <li>- Monitoring + site investigation</li> <li>- Conveyor technology + logistics</li> <li>- Waterproofing</li> </ul>	4 March 2026 <b>2. Kölner Tunnelbautag</b> Cologne, Germany
2/2026	<b>Publication date:</b> 15.04.2026  <b>Editorial deadline:</b> 18.02.2026  <b>Advertising deadline:</b> 20.03.2026	<b>Special World Tunnel Congress</b> International projects + excavation technology Research + development		15–21 May 2026 <b>World Tunnel Congress</b> Montreal, Canada  24–27 May 2026 <b>Underground Construction</b> Prague, Czech Republic  11 June 2026 <b>Rock Mechanics and Tunnelling Day</b> Weinheim, Germany  16–17 June 2026 <b>Swiss Tunnel Congress</b> Lucerne, Switzerland
3/2026	<b>Publication date:</b> 09.07.2026  <b>Editorial deadline:</b> 13.05.2026  <b>Advertising deadline:</b> 17.06.2026	<b>Special Construction machines, equipment + conveying systems</b> International projects + excavation technology Research + development		

Issue	Dates	Main topics	Further topics 2nd half-year	Trade fairs/events
4/2026	<b>Publication date:</b> 15.09.2026  <b>Editorial deadline:</b> 21.07.2026  <b>Advertising deadline:</b> 24.08.2026	<b>Special Geomechanics Colloquium</b> International projects + excavation technology	<ul style="list-style-type: none"> <li>- Lining, fittings + tunnel operation</li> <li>- Construction management</li> <li>- Fire protection + safety</li> <li>- BIM + digital processes</li> <li>- Monitoring + site investigation</li> <li>- Conveyor technology + logistics</li> </ul>	09–10 October 2026 <b>Geomechanics Colloquium</b> Salzburg, Austria
5/2026	<b>Publication date:</b> 30.10.2026  <b>Editorial deadline:</b> 04.09.2026  <b>Advertising deadline:</b> 08.10.2026	International projects + excavation technology Injection technology Waterproofing		04–05 November 2026 <b>Forum Injektionstechnik</b> Cologne, Germany
6/2026	<b>Publication date:</b> 14.12.2026  <b>Editorial deadline:</b> 20.10.2026  <b>Advertising deadline:</b> 20.11.2026	<b>Special Construction machines, equipment + conveying systems</b> Tunnelling Statistics Germany International projects + excavation technology		

Issue	Dates	Main topics	Further topics 1st half-year	Trade fairs/events
1/2027	<b>Publication date:</b> 25.02.2027  <b>Editorial deadline:</b> 18.12.2026  <b>Advertising deadline:</b> 03.02.2027	International projects + excavation technology Injection technology Waterproofing	<ul style="list-style-type: none"> <li>- Lining, fittings + tunnel operation</li> <li>- Construction management</li> <li>- Fire protection + safety</li> <li>- BIM + digital processes</li> <li>- Monitoring + site investigation</li> <li>- Conveyor technology + logistics</li> <li>- Waterproofing</li> </ul>	

**General overview of topics:**

**Lining, technical installations + tunnel operation:** formwork systems, sprayed concrete, in-situ concrete, segmental lining, 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:** (for construction, renovation and operating phases) Lighting, traffic engineering, ventilation, fire alarm and fire extinguishing systems, doors and gates, occupational safety

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

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

**International projects + excavation technology:** design and execution of tunnel construction and refurbishment projects, mechanized and conventional tunnelling

**Research + development**

**Conveying systems + logistics**

**Waterproofing + injection technology:** for new construction and refurbishment projects

The editorial department reserves the right to make changes/additions on grounds of topicality. The complete editorial schedule for 2027 will be published in the 2027 media data.

## Circulation audit:


 Circulation analysis: Copies per issue  
 (1. July 2024 bis 30. June 2025)

Copies actually distributed (tvA):	4,193	thereof abroad:	2,651
- thereof E-Paper:	1,523	thereof abroad:	1,075
Copies sold:	570	thereof abroad:	206
Subscriptions:	548	thereof abroad:	205
Other sales:	21	thereof abroad:	1
Single copy sales:	1		
Free copies:	3,623		
Archive and specimen:	87		

## Geographical distribution analysis (Business regions):

	Copies actually distributed	
	% *	Copies
Domestic	36.8	1,542
Abroad	63.2	2,651
Copies actually distributed (tvA)	100.0	4,193

\*The percentages have been rounded to one decimal place.

## Geographic distribution analysis by country/or continent:

Business regions	Copies actually distributed	
	% *	Copies
Europe	60.5	2,537
hereof region Germany, Austria and Switzerland	36.8	1,542
America	7.6	319
Asia	29.6	1,242
Middle East	1.0	40
Africa	0.8	32
Ozeania	0.5	23
<b>Total</b>	<b>100.0</b>	<b>4,193</b>

\*The percentages have been rounded to one decimal place.

## Summary of the survey method:

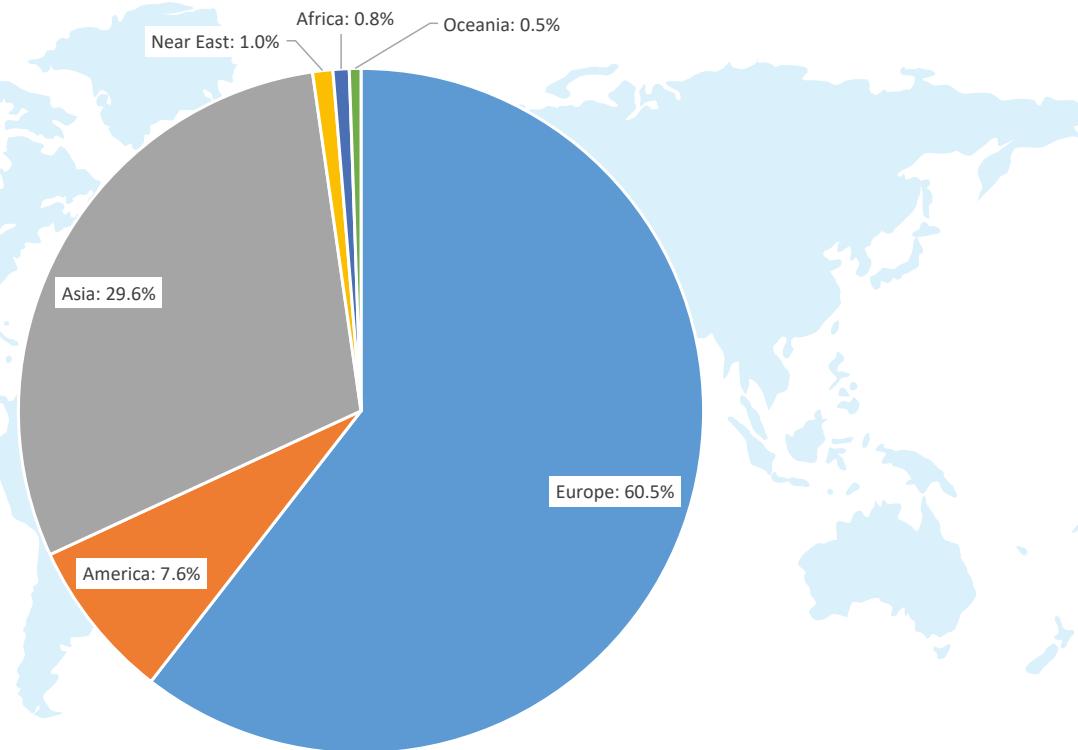
1. Method: Dissemination analysis by file evaluation– total survey
2. Basic population: actual circulation 4,193 = 100.0 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: August 2025
6. Execution of the study: Bauverlag BV GmbH

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

## Circulation

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**Copies actually distributed:**  
4,193 Copies



**Sectors/branches:**

<b>Readership structure</b>	<b>Copies actually distributed</b>	
	<b>%</b>	<b>Copies</b>
Tunnelling business	43.9	1,840
Engineering offices	11.4	480
Education and research	6.7	283
Deep drilling	2.6	107
STUVA-members	3.4	143
Tunnel associations (worldwide)	22.0	921
Participants at events/tunneling trade fairs	10.0	419
	<b>100.0</b>	<b>4,193</b>

Publishing analysis, dated: August 2025

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

<b>2/1 Page</b>  Price (b/w to 4c) 9,650.00 €	<b>1/1 Page</b>  Price (b/w to 4c) 5,350.00 €	<b>Juniorpage</b>  Price (b/w to 4c) 3,860.00 €	<b>1/2 Page, horiz.</b>  Price (b/w to 4c) 3,690.00 €	<b>1/2 Page, vertical</b>  Price (b/w to 4c) 3,690.00 €														
<b>1/3 Page, vertical</b>  Price (b/w to 4c) 3,210.00 €	<b>1/3 Page, horiz.</b>  Price (b/w to 4c) 3,210.00 €	<b>1/4 Page, vertical</b>  Price (b/w to 4c) 2,900.00 €	<b>1/4 Page, horiz.</b>  Price (b/w to 4c) 2,900.00 €	<b>1/4 Page, Col.</b>  Price (b/w to 4c) 2,900.00 €														
<b>1/8 Page, vertical</b>  Price (b/w to 4c) 1,350.00 €	<b>1/8 Page, horiz.</b>  Price (b/w to 4c) 1,350.00 €	<b>1/8 Page, Col.</b>  Price (b/w to 4c) 1,350.00 €	<table border="1"> <thead> <tr> <th>Format</th> <th>farbig</th> </tr> </thead> <tbody> <tr> <td>Advertisorial 1/1 Page *</td> <td>5,350.00 €</td> </tr> <tr> <td>Advertisorial 1/2 Page **</td> <td>3,690.00 €</td> </tr> <tr> <td>Cover story</td> <td>9,860.00 €</td> </tr> <tr> <td>Cover story Fair price Issue 2 WTC; 4 Geomechanik Kolloquium</td> <td>12,325.00 €</td> </tr> <tr> <td><b>Image of the month</b> (Motif and text in coordination with the editors) with online extension</td> <td>3,960.00 €</td> </tr> <tr> <td></td> <td>5,310.00 €</td> </tr> </tbody> </table>		Format	farbig	Advertisorial 1/1 Page *	5,350.00 €	Advertisorial 1/2 Page **	3,690.00 €	Cover story	9,860.00 €	Cover story Fair price Issue 2 WTC; 4 Geomechanik Kolloquium	12,325.00 €	<b>Image of the month</b> (Motif and text in coordination with the editors) with online extension	3,960.00 €		5,310.00 €
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	5,310.00 €																	

\* Price surcharge for design by the publisher 500.00 €; \*\* Price surcharge for design by the publisher 250.00 €

 All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: <https://bauverlag.de/en/terms>

<b>Placement:</b>	Cover pages (Inside front cover, inside back cover and back cover)	5,890.00 €	<b>Special ad types:</b>	<b>Bound inserts</b> (sample- front page/back page required)
<b>Special colour:</b>	each colour	On request		2-pages 3,320.00 € 4-pages 5,260.00 € (others on request)
	All charges are discountable.			Discount according to quantity scale: 1 sheet = 1 ad page Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded). Raw format of bound-in inserts: bound inserts: 216 x 307 mm, head trim: 6 mm, foot trim: 3 mm, lateral trim: 3 mm each
<b>Discounts:</b>	Published within 12 months 12 Monthen (insertion year, starts with publication of the first advertisement)			
	<b>Staggered repeat discount</b>	<b>Quantity scale</b>		<b>Loose inserts</b> (not discountable) Maximum size 205 x 290 mm
	3 times 3 %	3 Pages 5 %		Weight of loose insert Full insert till 25 g and 2 mm thickness 390.00 € (higher weights and thicknesses on request)
	6 times 5 %	6 Pages 10 %		Print insert till 25 g and 2 mm thickness 460.00 € (higher weights and thicknesses on request)
	12 times 10 %	12 Pages 15 %		
	18 times 15 %	18 Pages 20 %		
	24 times 20 %	24 Pages 25 %		
	<b>Crossmedia discount</b>			For partial occupancy: selection costs per selection 170.00 €
	Discounts for print and online advertising and crossmedia advertising campaigns on request.			
	No discount on inserts and additional technical costs			
<b>Classified ads::</b>	(not discountable)		<b>Glued ad media</b>	<b>Price %</b>
	Job offers s/w	per height mm (1 column, 45 mm wide)	Postcard 100.00 €	
		6.60 €	Product samples, other tip-ons on request	
	Job offers colour	per height mm (1 column, 45 mm wide)	Technical costs are not eligible for commission and are not discountable	
		11.90 €		
	Situation wanted b/w	per height mm (1 column, 45 mm wide)	Required delivery quantity: According to order confirmation	
		3.80 €	Delivery address: Strube Druck & Medien GmbH	
	Opportunity ad	per height mm	z. Hd. Klaus Anthes	
	Purchase/sale b/w	(1 column, 45 mm wide)	Stimmerswiesen 3	
		6.60 €	34587 Felsberg	
	Surcharge for placement in the editorial section	20 %	Delivery memo: for tunnel Issue ...	
	From a print value of 1,290.00 €, your job posting will be displayed online at <a href="http://www.tunnel-online.info">www.tunnel-online.info</a> for 4 weeks for free			

<b>Magazine format:</b>	210 mm wide x 297 mm high, DIN A4	<b>Data acceptance/archiving:</b>	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.
<b>Print space:</b>	177 mm wide x 267 mm high 4 Columns à 40 mm wide		
<b>Printing and binding methods:</b>	Offset printing, adhesive binding		
<b>Data transmission:</b>	per E-Mail (bis 10 MB): order.management@bauverlag.de		Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.
	For larger volumes of data, please contact: Vera Wenzel, Phone: +49 5241 2151-4545	<b>Guarantee:</b>	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
<b>Data formats:</b>	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.	<b>Terms of payment:</b>	Net invoice value within 30 days following The date of the invoice, VAT ID No. DE 813382417
<b>Colours:</b>	The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.	<b>Bank details:</b>	Bauverlag BV GmbH, Gütersloh Deutsche Bank Berlin IBAN: DE45 1007 0000 0069 4653 00 BIC: DEUTDEBBXXX

## 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 image
- Exclusive feature article in the magazine
- 1/1 page advertisement in the same issue
- Online placement on the home page at [tunnel-online.info](http://tunnel-online.info)
- Enhancement of the cover story online through additional images, videos, or documents on the website
- Medium rectangle for 8 weeks on [tunnel-online.info](http://tunnel-online.info) with a link to the cover story
- Editorial note in the newsletter
- 150 copies of the cover story for your own use

Price: 9,860.00 €

Fair price: 12,325.00 €

(Issue 2+4)

Agency commission eligible,  
no further discounts;  
plus VAT.

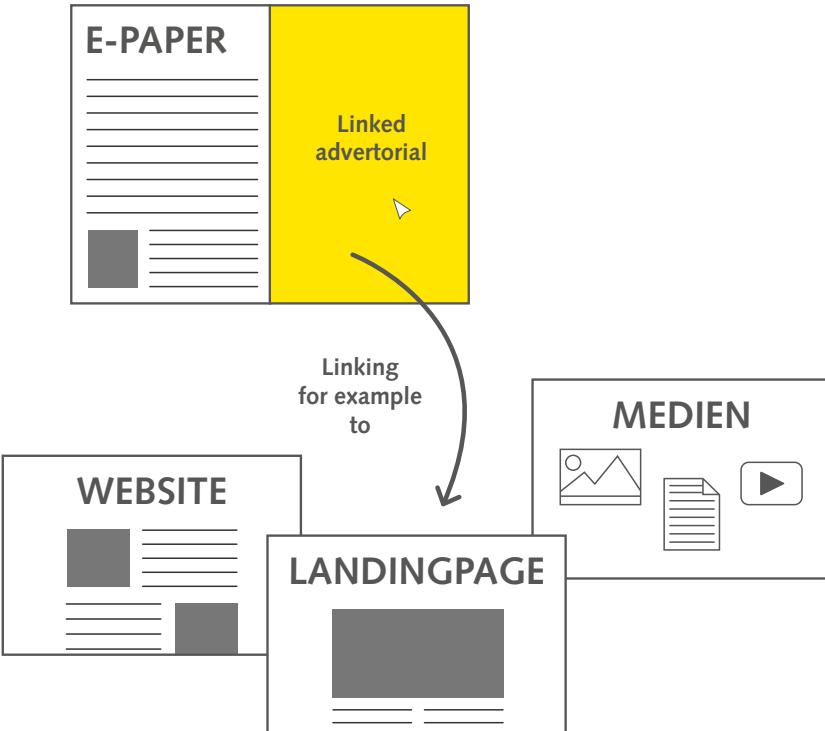
## Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper ([epaper.tunnel-online.info](http://epaper.tunnel-online.info)).

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

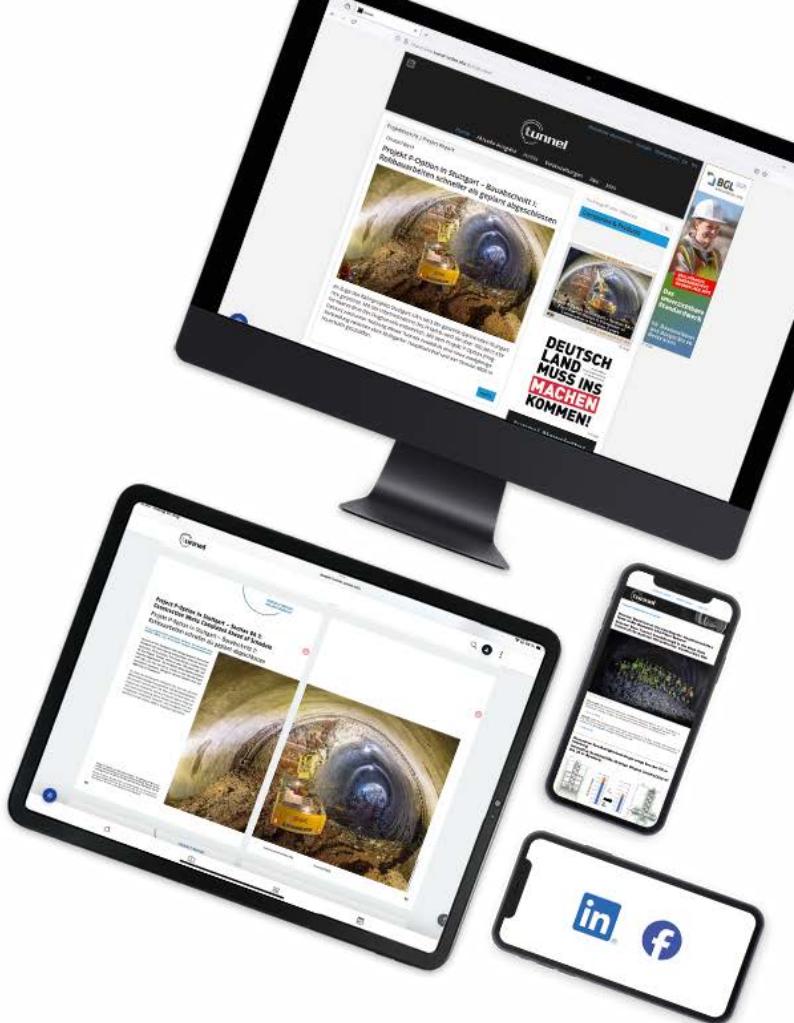
Price: 300.00 €



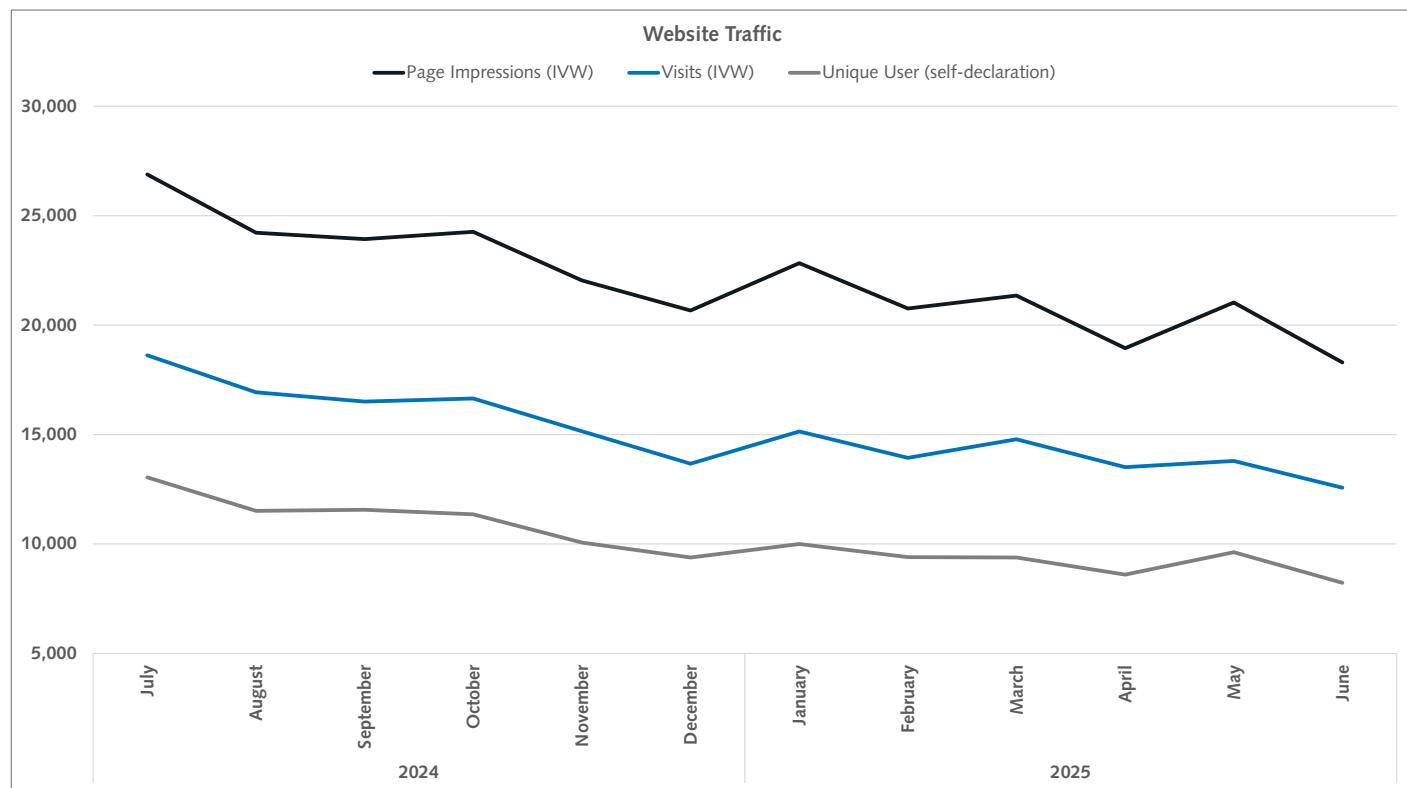
# DIGITAL

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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):**

Form of advertising	Placement Desktop and tablet	Size in pixel (W x H) Desktop and tablet	Placement Mobile	Size in pixel (W x H) Mobile	Price for 28 days / 4 Weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	<b>784.00 €</b>
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	<b>980.00 €</b>
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	<b>1,386.00 €</b>
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	<b>1,190.00 €</b> <b>1,288.00 € (sticky)</b>
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	<b>1,190.00 €</b>
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	<b>1,386.00 €</b> <b>1,484.00 € (sticky)</b>
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	<b>1,568.00 €</b> <b>1,666.00 € (sticky)</b>
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	<b>1,960.00 €</b>
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	<b>1,764.00 €</b>
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	<b>1,960.00 €</b>
Company Logo	Content / Marginal column	200 x 100	Content	200 x 100	<b>490.00 €</b>
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	<b>1,484.00 €</b>
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	<b>10,332.00 €</b> <b>(Price for 12 weeks)</b>
Job offer	In the job market	Individual	In the job market	Individual	<b>1,290.00 €</b>

All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.

All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at <https://bauverlag.de/downloads/spec-sheet-online.pdf>.

You can find the general 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

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 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:

- booked Site
- customer name
- order number
- Target-URL
- Booking period
- Form of advertisingat
- Motif name
- contact person for inquiries

Newsletter-Issues	Publication date	Booking deadline
01/2026	28.01.2026	19.01.2026
02/2026	26.02.2026	17.02.2026
03/2026	30.03.2026	19.03.2026
04/2026	28.04.2026	17.04.2026
05/2026	28.05.2026	18.05.2026
06/2026	30.06.2026	19.06.2026
07/2026	28.07.2026	17.07.2026
08/2026	27.08.2026	18.08.2026
09/2026	29.09.2026	18.09.2026
10/2026	27.10.2026	16.10.2026
11/2026	24.11.2026	13.11.2026
12/2026	15.12.2026	04.12.2026

### 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](http://www.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

### 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:

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

You will get a reporting about the recipients,  
Opening rate and ad-clicks.



### Recipients:

The tunnel newsletter reaches managing directors and decision-makers in tunnel construction.

### Circulation:

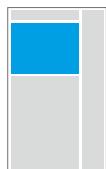
3,150 Recipients

Openingrate net: 31.4%

(Quelle: Inxmail; Average per Month July 2024 to June 2025)

## Prices and forms of advertising:

### Text ad premium



- 1. Text ad in the Newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

**Placement:**  
content

**Price:**  
760.00 €

### Text ad



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

**Placement:**  
content

**Price:**  
630.00 €

### Medium rectangle

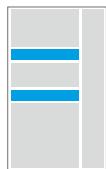


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
760.00 €

### Fullsize banner



**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
510.00 €

### Skyscraper

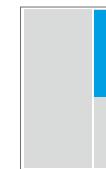


**Format:**  
120 x 600 px

**Placement:**  
next to the content

**Price:**  
690.00 €

### Wide skyscraper

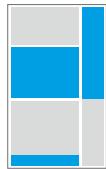


**Format:**  
160 x 600 px

**Placement:**  
next to the content

**Price:**  
760.00 €

### Newsletter takeover



- up to 4 text ads
- 3 Fullsize banner
- 1 skyscraper

**Placement:**  
content, exklusiv

**Price:**  
4,740.00 €

### Job offer



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

**Placement:**  
content

**Price:**  
630.00 €

### Discounts:

Published within 12 months  
(Insertion year)

### Staggered repeat discount

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

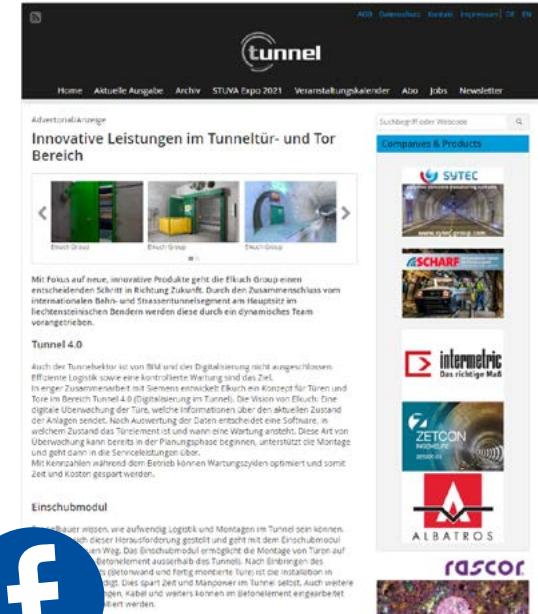
## Online-advertorial

Show our users your 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:

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

- permanent online contribution on [www.tunnel-online.info](http://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
- Promoted Facebook post via the Facebook fan page of **tunnel** with link to the online article
- Please deliver the online post in German and English

**Price: 3,164.00 € plus VAT.**  
(Price for 28 days / 4 weeks)



The screenshot shows the **tunnel** website homepage. At the top, there is a navigation bar with links to **Home**, **Aktuelle Ausgabe**, **Archiv**, **STUVA Expo 2021**, **Veranstaltungskalender**, **Abo**, **Jobs**, and **Newsletter**. Below the navigation is a search bar. The main content area features a section titled **Innovative Leistungen im Tunneltür- und Tor Bereich** with three images of tunnel equipment: **Tunneltür**, **Tunneltor**, and **Tunneltor**. To the right, there is a sidebar with a search bar and a list of sponsors: **SUTEC**, **SCHARF**, **intermetric**, **ZETCON**, **ALBATROS**, and **rascor**.



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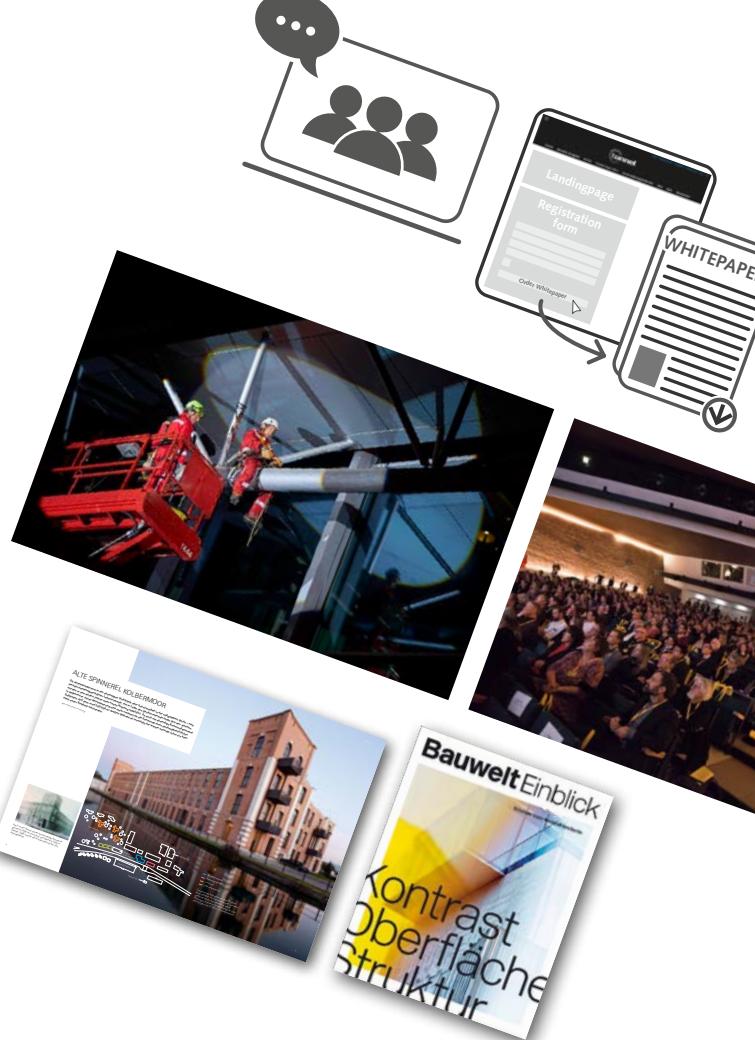
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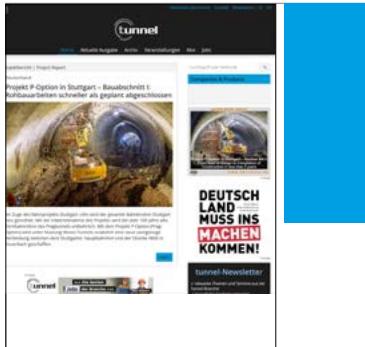
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Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

## Online branding package



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

Duration 4 weeks  
**Price: 2,095.20 € plus VAT.**



Wide skyscraper in  
**tunnel** Newsletter

## Crossmedia product advertising package



Online-advertorial on  
[www.tunnel-online.info](http://www.tunnel-online.info)

Duration 4 weeks  
**Price: 6,168.60 € plus VAT.**



1/2 Page Advertorial or advert  
in the print edition of **tunnel**

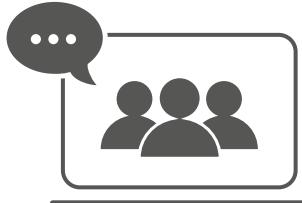
We will be happy to put together further packages with suitable digital and print formats for you on request.

## Gain valuable leads with the strong media brand tunnel!

### Webinar

Choose an interesting topic, create an exciting Presentation and have the webinar moderated by our expert **tunnel** editorial team and organized by the experienced Bauverlag event team. You will receive the contact details of the participants.

Price: 6,690.00 €\*



**Ask for our detailed information flyer!**

\*Price plus 19% VAT, no AE/discounts.

Please note that we require a lead time of 8 weeks. You can find the general terms and conditions at <https://bauverlag.de/en/terms>.

### Whitepaper

Publish your neutral, technically sound information on a topic of interest to the target group in a useful white paper on [tunnel-online.info](http://tunnel-online.info). Interested users order the white paper and you will receive the contact details afterwards.

Price: on request





**bauverlag**  
Digital Services

### Video advertorials that will convince you!

Moving images attract attention. Content and products can be presented in a more lively and emotional way, making them easier to perceive.

In contrast to classic commercials, video advertorials convey information, tips or stories that appear valuable to the viewer while subtly promoting a product, service or brand.

The focus is often on providing the audience with useful content while raising awareness of the advertised brand, without the advertising taking center stage.

Bauverlag not only has access to the target group, but also the expertise to implement an individual storyline perfectly and tailor-made for the customer in the construction industry. The Bauverlag brands also provide neutrality and credibility for your communication goals.

### When will we realize our joint video project?

### Please contact us



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E-Mail: erdal.top@bauverlag.de



## bauverlag Events

Networking für Architektur und Bau

**The portal for networking in architecture and the construction industry**

Bauverlag organizes and plans 85 events every year. These include in-house events such as congresses, trade fairs and specialist forums. In addition, customer events are designed, planned and carried out.

**Our events offer you**

- Networking and information transfer
- Contact with your target group and top decision-makers in architecture and the construction industry
- Neutral specialist presentations on trends and developments
- Intensive exchange of ideas and information
- In-depth information through accompanying trade exhibitions
- New, innovative discussion and presentation formats

**Expand your network. Take advantage of the professional exchange with colleagues and industry experts!**

You can find our current events at  
[bauverlag-events.de](http://bauverlag-events.de)

**Please contact us**



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## Your partner for content marketing, individual communication solutions and networking

We support you in reaching your target group with something special. In close cooperation with our specialist editorial teams, we develop customized online and print formats as well as specialist events for you.

Bauverlag Creative offers you

- Supplements, brochures, white papers
- Websites and microsites
- Editorial videos and image films
- Social media content
- Moderation and event management

**Become visible. Use the reach and channels of Bauverlag!**

**Please contact us**



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# THE BAUVERLAG

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## **Building. Knowledge. Passion.**

Architecture / Processing & recycling / Building materials / Construction companies / Job market / Technical building equipment / Fabricators / Housing and real estate industry



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

