

MEDIA DATA 2025

Target groups

- Tunnel construction companies
- Suppliers
- Engineering offices
- Clients

Official organ of the **STUVA**



tunnel-online.info

bau || || verlag



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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), 12 times a year by newsletter and via the social media channel LinkedIn. **tunnel** is the official organ of the Studiengesellschaft For Tunnel and Verkehrsanlagen e. V. (STUVA) in Cologne.



26,604

Copies / Year

Copies actually distributed 4,434
 Thereof E-Paper: 1,380
 Publication frequency 6x / Year



289,920

Page impressions website / Year

Page Impressions 24,160 / Month
 Visits 16,405 / Month
 Unique User 11,096 / Month



35,484

Newsletter recipients / Year

Recipients 2,957 / Issue
 Openingrate net 34.1 %
 Publication frequency 12x / Year



4,200

Follower social media

PRINT

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Issue	Dates	Main topics	Further topics 2nd half-year	Trade fairs/events
5/2024	Publication date: 31.10.2024 Editorial deadline: 30.08.2024 Advertising deadline: 09.10.2024	<ul style="list-style-type: none"> - International Projects + Jacking Technology - Research + Development 	<ul style="list-style-type: none"> - Expansion, equipment + operation - Construction Management - Fire Protection + Safety - BIM + Digital Processes - Monitoring + Ground investigation - Materials Handling + Logistics - Waterproofing 	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	<ul style="list-style-type: none"> - Construction machinery special at BAUMA - Tunnelling statistics Germany - Injection Technology - International Projects + Tunneling Technology 		07.-13.04.2025 bauma, Munich, Germany

Issue	Dates	Main topics	Further topics 1st half-year	Trade fairs/events
1/2025	<p>Publication date: 25.02.2025</p> <p>Editorial deadline: 20.12.2024</p> <p>Advertising deadline: 03.02.2025</p>	<ul style="list-style-type: none"> - International projects + excavation technology - Research + development 	<ul style="list-style-type: none"> - Lining, fittings + tunnel operation - Construction management - Fire protection + safety - BIM + digital processes - Monitoring + site investigation - Conveyor technology + logistics - Waterproofing 	<p>07.-13.04.2025 bauma, Munich, Germany</p> <p>07.05.2025 Münsteraner Tunnelbaukolloquium, Münster, Germany</p>
2/2025	<p>Publication date: 16.04.2025</p> <p>Editorial deadline: 14.02.2025</p> <p>Advertising deadline: 25.03.2025</p>	<ul style="list-style-type: none"> - Special World Tunnel Congress - International projects + excavation technology - Research + development 		<p>10.-15.05.2025 World Tunnel Congress, Stockholm, Sweden</p> <p>22.05.2025 10th Rock Mechanics & Tunnelling Day I Weinheim, Germany</p> <p>12.06.2025 Swiss Tunnel Day, Biel, Switzerland</p>
3/2025	<p>Publication date: 11.07.2025</p> <p>Editorial deadline: 09.05.2025</p> <p>Advertising deadline: 18.06.2025</p>	<ul style="list-style-type: none"> - Special Construction machines, equipment + conveying systems - International projects + excavation technology - Research + development 		

The editorial department reserves the right to make changes/additions on grounds of topicality.

Issue	Dates	Main topics	Further topics 2nd half-year	Trade fairs/events
4/2025	Publication date: 18.09.2025 Editorial deadline: 18.07.2025 Advertising deadline: 27.08.2025	<ul style="list-style-type: none"> - Special Geomechanics Colloquium - International projects + excavation technology 	<ul style="list-style-type: none"> - Lining, fittings + tunnel operation - Construction management - Fire protection + safety - BIM + digital processes - Monitoring + site investigation - Conveyor technology + logistics - Waterproofing 	09.-10.10.2025 74th Geomechanics Colloquium, Salzburg, Austria
5/2025	Publication date: 31.10.2025 Editorial deadline: 29.08.2025 Advertising deadline: 09.10.2025	<ul style="list-style-type: none"> - Special STUVA Conference - International projects + excavation technology - Injection technology (enclosed special issue) 		25.-27.11.2025 STUVA Conference, Hamburg, Germany
6/2025	Publication date: 12.12.2025 Editorial deadline: 10.10.2025 Advertising deadline: 20.11.2025	<ul style="list-style-type: none"> - Special Construction machines, equipment + conveying systems - Tunnelling Statistics Germany - International projects + excavation technology 		

The editorial department reserves the right to make changes/additions on grounds of topicality.

Issue	Dates	Main topics	Further topics 1st half-year	Trade fairs/events
1/2026	<p>Publication date: 25.02.2026</p> <p>Editorial deadline: 19.12.2025</p> <p>Advertising deadline: 03.02.2026</p>	<ul style="list-style-type: none"> - International projects + excavation technology - Injection technology 	<ul style="list-style-type: none"> - Lining, fittings + tunnel operation - Construction management - Fire protection + safety - BIM + digital processes - Monitoring + site investigation - Conveyor technology + logistics - Waterproofing 	

The complete schedule and topic plan for 2026 will appear in the media data 2026.

General overview of topics:

Lining, technical installations + tunnel operation: formwork systems, sprayed concrete, in-situ concrete, sagmantal 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

Circulation audit:



Circulation analysis:

Copies per issue
(1. July 2023 bis 30. June 2024)

Copies actually distributed (tvA):	4,434	thereof abroad:	2,263
- thereof E-Paper:	1,380	thereof abroad:	869
Copies sold:	607	thereof abroad:	221
Subscriptions:	585	thereof abroad:	220
Other sales:	22	thereof abroad:	1
Single copy sales:	1		
Free copies:	3,828	thereof abroad:	2,042
Archive and specimen:	96		

Geographical distribution analysis (Business regions):

	Copies actually distributed	
	%*	Copies
Domestic	29.4	1,302
Abroad	70.6	3,132
Copies actually distributed (tvA)	100.0	4,434

*The percentages have been rounded to one decimal place.

Geographic distribution analysis by country/or continent:

Business regions	Copies actually distributed	
	%*	Copies
Europe	59.2	2,627
hereof region Germany, Austria and Switzerland	48.5	2,150
Amerixa	7.8	344
Asia	30.9	1,372
Middle East	0.8	37
Africa	0.7	32
Ozeania	0.5	22
Total	100.0	4,434

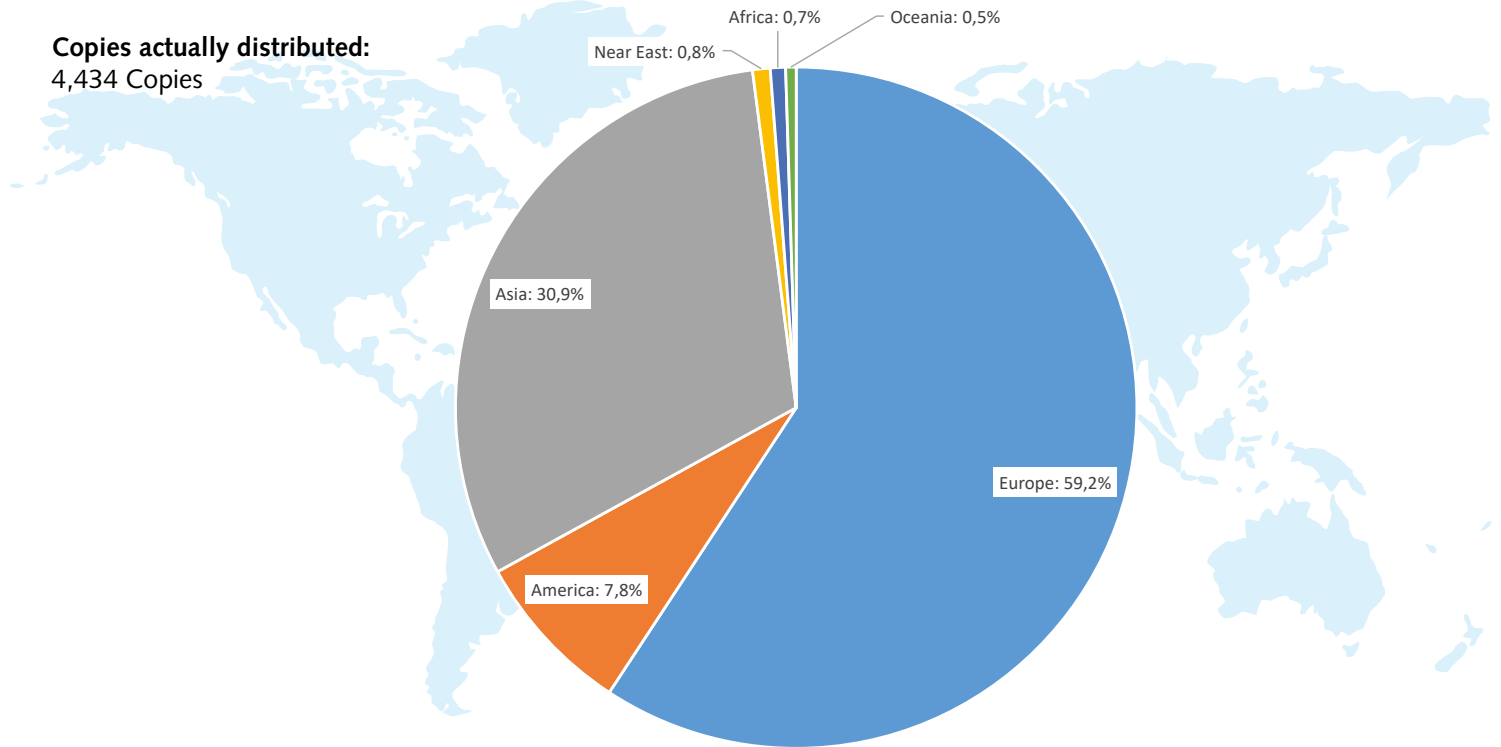
*The percentages have been rounded to one decimal place.

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 3,974 = 100.0 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2024
 6. Execution of the study: Bauerlag BV GmbH
- Details on the survey method are available from the publishing company.

Circulation

Copies actually distributed:
4,434 Copies















Sectors/branches:

Readership structure	Part of copies actually distributed	
	%	Copies
Tunnelling business	43.7	1,937
Engineering offices	11.4	505
Education and research	6.7	298
Deep drilling	2.5	113
STUVA-members	3.4	151
Tunnel associations (worldwide)	21.9	969
Participant at events/tunneling trade fair	10.4	461
	100.0	4,434

Publishing analysis, dated: August 2024

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

<p>2/1 Page</p>  <p>Bleed format: 420 x 297 mm</p> <p>Price (b/w to 4c) 9,320.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 5,170.00 €</p>	<p>Juniorage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 3,730.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 3,570.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 3,570.00 €</p>																		
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 3,100.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 3,100.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 2,800.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 2,800.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 2,800.00 €</p>																		
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 1,300.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 1,300.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 1,300.00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th>colour</th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page *</td> <td>5,170.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page **</td> <td>3,570.00 €</td> </tr> <tr> <td>Cover story</td> <td>9,530.00 €</td> </tr> <tr> <td>Cover story Fair price Issue 1.2.5</td> <td>11,913.00 €</td> </tr> <tr> <td colspan="2" style="text-align: center;">bauma, WTC, STUVA-Tagung</td> </tr> <tr> <td>Image of the month</td> <td>3,830.00 €</td> </tr> <tr> <td>(Motif and text in coordination with the editors)</td> <td></td> </tr> <tr> <td>with online extension</td> <td>5,130.00 €</td> </tr> </tbody> </table>		Format	colour	Advertorial 1/1 Page *	5,170.00 €	Advertorial 1/2 Page **	3,570.00 €	Cover story	9,530.00 €	Cover story Fair price Issue 1.2.5	11,913.00 €	bauma, WTC, STUVA-Tagung		Image of the month	3,830.00 €	(Motif and text in coordination with the editors)		with online extension	5,130.00 €
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* 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>

Additional charges

Placement:	Inside front cover, inside back cover and back cover	520.00 €
	Other prescribed positions	20 %
Special colour:	Each color	900.00 €

All charges are discountable.

Discounts:

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

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)	6.40 €
Job offers colour	per height mm (1 column, 45 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 45 mm wide)	3.60 €
Opportunity ad,	per height mm	
Purchase/sale b/w	(1 column, 45 mm wide)	6.40 €
Surcharge for placement in the editorial section		20 %

From a print value of 1,250.00 €, 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	3,210.00 €
4-pages	5,080.00 €

(others on request)

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

Loose inserts (not discountable)

Maximum size 200 x 290 mm	
Weight of loose insert	Price %
Full insert till 25 g and 2 mm thickness	380.00 €
(higher weights and thicknesses on request)	
Print insert till 25 g and 2 mm thickness	440.00 €
(higher weights and thicknesses on request)	

For partial occupancy: selection costs per selection 160.00 €

Glued ad media

Postcard	Price %
Product samples, other tip-ons	100.00 €
	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.

Magazine format: 210 mm wide x 297 mm high, DIN A4

Print space: 177 mm wide x 267 mm high
4 Columns à 40 mm wide

Printing and binding methods: Offset printing, adhesive binding

Data transmission: per E-Mail (bis 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

Terms of payment:

Net invoice value within 10 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

What does the tunnel Cover story offer you?

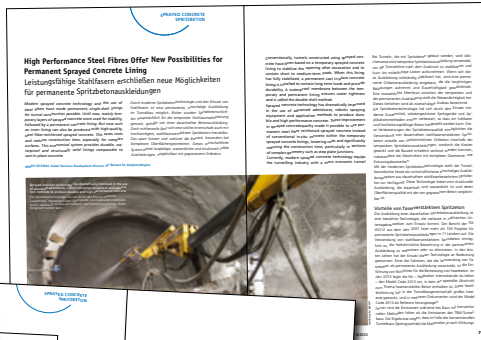
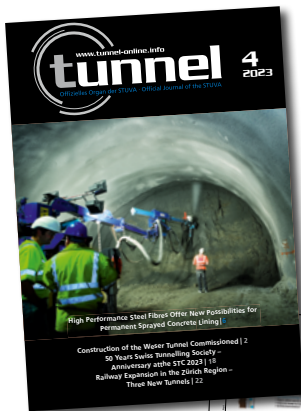
The **tunnel cover story** is an exclusive reportage about a project that is presented in detail and prominently announced on the front page.

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 12



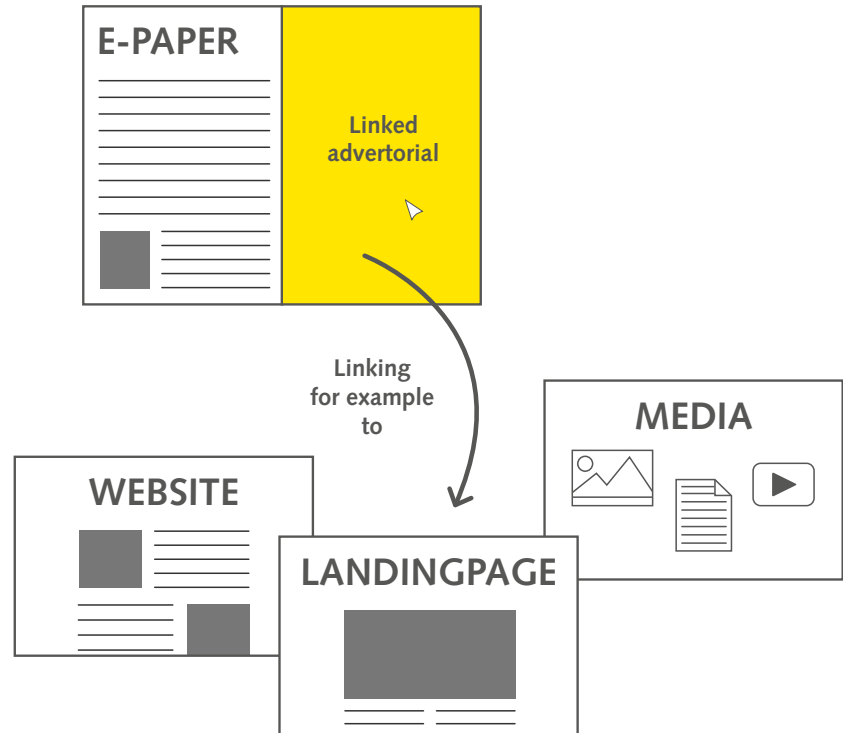
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (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: 290.00 €

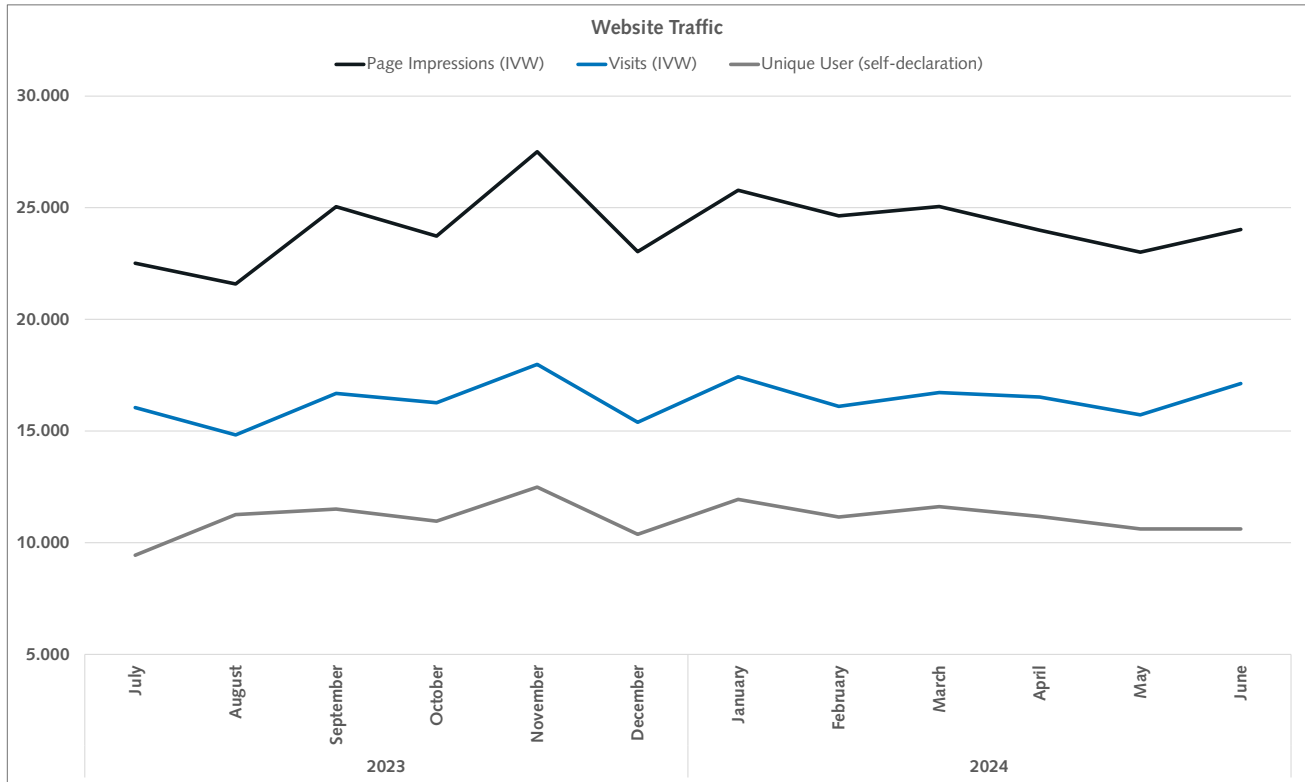


DIGITAL

Website traffic	18
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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)	756.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	952.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,344.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,148.00 € 1,246.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,148.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,344.00 € 1,442.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,526.00 € 1,624.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,904.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	1,722.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	1,904.00 €
Company Logo	Content / Marginal column	200 x 100	Content	200 x 100	476.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,442.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9,954.00 € (Price for 12 weeks)
Job offer	In the job market	Individual	In the job market	Individual	1,250.00 €

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 advertising
- Motif name
- Contact person for inquiries

Issue	Publication date	Booking deadline
01/2025	31.01.2025	22.01.2025
02/2025	28.02.2025	19.02.2025
03/2025	28.03.2025	19.03.2025
04/2025	30.04.2025	17.04.2025
05/2025	30.05.2025	20.05.2025
06/2025	25.06.2025	13.06.2025
07/2025	25.07.2025	16.07.2025
08/2025	29.08.2025	20.08.2025
09/2025	26.09.2025	17.09.2025
10/2025	24.10.2025	15.10.2025
11/2025	21.11.2025	12.11.2025
12/2025	12.12.2025	03.12.2025

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

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.

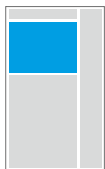
Circulation:

2,957 Recipients

Opening rate net: 34.1%

(source: Inxmail, average per month July 2023 to June 2024)



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:
730.00 €

Text ad


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

Placement:
content

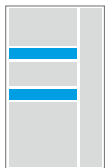
Price:
610.00 €

Medium rectangle


Format:
300 x 250 px

Placement:
content

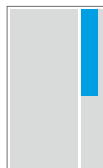
Price:
740.00 €

Fullsize banner


Format:
468 x 60 px

Placement:
content

Price:
500.00 €

Skyscraper


Format:
120 x 600 px

Placement:
next to the
content

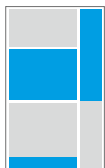
Price:
690.00 €

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, exklusiv

Price:
4,680.00 €

Job offer


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

Placement:
content

Price:
610.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

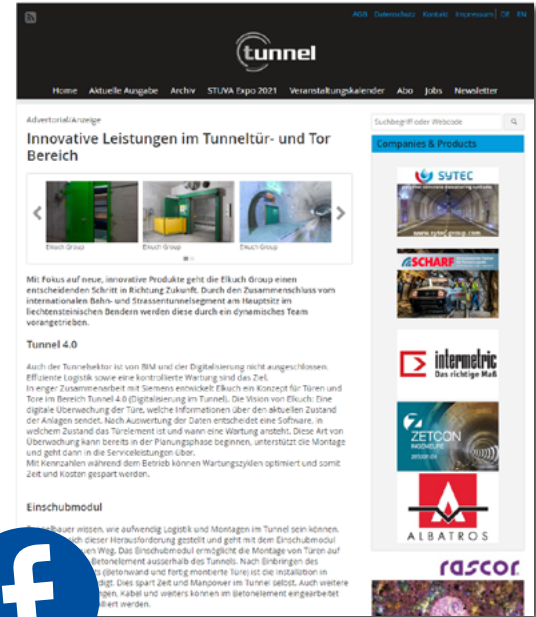
3 times	5 %
6 times	10 %
12 times	15 %

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:

- 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
- 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: 3,052.00 € plus VAT.
 (Price for 28 days / 4 weeks)



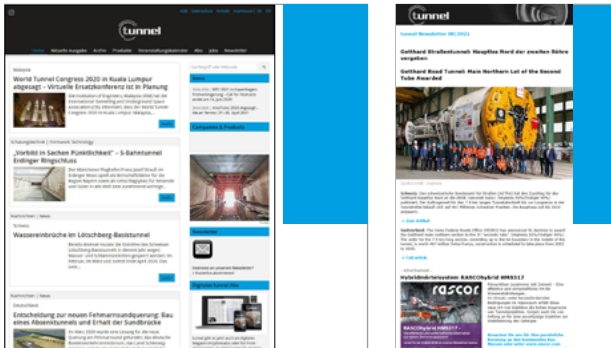
PORTFOLIO

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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

Wide skyscraper in tunnel Newsletter

Duration 4 weeks
Price: 2,039.40 € plus VAT.

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: 5,959.80 € plus VAT.

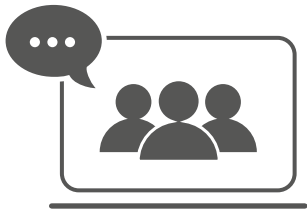
We will be happy to put together further packages with suitable digital and print formats for you on request.

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: 6,490.00 €*



Ask for our detailed information flyer!

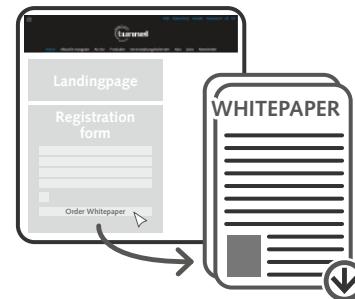
*Price plus 19% VAT

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, well-founded information on a topic of interest to the target group in a useful white paper on **tunnel-online.info**. Interested high-value order the white paper and you will receive the contact details afterwards.

Price: on request





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



Erdal Top
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 Phone: +49 5241 2151-3344
 E-Mail: erdal.top@bauverlag.de



bau|||verlag 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!

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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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!

