

MEDIA
PACK
2017

Tunnels 
AND TUNNELLING

North American Edition

The first choice for tunnelling professionals

First published in 1999, *Tunnels and Tunnelling North America* continues to hold the highest reputation of any magazine in the regional tunnelling industry and is today a leading source of information about the business you are in. In 2012 the magazine became the official magazine of the Tunnelling Association of Canada.

THROUGH FACE to face contact with clients, project development groups, consulting engineers, contractors and equipment and material suppliers Tunnels and Tunnelling North America is a comprehensive record of what's new, what's in the planning stage, what's ready to bid and what's in construction; keeping today's tunnelling professional informed and ahead. The subscribers to this long established market-leading magazine are civil engineering tunnelling professionals, making our readers your target audience.

Tunnels and Tunnelling North America covers all aspects of the underground construction sector and the engineering companies involved. Specific applications of tunnelling/underground construction

include transport (road/rail/metro), water conveyance (potable, wastewater, hydroelectric), utilities (electricity/telecoms/fuel), caverns (from scientific research establishments to LPG storage caverns, thermal energy storage, wine production, public buildings).

Editorial content covers infrastructure planning, through to design, ground/site investigation, construction methodology/logistics/machinery & equipment/technologies, rock mechanics, groundwater engineering, ground stabilisation, ventilation/operating systems, contractual/legal issues, specifications and standards, fire safety/terrorism and more.

Tunnels and Tunnelling North America is also the official magazine of the Tunnelling Association of Canada, which plays an active part in ensuring the publication maintains its unique well-informed overview of the whole industry. This is achieved through input from an Editorial Advisory Board, a committee of internationally respected tunnelling experts.

Research proves that Tunnels and Tunnelling North America is the first choice for tunnelling professionals. Results of a readership survey prove conclusively that Tunnels and Tunnelling is by far the most highly regarded magazine in the tunnelling industry, as demonstrated by responses to the following questions:

How many of the last six issues have you read?

93% of respondents have read all of the last six issues, which proves that Tunnels and Tunnelling has a very loyal readership.

What happens to your copy when you have finished with it?

99% keep it, pass it on or store it for further reference. This is absolute proof of its use to tunnelling professionals.

How many other people read your copy of Tunnels and Tunnelling?

An average of three people read each copy, making the total readership of 11,000.

Does Tunnels and Tunnelling give a good international perspective?

An overwhelming 89% said yes!

Presented with the titles of five tunnelling magazines including Tunnels and Tunnelling, we asked which magazine is most useful to you in your work?

Again an overwhelming 80% said Tunnels and Tunnelling, while only 9% choose it's nearest competitor.

Presented with the titles of four tunnelling magazines excluding Tunnels and Tunnelling, we asked which of the following magazines do you read?

52% of Tunnels' and Tunnelling's readership doesn't read the nearest competitor.



2017 features schedule

February

Regional focus: Northeast US

Tech: TAC scholar

Insight: Conexpo preview

April - RETC distribution

Regional focus: Canada

Tech: Keynote on large diameter tunnels

Insight: RETC preview

June - RETC distribution

Regional focus: California

Tech: Keynote on Risk Management

August

Regional focus: Midwest

Tech: Keynote on rock mechanics

October - TAC distribution

Regional focus: Canada

Tech: Keynote on waterproofing

December

Regional focus: Pacific Northwest

Tech: Keynote on Building Information Modeling (BIM)

Insight: TAC Awards

Section descriptions

World news

Brings the most comprehensive catalogue of news each month including contract wins, project mile stones, legal and regulatory updates, reports on incidents and accidents, technology breakthroughs etc.

Business news

Delivers the latest company information, mergers and acquisitions, financial reports, hires and fires etc.

Insight

Brings you more on the industry's hot topics including legal, risk, projects, research etc.

Regional focus

Focuses on tunnelling in a specific region, revealing the market trends and developments, tracking the biggest and most challenging projects and hearing from the leaders of the regional markets.

Technical review

Goes in depth on a particular technology or methodology by comparing the latest research, products, trends and case studies. Delivering papers from the most senior minds in the industry.

Technical (other)

On top of the technical review T&T carries regular technical and research papers from the most advance and progressive projects underway

How it works

Gives a back-to-basics guide to a particular technology or technique that is popular in the industry for the benefit of those less familiar with it, including graduates.

BTS

Brings the latest reports from the BTS monthly knowledge sharing meetings.

Online Readership analysis



5,000 users per month

18,500 page views per month

80.5% returning visitors

70% new open session



Advertising rates

Print					
	UK	US (1.6)	EURO (1.45)		
Full page	£3,275	\$5,240	€4,749		
DPS	£5,980	\$9,568	€8,671		
Half page	£2,000	\$3,200	€2,900		
Quarter page	£1,500	\$2,400	€2,175		
Series discount	Insertions	1	4	8	12
	Discount (%)	0	5	10	15
Positions	Inside Front Cover and Back Cover - 20% extra. Other special positions - 10% extra.				

Classified	
	Price
Non-recruitment	£50 per single column centimetre / £100 DCC €73 per CC / €145 per DC / \$80 per CC / \$160 per DC
Recruitment	1 job listing £400 PM Print and Web Packages available

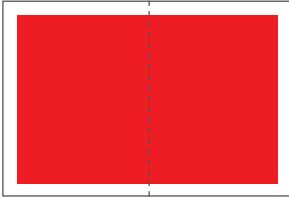
Inserts	
	Price
Single Page A4	£2,500 / \$4,000 / €3,625
Four Page A4	£3,500 / \$5,600 / €5,075

Online			
	Price (3 months)	Price (6 months)	Price (12 months)
Leaderboard	£1,500 / \$2,400 / €2,175	£3,000 / \$4,800 / €4,350	£6,000 / \$9,600 / €8,700
Button	NA	£4,000 / \$6,400 / €5,800	£8,000 / \$12,800 / €11,600
MPU	£1,500 / \$2,400 / €2,175	£3,000 / \$4,800 / €4,350	£6,000 / \$9,600 / €8,700
Banner (Newsletter)	£1,500 / \$2,400 / €2,175	£3,000 / \$4,800 / €4,350	£6,000 / \$9,600 / €8,700

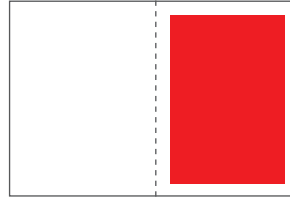


Advertising specifications

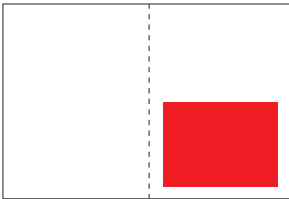
Print



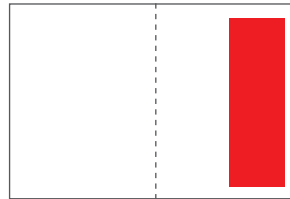
Double page spread
 426 x 303 mm (bleed)
 420 x 297 mm (trim)
 400 x 280 mm (type)



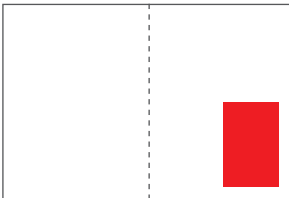
Full page
 216 x 303 mm (bleed)
 210 x 297 mm (trim)
 192 x 280 mm (type)



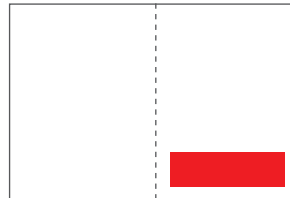
Half page horizontal
 192 x 130 mm



Half page vertical
 88 x 280 mm

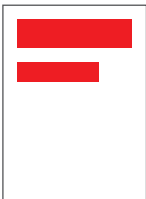


Quarter page
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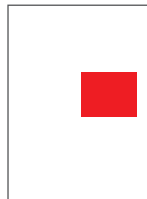
Strip
 192 x 62 mm

Online

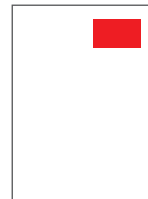


Leaderboard
 728 x 90 px

Banner
 468 x 60 px



MPU
 300 x 250 px



Button
 247 x 90 px

Guidelines

No responsibility is accepted for incorrect material or any other problems, including reproduction, if you do not adhere to the following.

Preferred file transfer method

Please supply composite PDF files with all fonts embedded. All PDF files should be supplied in single and not multiple page format. Colour space must be CMYK and have an effective resolution of 300dpi.

Other file formats

We can process files from InDesign, Photoshop, or Illustrator. Please ensure that you supply all the necessary fonts. Pictures should be saved as EPS, TIFF or JPEG files with a minimum resolution of 300dpi (120dpcm) at the size they are to appear. Colour pictures must be supplied CMYK.

Hard copy

We need to check what we receive against a proof or matchprint – in colour. Please make sure that we receive a hard copy with all files sent. If you have any queries please call Loraine Lee on +44 (0) 20 8269 7799, or email llee@progressivemediagroup.com. Filename format: magazine name, company name, issue date.

Online

File formats: JPEG, GIF, animated GIF and Flash. File size: Should not exceed 30kb.



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