



20<sup>th</sup> ANNIVERSARY  
**TUNNEL BUSINESS  
MAGAZINE**  
tunnelingonline.com

The leading publication  
covering the North  
American tunneling market



**39,178**  
Total Audience Reach

**2018**  
Media Kit

10050 Brecksville Rd.  
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[www.benjaminmedia.com](http://www.benjaminmedia.com)

**BENJAMIN**  
MEDIA™

# From the editor

## Immersed in the North American Market

For two decades, *TBM: Tunnel Business Magazine* has been the leading publication covering the North American tunneling market. *TBM* covers all facets of tunnel construction from project planning and design through to construction and management. Projects covered include tunnels for water, wastewater, highway, transit and more, as well as heavy civil underground construction projects like foundations, deep excavations and caverns.

It doesn't matter how you dig it – drill-and-blast, cut-and-cover, TBM, roadheader, we cover it. We have the best circulation within the North American market, reaching a mix of the movers and shakers in the tunneling industry – including contractors, engineers, owners, suppliers/manufacturers and more. Furthermore, our reach extends well beyond the print publication with our daily updated website, social media avenues (Twitter, LinkedIn), e-newsletters and webinars.

We are proud to celebrate our 20th year covering the tunneling market in 2018. It has been exciting to watch the market evolve and grow. The future looks bright and we look forward to helping bring you the latest in projects, innovations and news for the next 20 years and beyond!



**Jim Rush** | *TBM: Tunnel Business Magazine*





# Audience

Average Monthly Audience Reach: 39,178

DIRECT REQUEST SUBSCRIBERS 88%

**Magazine:**  
5,266 Circulation - Print & Digital

**Website:**  
7,340 Unique Browsers/Month  
13,462 Avg. Page Impressions/Month

**E-Newsletter:**  
2,811 Average Distribution

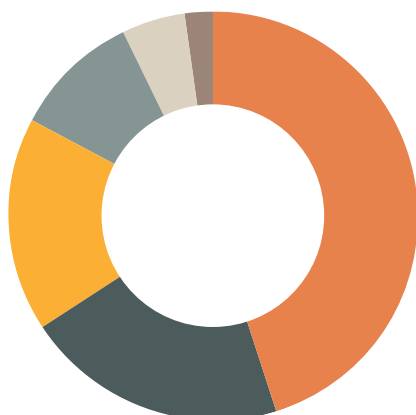
**Webinars:**  
398 Average Registrants

**Twitter:**  
2,257 Followers @TBMag



## Audit Title:

- Owner, Partner, CEO, COO, CFO, President, Vice President, Director, Commissioner.....43%
- Manager, Coordinator, Administrator, Supervisor, Foreman, Inspector, Superintendent, Safety.....28%
- Engineer / Estimator / Consultant.....19%
- Other.....10%



## Primary Business

- **45%** - Contracting Firm
- **21%** - Engineering Firm
- **17%** - Government/Public Works
- **10%** - Eq. Mfg./Supplier
- **5%** - Other
- **2%** - Mining Firm

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### Editorial

Jim Rush: 330-315-2160  
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# Editorial Calendar

Issue	February	April	June
Mail Date	February 1	April 2	June 1
Insertions	January 3	March 2	May 3
Materials	January 17	March 16	May 17
Topics	<ul style="list-style-type: none"> <li>▪ Microtunneling</li> <li>▪ Large-diameter TBMs</li> <li>▪ Ventilation</li> <li>▪ Annual Tunnel Industry Outlook</li> </ul>	<ul style="list-style-type: none"> <li>▪ NAT Show Preview</li> <li>▪ WTC Show Preview</li> <li>▪ Waterproofing</li> <li>▪ Drills/Drill-and-Blast</li> </ul>	<ul style="list-style-type: none"> <li>▪ Geotechnical</li> <li>▪ Pressurized Face Tunneling</li> <li>▪ Dewatering</li> <li>▪ Support Equipment/Consumables</li> </ul>
Bonus Distribution	25th Annual Microtunneling Short Course NASTT's 2018 No-Dig Show	2018 North American Tunneling Conference	2018 North American Tunneling Conference
Webinar Topic	Ground Improvement	Roadheaders	Grouting

Issue	August	October	December
Mail Date	August 1	October 1	December 3
Insertions	July 3	September 3	November 2
Materials	July 17	September 17	November 16
Topics	<ul style="list-style-type: none"> <li>▪ Tunnel Achievement Award Winner</li> <li>▪ Soil Stabilization/Ground Improvement</li> <li>▪ Roadheaders</li> <li>▪ Instrumental and Monitoring</li> </ul>	<ul style="list-style-type: none"> <li>▪ Contractor Profile</li> <li>▪ Small/Mid TBMs</li> <li>▪ Tunnel Linings</li> <li>▪ Lighting</li> <li>▪ Risk Management</li> </ul>	<ul style="list-style-type: none"> <li>▪ Engineering</li> <li>▪ Concrete/Concrete Additives/Shotcrete</li> <li>▪ Tunneling Industry Directory</li> </ul>
Bonus Distribution	Breakthroughs in Tunneling Short Course	43rd Annual Conference on Deep Foundations 3rd Annual Risk Management in Underground Construction Course	
Webinar Topic	Case Study	Tunnel Lining	Engineering

Reach more North American Tunneling Industry Professionals with *TBM* than with any other industry publication!



## TIP!

TBM Webinars are proven lead generators. See p. 14 for details.

## 2017 Media Kit Comparisons

	Frequency	North American Print Subscribers	Direct Request Circulation
<i>TBM: Tunnel Business Magazine</i>	6X	5,000	88%
<i>Tunnels &amp; Tunnelling North America</i>	6X	2,473	Not provided
<i>Tunnelling Journal/North American Tunneling Journal (published back to back)</i>	6X	Not provided	Not provided
<i>Tunneling &amp; Underground Construction</i>	4X	Mails as a supplement to Mining Engineering, Circulation 11,200 (966 are identified as underground construction/tunneling)	Not provided

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# Website

tunnelingonline.com

Average monthly users

**7,340**

Average monthly page impressions

**13,462**

Google Analytics Jan-June 2017

## Branded Background Skins

Appears on the left and right side of the website page.



**Leaderboard Banner**

**Large Leaderboard Banner**

**Standard Banner**

**Skyscraper Banner**

## Welcome Banner

Banner appears when page opens



## TIP!

The Welcome Banner has the highest clickthrough rate (CTR)!

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# E-Newsletters


Distribution (as of 8/2017)

## 2,811

### TBM E-Newsletter

Distributed every Thursday






**Herrenknecht TBM Constructs Large Road Tunnel in Switzerland**

The shell of the Beichen rehabilitation tunnel has been completed. Tunneling ended successfully in Eptingen, Switzerland, on June 21, 2017, three months ahead of schedule. The tunnel boring machine (TBM) (diameter 13.91 m) designed and manufactured specifically for this purpose at the Herrenknecht plant in Schwabau, Germany, excavated 3.2 km of tunnel through complex geology in only 16 months. The new structure is the prerequisite for rapid and economic rehabilitation of the two existing parallel road

Your Banner Ad Here




**Consortium Selected to Build Melbourne Metro**

The design and builders for Melbourne Metro – the biggest public transport project in Victoria's history – have been selected, paving the way for more trains and the creation of thousands of new jobs across Victoria.

[Read More](#)

Your Banner Ad Here





**Brady, Second Generation Mole, to Lead Aldea's Atlanta Office**

Aldea Services LLC announced the recent appointment of Jim Brady to run the Atlanta office for the engineering company. Brady brings more than 30 years of tunneling industry experience to the position. *Photo: Jim Brady*


### Risk Management in Underground Construction E-Newsletter

Distributed second Tuesday of the month

One sponsor per issue!


A monthly newsletter by TBM - Tunnel Business Magazine highlighting issues related to the management of tunneling and underground construction projects.




**Contractor Prequalification – An (In)Effective Risk Management Tool**

(EDITOR'S NOTE: This article is an abbreviated version of a paper by the same name that was presented at the Tunneling Association of Canada's annual meeting Oct. 26-29, 2014 in Vancouver, B.C. It is being published here with permission.)

Your Banner Ad Here



November 28-29, 2017 | Washington, DC



The 2nd annual Risk Management in Underground Construction course will be held Nov. 28-29, 2017, at the Residence Inn Arlington Capital View in Arlington, Virginia. Attendees will consist of contractors, owners, consultants, insurance companies, vendors, and law firms. The agenda includes:

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# Native Advertising Plan

With *TBM's* Native Advertising Program, your content will appear like a news story within the natural layout of *TBM's* media channels. Sponsored content is marked as sponsored, but it blends into the native content.



## Homepage Newsfeed

**1,885+ average users/month**

Your content remains in the top 10 stories on the homepage for duration of your program.



## E-Newsletter Content

**2,800+ average weekly distribution**

Your content included for the duration of your program.



## Twitter Posts

**2,250+ followers**

Your content is tweeted regularly over the duration of your program.

**Contact your advertising representative for more details.**



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# Digital Edition



## TBM: Tunnel Business Magazine Digital Edition Sponsor

The Digital Edition Sponsor receives an exclusive sidebar ad that always resides on the left side of the digital edition, regardless of the page a reader is viewing.

- The sidebar ad is not specific to an issue. It will be visible on the current issue as well as the *TBM: Tunnel Business Magazine* digital archives.
- The sponsor ad remains on the digital edition until the contract/insertion has ended.
- Your company will be recognized as an issue sponsor in the digital edition email notification.

## TBM: Tunnel Business Magazine Digital Edition Landing Page

The Digital Edition Landing Page is similar to a tip cover on the print editions – it's the first thing a reader will see when they open the digital edition.

- The Landing Page ad is specific to an issue and will always remain a part of the issue in the archives.
- Can be designed to look like a web page adding images, links, etc.
- Digital Edition Landing Page ads are visible on desktops and mobile devices.
- Your company will be recognized as an issue sponsor in the digital edition email notification.



## Other Digital Edition Options:



### PLAY VIDEO HYPERLINK:

A standard PLAY VIDEO icon will be added to your advertisement, drawing readers to your YouTube video.

### ADVERTISEMENT HYPERLINK:

- Entire ad will be clickable.
- Provide URL for hyperlink with your print ad materials.



### Advertising

### Editorial



# White Papers



Let *TBM: Tunnel Business Magazine* market your case study or white paper and deliver leads to your inbox year-round. It's as easy as 1-2-3.

## 98%

of past *TBM* Reader Survey respondents said case studies and white papers are influential in helping evaluate a technology or product.

- 1 You provide the case study or white paper.
- 2 We create a landing page and download request form on [www.tunnelingonline.com](http://www.tunnelingonline.com).
- 3 We market your case study or white paper via emails, social media and *TBM: Tunnel Business Magazine* and deliver qualified leads to your inbox!

**Rate: \$3,950 Net**

### Marketing Campaign includes:

- 1X Dedicated email blast sent to 5,000 select *TBM: Tunnel Business Magazine* subscribers (\$1,675 value)
- 3X Dedicated tweet with link (\$300 value)
- 4X *TBM: Tunnel Business Magazine's* E-Newsletter advertisement (\$1,250 value)
- Featured on [tunnelingonline.com](http://tunnelingonline.com) for one year (\$1,800 value)



### TIP!

Time your case study/white paper promotion so that it takes place before a major trade show. Great pre-show exposure and provides show goers with a reason to stop by your booth.

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# STAND OUT from the crowd with these high exposure advertising options.



**Cover options:** The front cover is the most visible page of a magazine, designed to draw the reader's attention. Take advantage of this prime real estate with a special cover option.



**Cover Flap**



**Gatefold**



**Belly Band:** Using a belly band is a sure way to gain visibility. Readers must remove the belly band to get to the magazine; thus, it is impossible to ignore your advertisement.



**Post-It® Notes:** Using Post-It® Notes adds attention to your full-page ad and encourages the reader to use it as a reminder to respond to your call to action.



**Sticker:** If you're afraid readers may miss your ad, lead them to it with a Sticker on the front cover of the magazine.

## Give the readers something extra.

**Ride Along Outsert:** Let the power of *TBM's* brand carry the load for your next direct mailing.

**Tipping:** Magazine tipping allows you to insert product samples, removable advertisements, and even posters and brochures.

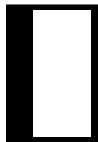
# Print Specs

## Full Page



8 1/4" x 11 1/8"  
210 mm x 282 mm

## 2/3 Page



4 1/2" x 9-3/4"  
114 mm x 247 mm

## 1/2 Page Vertical



3 3/8" x 9 3/4"  
86 mm x 247 mm

## 1/2 Page Island



4 1/2" x 7 1/2"  
114 mm x 191 mm

## 1/2 Page Horizontal



7" x 4 7/8"  
178 mm x 124 mm

## 1/3 Page Vertical



2 3/16" x 9 3/4"  
56 mm x 247 mm

## 1/3 Page Square



4 1/2" x 4 7/8"  
114 mm x 124 mm

## 1/4 Page Square



3 3/8" x 4 7/8"  
86 mm x 124 mm

## 1/4 Page Horizontal



7" x 2 3/8"  
178 mm x 60 mm

## 1/6 Page Vertical



2 3/16" x 4 7/8"  
56 mm x 124 mm

## 1/6 Page Horizontal



4 5/8" x 2 3/16"  
117 mm x 56 mm

## Advertising Materials

Ads are produced using computer-to-plate technology.

## Digital Files

File Formats: PDF/x1a, PDF (Press Optimized), EPS and Tiff. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Color space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

**There is a minimum additional charge for Ad Creation/Modification \$75/hour**

## Inserts

Please call for pricing.

## Special Positions

Guaranteed only with a 10% extra charge added to space rate.

## Short Rates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space that their billing was based.

## Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

## Shipping Instructions

Please submit large electronic files via our file sharing service at <https://www.hightail.com/u/benjaminmedia>

## Ad Sizes

Full Page Trim Size: 8 1/8" x 10 7/8" (206 mm x 276 mm).  
Gatefold Cover: 16 1/4" x 10 7/8" (413 mm x 276 mm).  
Spread: 16 1/4" x 10 7/8" (413 mm x 276 mm).

## Bleed Specs

Single Page: 8 1/4" x 11 1/8" (210 mm x 282 mm).  
Spread: 16 1/2" x 11 1/8" (419 mm x 282 mm).  
Allow minimum 1/4" (6 mm) in from trim edge for live matter.

## Non-Payment

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

Disclaimer: Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication's standards. Publisher cannot guarantee bonus distribution.



# Digital Specs

## Website Specs

All dimensions shown below are W & H in pixels. Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.

### Branded Background Skins

Appears on the left and right side of the website page.

- Please supply left and right side artwork in jpg format
- Please note, background skins are not guaranteed to show on mobile devices and tablets
- DFP and 3rd party tags are not accepted for background skins. Please contact your sales rep for details.

### Leaderboard Banner

728 x 90

(a 320 x 50 banner is also required so your ad appears on mobile devices)

### Welcome banner

600 x 400

(Banner appears when page opens)

- Size may not exceed 45k
- jpg, gif and png files are accepted - 3x max rotation of gifs (SWF files are not accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags

### Large Leaderboard

970 x 90

(a 320 x 50 banner is also required so your ad appears on mobile devices)

### Standard Banner

300 x 250

### Skyscraper

300 x 600

### 300 x 250, 728 x 90, 300 x 600, 970 x 90 Static Banners

- Size may not exceed 35k (300 x 600 can be 45k)
- jpg, gif and png files are accepted - 3x max rotation of gifs (SWF files will not be accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags



### TIP!

Be sure your ads are mobile friendly

For 728 and 970 wide ads a 320 x 50 banner is also required so that your ad appears on mobile devices.

## Digital Specs

### Digital Edition Landing Page

Landing Page Ad Sizes/Specs:

- Full page: 8-1/4" wide x 11-1/8" high
- Spread: 16-1/2" wide x 11-1/8" high
- Acceptable files include: pdf, eps and tiff. 300 dpi.

### Digital Edition Sponsor

Sponsor Ad Size/Specs:

- 160 x 600 pixels and can be submitted as jpg, gif, swf. Supply URL link.
- Sidebar ads are visible on desktops only, not available on mobile devices due to limited screen area.

## E-Newsletter Specs

### Weekly TBM E-Newsletter

Banner ad size

580 x 80 (72 dpi)

### Advertorial

- Headline
- 25 words and image/logo
- Include URL link

### Risk Management E-Newsletter

Banner Ad Size

600 x 300 (72 dpi)

- Acceptable file formats are jpg and gif
- Maximum file size is 25k
- Provide URL address for link
- Max looping 3x for gif files



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# Webinars

## 5 Reasons to Sponsor a TBM Webinar

**1** You'll generate qualified leads ready for your sales team. We will add custom questions to your registration form to help you determine the fit and interest of each lead.

**2** You will get to know your target audience. Interact with your audience through polls and a Q&A session and get a better understanding of their current situation, challenges and needs.

**3** You'll raise brand awareness. Our multi-channel webinar marketing campaign will raise brand awareness while promoting your event.

**4** You'll position your company as a market leader. Present a high-quality educational webinar and become the authority on a subject.

**5** It's cost-effective. Not only is it cost-effective for you, it's also cost-effective for attendees! Win-win!

## You deliver the presentation. We deliver the qualified leads.

### 398 Average Registrants per Webinar

#### What you provide:

- Company logo, presentation description and image.
- Up to 5 custom pre-event survey questions for the registration form.
- Final PPT presentation 2 days prior to live event. Note, videos can be used in your webinar presentation!

#### What we provide:

- One ½ page 4-color ad in *TBM:Tunnel Business Magazine* promoting your webinar session.
- Two dedicated email blasts promoting webinar session to *TBM:Tunnel Business Magazine* subscribers.
- Event posts on @TBMag and other Benjamin Media social media networks.
- 60-minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A).
- Following the event, sponsor will be provided with a final report including:
  - List of all registrants (including all contact information)\*
  - A list of all questions asked during event
  - Answers to custom pre-event survey and any polls given during the event
  - Webinar recording on [www.tunnelingonline.com](http://www.tunnelingonline.com) for one year

#### Sponsorship Rate: \$5,550 Net

*\* Due to the Canadian Anti-Spam Legislation, we are unable to provide email addresses for Canadian registrants. We will be able to provide mailing addresses and phone numbers for Canadian registrants.*



**TUNNEL BUSINESS  
MAGAZINE**

**Webinar**



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# Events



## 25<sup>TH</sup> ANNUAL MICROTUNNELING SHORT COURSE

**Boulder, CO | February 6-8, 2018**  
**Pilot Tube Seminar | February 5, 2018**

[Microtunnelingshortcourse.com](http://Microtunnelingshortcourse.com)

Now in its 25th year, the highly-regarded annual Microtunneling Short Course has provided a networking and educational forum for more than 3,500 contractors, engineers and project owners involved in microtunneling.



## 11<sup>TH</sup> ANNUAL BREAKTHROUGHS IN TUNNELING SHORT COURSE

**Denver, CO | Sept. 10-12, 2018**

[Tunnelingshortcourse.com](http://Tunnelingshortcourse.com)

Celebrating its 11th year, the Breakthroughs in Tunneling Short Course is the longest running and most-attended course of its kind. Presented by leading practitioners from around the globe, the Breakthroughs in Tunneling Short Course focuses on real-world solutions for real-world problems. Sponsor this event and connect with tunnel contractors, owners, and engineers from around the world.

### Course Directors:



**Timothy Coss**

President of Microtunneling Inc



**Levent Ozdemir**

President of Ozdemir & Associates



**Jim Rush**

Publisher, TBM: Tunnel Business Magazine



**TBD | TBD**

[Undergroundriskmanagement.com](http://Undergroundriskmanagement.com)

The only one of its kind, the Risk Management Course is a unique event that brings together stakeholders from all facets of the industry who are directly involved in risk management for large scale underground projects. Attendees include contractors, project owners, consultants, insurance companies, and construction lawyers.



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# Rates

## Print Rates

### Four-Color Rates (GROSS)

	1X	3X	6X	9X	12X
<b>Spread</b>	\$8,478	\$8,054	\$7,248	\$6,886	\$6,541
<b>Full Page</b>	\$4,710	\$4,474	\$4,027	\$3,825	\$3,634
<b>2/3 Page</b>	\$3,790	\$3,600	\$3,240	\$3,078	\$2,924
<b>1/2 Page Island</b>	\$3,522	\$3,345	\$3,011	\$2,860	\$2,717
<b>1/2 Page Standard</b>	\$3,067	\$2,904	\$2,613	\$2,483	\$2,358
<b>1/3 Page</b>	\$2,472	\$2,348	\$2,113	\$2,007	\$1,907
<b>1/4 Page</b>	\$2,105	\$1,999	\$1,799	\$1,709	\$1,624
<b>1/6 Page</b>	\$1,826	\$1,734	\$1,561	\$1,483	\$1,409

### Business Card (NET)

(RATES INCLUDE FOUR-COLOR)

	1X	3X	6X	9X	12X
<b>Business Card, B&amp;W</b>	\$275	\$250	\$225	\$200	\$190
<b>Business Card, Color</b>	\$425	\$400	\$350	\$325	\$300

### Cover Rates (GROSS)

(RATES INCLUDE FOUR-COLOR)

	1X	3X	6X	9X	12X
<b>2nd Cover (Inside Front)</b>	\$4,905	\$4,659	\$4,193	\$7,980	\$7,815
<b>3rd Cover (Inside Back)</b>	\$4,500	\$4,275	\$3,847	\$7,770	\$7,540
<b>4th Cover (Back Cover)</b>	\$4,998	\$4,748	\$4,273	\$12,885	\$12,610
<b>Inside Front Cover Spread</b>	\$8,100	\$7,695	\$6,925	\$14,640	\$14,330

### Tunnel Industry Directory (NET)

<b>Logo - color</b>	\$150	<b>Category ad (color)</b>	\$250/inch
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## Digital

### Website

	CPM Net Rate
<b>Standard Rectangle Banner (300x250)</b>	\$55
<b>Skyscraper Banner (300x600)</b>	\$80
<b>Leaderboard Banner (728x90)</b>	\$85
<b>Large Leaderboard Banner (970x90)</b>	\$95
<b>Homepage Spotlight Banner (728x90)</b>	\$6,500 Annual
<b>Branded Background Skin</b>	\$11,000 Annual
<b>Welcome Banner</b>	\$199

### Twitter (NET)

Scheduled tweets are normal text-based tweets that include one external link sent on the date/time you specify. Tweet content is subject to editor approval.

<b>Rate</b>	\$100/tweet
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### E-Newsletters (NET)

<b>Rate - Banner</b>	\$1,250/month
<b>Rate - Advertorial</b>	\$375/issue

### Risk Management E-Newsletter

<b>Sponsorship</b>	\$990/issue
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Regional Impressions available. Contact your sales representative for more details.

### Digital Edition (NET)

<b>Digital Edition Sponsor</b>	\$500/issue	<b>Play Video Hyperlink</b>	\$100/issue
<b>Digital Edition Landing Page</b>	\$400/spread	<b>Advertisement hyperlink</b>	\$50/issue
	\$300/full page		