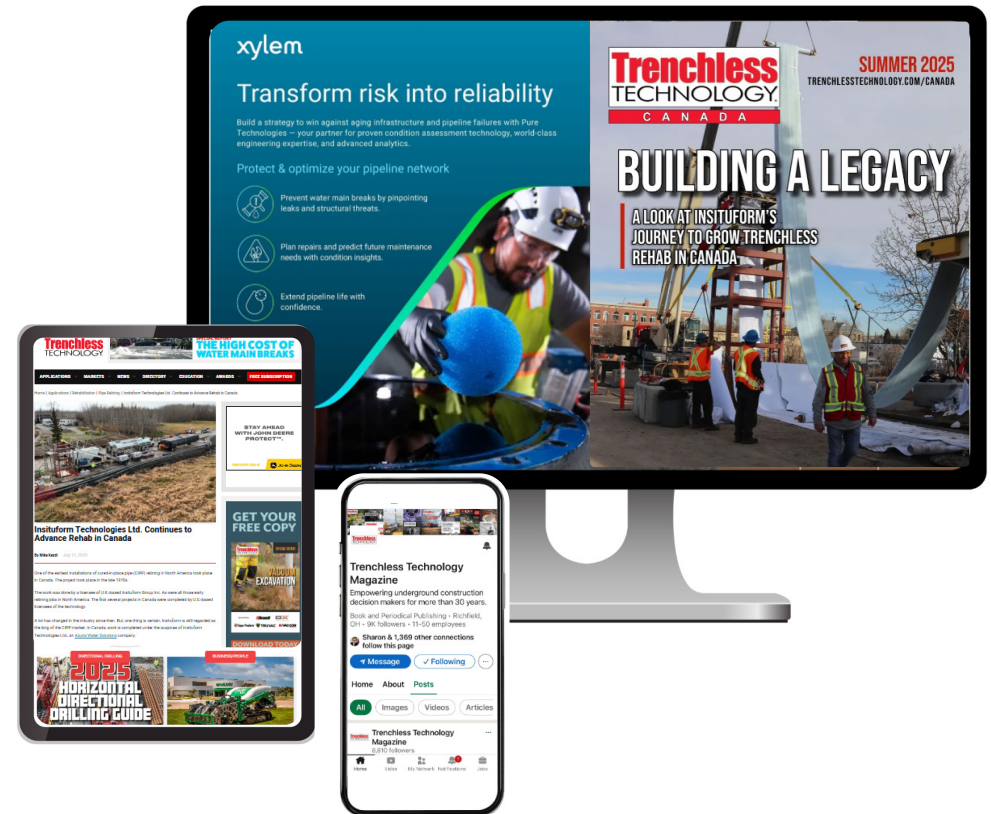


Trenchless TECHNOLOGY

C A N A D A

2026 MEDIA KIT



Reach Canada's underground infrastructure decision-makers through the industry's leading media brand.

BRAND IDENTITY & AUDIENCE



MAGAZINE

Trenchless Technology Canada

Total Distribution: 4,000



WEBSITE

TrenchlessTechnology.com - Canada stats

Monthly Average Users: 1,900

Monthly Average Pageviews: 3,750

GA4 Stats Jan - June 2025



NEWSLETTER

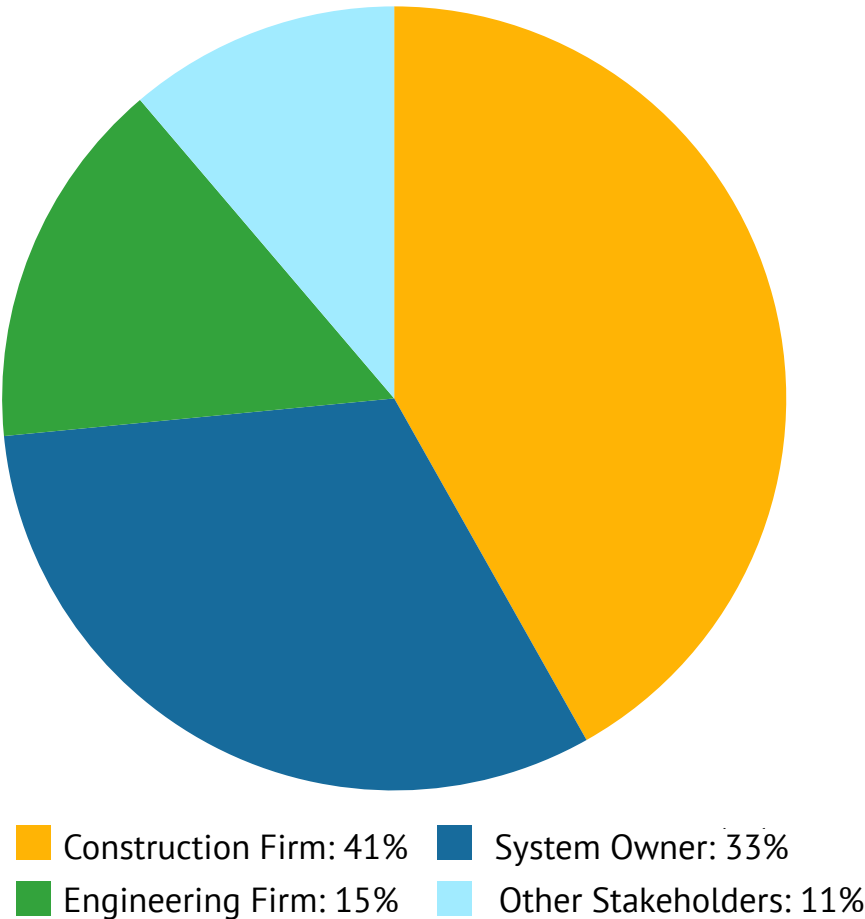
Monthly Newsletter

Subscribers: 4,568

Open rate: 49%

Jan – June 2025 stats

Business/Industry Demographics



Trenchless Technology Canada is published by Benjamin Media, Inc, an internationally recognized and award-winning publisher serving the oil & gas, water, wastewater, solar, tunneling, utility and construction markets.

3554 Brecksville Road | Suite 200
Richfield, Ohio 44286 USA
Ph: 330-467-7588
www.benjaminmedia.com

EDITORIAL CALENDAR

MARCH

Insertion: 2/13 | **Materials:** 2/20 | **Distribution:** March

Topics:

- *Trenchless Technology Canada* Editorial Roundtable
- UV-CIPP
- Grouting
- Condition Assessment
- Microtunnelling
- Horizontal Directional Drilling – Mud Systems

JUNE

Insertion: 5/15 | **Materials:** 5/22 | **Distribution:** June

Topics:

- Large Diameter Pipeline Rehabilitation
- Pressure Pipe Relining
- SUE/GPR
- Vacuum Excavation
- Horizontal Directional Drilling – Maxi Rigs
- *Trenchless Technology Canada* Contractors Directory

SEPTEMBER

Insertion: 7/17 | **Materials:** 7/24 | **Distribution:** September

Topics:

- 2026 No-Dig North Show Preview & Exhibitor Showcase
- Sliplining
- Pipe Bursting
- Horizontal Directional Drilling – Steering/Navigation
- CUIIC Annual Update

Bonus Distribution (print copies):

- No-Dig North Show, Nov. 2-4, 2026, Calgary, AB

DECEMBER

Insertion: 11/6 | **Materials:** 11/13 | **Distribution:** December

Topics:

- 2026 No-Dig North Canadian Projects of the Year
- 2026 No-Dig North Recap
- Canada's Top Trenchless Engineers
- Horizontal Directional Drilling – Tooling
- Auger Boring

ISSUE SPONSOR

Exclusive to one sponsor per issue



As the issue sponsor, your ad is the first visual readers see next to the cover, giving you maximum visibility and strong brand recall every time someone opens the issue.

Sponsorship Benefits:

- Full-page ad placed adjacent to the front cover
- Standard banner ad in the issue notification email to 4,000 subscribers
- Skyscraper banner ad on trenchlesstechnology.com - Canada visitors only - guaranteed 5,000 impressions

Rates:

- 1 Issue: \$3,000 CAD / \$2,150 USD (per issue)
- 4 Issues: \$2,000 CAD / \$1,430 USD (per issue)

[View Example Issue](#)

TRENCHLESS TECHNOLOGY CANADA NEWSLETTER

Increase brand recognition in the monthly Newsletter delivering essential updates on underground construction innovations, regional projects, and expert insights to Canada's underground infrastructure stakeholders..

Audience Reach: 4,568

Distribution: 3rd Wednesday of the month

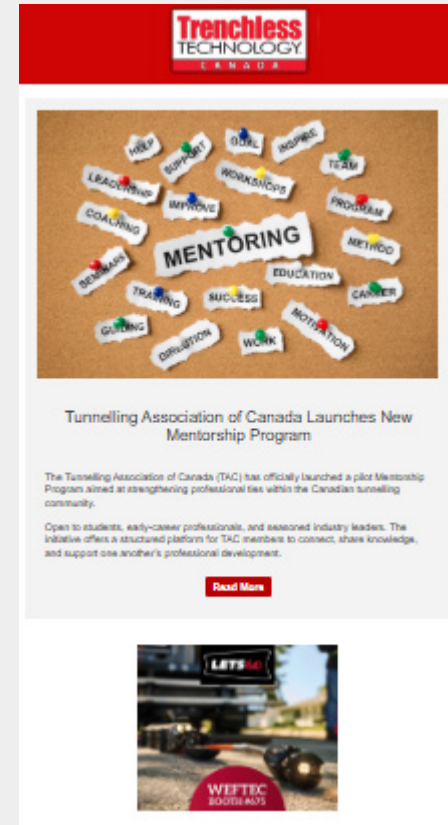
Banner Ad Size/Specs:

- 600 x 500, 72 dpi, max file size 75K, or
- 30 words, landscape image, max file size 45k

Rate:

\$500 CAD / \$355 USD (per issue)

[View Example Issue](#)



WEBSITE ADVERTISING

TRENCHLESSTECHNOLOGY.COM ADS SERVED TO CANADA VISITORS ONLY

1,900
Average
Users/
Month

3,750
Average
Pageviews/
Month

1 STANDARD BANNER

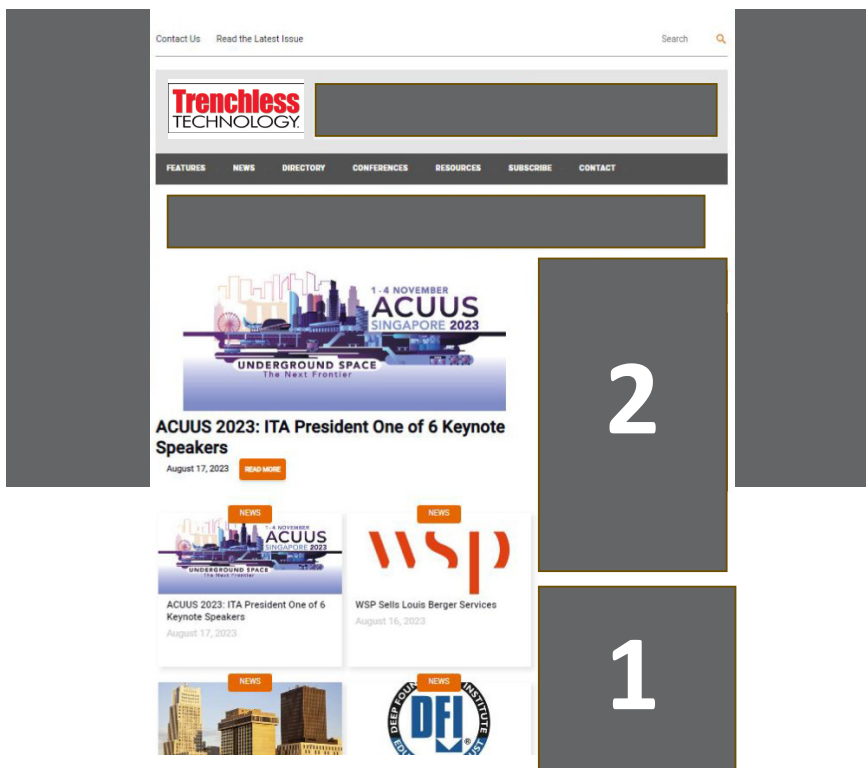
300(w) x 250(h) pixels

2 SKYSCRAPER BANNER

300(w) x 600(h) pixels

NOTES

- Provide URL link with all ad materials
- Broadstreet Ad Manager to serve all impressions
- Advertisers using 3rd party services are responsible for their own tracking



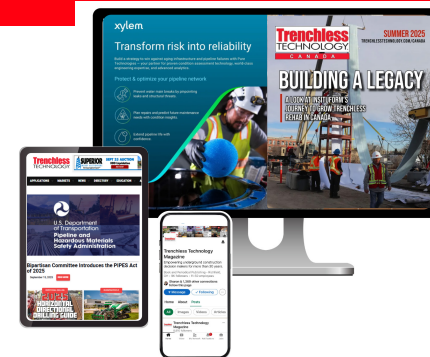
CPM Rates:

Standard Banner - \$210 CAD / \$150 USD

Skyscraper Banner - \$275 CAD / \$200 USD

CPM = Cost Per Thousand Impressions.

BRAND BOOSTER DIGITAL MARKETING PACKAGE



Consistent and regular exposure across the website, newsletter, and social media ensures your message reaches your audience wherever they are, strengthening brand recognition and increasing the impact of your campaign.

Rate: \$900 CAD / \$650 USD month

- Standard banner, 2,000 impressions per month (Canada only)
- Newsletter banner or advertorial, 1X per month
- Social media post (posted on *Trenchless Technology's* social networks), 1X per month

EVENTS



HDD ACADEMY

Scottsdale, AZ | Feb. 19-20, 2026

Average attendance: 90
www.hddacademy.com

Industry-leading HDD experts will present at this two-day intensive course, providing attendees with in-depth knowledge of horizontal directional drilling—from pre-construction planning and design to material selection, construction, and field operations.

➤ View Sponsor
PROSPECTUS



MICROTUNNELING SHORT COURSE

Scottsdale, AZ | May 5-7, 2026

Average attendance: 165
www.microtunnelingshortcourse.com

The Microtunneling Short Course remains the premier event for trenchless microtunneling professionals, drawing attendees worldwide. Featuring presentations from real-world experts, the course covers design, construction, equipment, and case histories.

➤ View Sponsor
PROSPECTUS



HDD RODEO

Perry, GA | Dec. 2-4, 2026

Average attendance: 300
www.hddrodeo.com

The HDD Rodeo is a one-of-a-kind live competition where drilling crews race to complete a 200-foot bore—judged on line, grade, and time. Alongside the competition, attendees can explore outdoor exhibits, educational sessions, and more!

➤ View Sponsor
PROSPECTUS

For more details contact:

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Pete McNeil: pmcneil@benjaminmedia.com | 234-380-3031

NET RATES

MAGAZINE RATES (per issue rates shown)

Issue Sponsor, 1 issue \$3,000 CAD | \$2,150 USD
Issue Sponsor, 4 issues \$2,300 CAD | \$1,650 USD

Full Page, 1 issue \$2,170 CAD | \$1,615 USD
Full Page, 4 issues \$1,965 CAD | \$1,400 USD

Half Page, 1 issue \$1,600 CAD | \$1,200 USD
Half page, 4 issues \$1,250 CAD | \$935 USD

NEWSLETTER & WEB RATES

Newsletter Banner Ad
Per Issue Rate: \$500 CAD | \$355 USD

Web - Standard Banner Ad
Cost per Thousand Impressions: \$210 CAD | \$150 USD

Web - Skyscraper Banner Ad
Cost per Thousand Impressions: \$275 CAD | \$200 USD

Brand Booster Package
Per Month Rate: \$1,000 CAD | \$715 USD

MAGAZINE SPECS



FULL PAGE DIGITAL AD
Inches: 8 x 10 1/2
Decimal: 8 x 10.50



1/2 PAGE ISLAND
Inches: 4 1/2 x 7 1/2
Decimal: 4.5 x 7.5



1/2 PAGE HORIZONTAL
Inches: 7 X 4 7/8
Decimal: 7 X 4.875



1/2 PAGE HORIZONTAL
Inches: 3 3/8 X 9 3/4
Decimal: 3.375 X 9.75