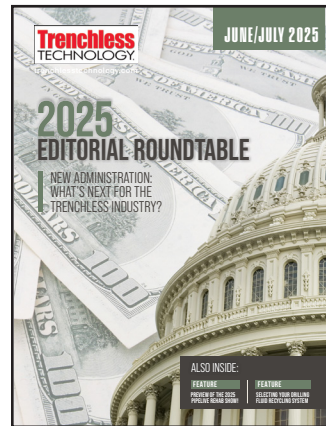
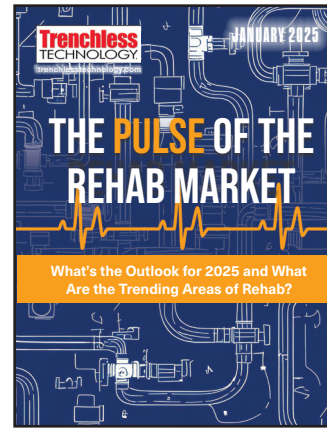




2026 MEDIA KIT



MAGAZINE - NEWSLETTERS - WEBSITE - SOCIAL
trenchlesstechnology.com



Reach underground construction decision-makers through the industry’s leading trenchless magazine — **trusted by engineers, contractors, and system owners for over 30 years.**



MAGAZINE

Trenchless Technology

Total Distribution: 51,850



WEBSITE

TrenchlessTechnology.com

Monthly Users: 21,600

Monthly Pageviews: 45,600

GA4 Stats Jan - June 2025



NEWSLETTER

Weekly Newsletter

Subscribers: 24,734

Open rate: 39%

(based on Jan – June 2025 metrics)



SOCIAL

LinkedIn, FaceBook, X, YouTube

Followers: 14,233



Trenchless Technology 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:
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www.benjaminmedia.com

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January/February

Insertion: 1/13 | Materials: 1/20 | Close: 1/30

Topics:

How To Issue: Our expert-sourced guide on how to solve underground infrastructure rehab and new installation challenges – a reader favorite! See advertiser bonus below for details.

Bonus Distribution:

- WWETT, 2/16-2/19, Indianapolis
- HDD Academy, 2/19-2/20, Scottsdale
- No-Dig Show, 3/29-4/2, Palm Springs

ADVERTISER BONUS

Receive free equal space to your half page or full page ad for "How To" sponsored content.

DIGITAL EXTRA

February Webinar: Small Diameter Trenchless for Plumbers (see pg. 18)

March

Insertion: 2/3 | Materials: 2/10 | Close: 2/20

Topics:

- No-Dig Show Preview
- Person of the Year
- Leak Detection
- Pipe Relining
- Manhole Rehabilitation
- Lateral Rehab
- HDD: Mud Systems
- HDD Steering/Navigation

Bonus Distribution:

- No-Dig Show, 3/29-4/2, Palm Springs, CA (inside attendee bags)
- NUCA Annual Convention, 2/10-2/13, Tucson, AZ
- CGA Expo & Conference, 4/27-4/30, Colorado Springs

ADVERTISER BONUS

Receive a free No-Dig Show exhibitor profile with ad placement.

April

Insertion: 3/3 | Materials: 3/10 | Close: 3/27

Topics:

- **Municipal Trendsetters Issue:** A look at leading cities shaping the future of underground infrastructure & their extraordinary achievements.
- Grouting
- Culvert Rehab
- Auger Boring & Microtunneling
- HDD: Drill Pipe
- HDD: Drilling Fluids

Bonus Distribution

- Microtunneling Short Course, 5/5-5/8, Scottsdale

May

Insertion: 4/3 | **Materials:** 4/10 | **Close:** 4/30

Topics:

- Condition Assessment
- Bypass/Dewatering Pumps
- Pipe Inspection
- HDD: Locating & Tracking
- HDD: Tooling

**Includes the
Trenchless
Directory**

Bonus Distribution:

- AWWA ACE Show, 6/21-6/24, DC

DIGITAL EXTRAS

Small Diameter Trenchless Digital Magazine (see pg. 7)

May Webinar: Extreme/World Record Trenchless Projects (see pg. 18)

June/July

Insertion: 4/29 | **Materials:** 5/6 | **Close:** 5/18

Topics:

- **Young Trenchless Professionals** Issue: Meet the next generation of industry leaders, a special section featuring rising stars making a powerful impact in the trenchless world.
- Pipe Relining
- Pressure Pipe Rehab
- Damage Prevention
- HDD: Solids Control
- HDD: Vacuum Excavation

Bonus Distribution:

- UESI Pipelines, 8/1-8/5, Detroit, MI

DIGITAL EXTRA

July Webinar: Navigating Difficult Soils - HDD (see pg. 18)

August

Insertion: 7/7 | **Materials:** 7/14 | **Close:** 7/24

Topics:

- Trenchless Innovations
- Auger Boring
- Microtunneling
- Leak Detection
- HDD: Maxi Rigs
- HDD: Tooling

ADVERTISER BONUS

Receive free equal space to your half page or full page ad for "Trenchless Innovations" sponsored content.

HDD Guide - supplement with August

Insertion: 7/2 | **Materials:** 7/9 | **Close:** 7/20

Topics:

- HDD Tooling
- Mud Engineering
- Solids Control
- HDD Design
- Drill Rig & Vacuum Excavation specs

Bonus Distribution:

- 2026 No-Dig North
- 2026 HDD Rodeo
- 2027 No-Dig Show

DIGITAL EXTRA

HDD Guide Expanded Digital Version (see page 8)

September

Insertion: 8/5 | **Materials:** 8/12 | **Close:** 8/24

Topics:

- No Dig North Show Preview
- Pipe Relining Guide
- Pipe Bursting
- Manhole Rehabilitation
- Spray-On Rehab Systems
- HDD: Rock Drilling
- HDD: HDD Pipe Materials

Bonus Distribution:

- WEFTEC, 9/26-9/30, New Orleans
- No-Dig North Show, 11/2 - 11/4, Calgary, AB

DIGITAL EXTRA
Pipe Relining Guide Expanded Digital
Version (see page 8)

October

Insertion: 9/1 | **Materials:** 9/8 | **Close:** 9/18

Topics:

- Projects of the Year Awards
- Condition Assessment
- Lateral Rehab
- HDD: Solids Control
- HDD: Locating
- 2026 HDD Rodeo Preview

Bonus Distribution:

- No-Dig North Show, 11/2 - 11/4, Calgary, AB

DIGITAL EXTRA
October Webinar: Innovative Flow
Management (see pg. 18)

November/December

Insertion: 10/13 | **Materials:** 10/20 | **Close:** 11/11

Topics:

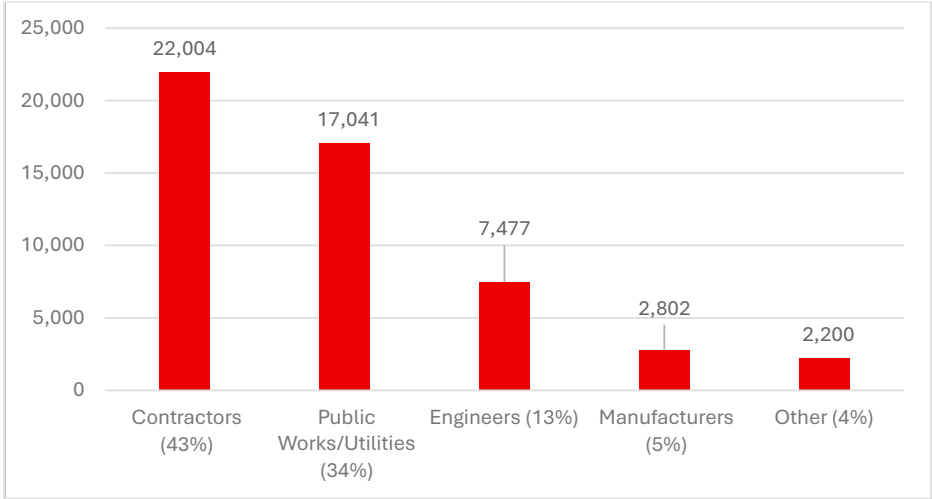
- Top 50 Trenchless Engineering Firms
- Pipe Relining
- Manhole Rehabilitation
- HDD: HDD Design
- HDD: Steering & Navigation

Bonus Distribution:

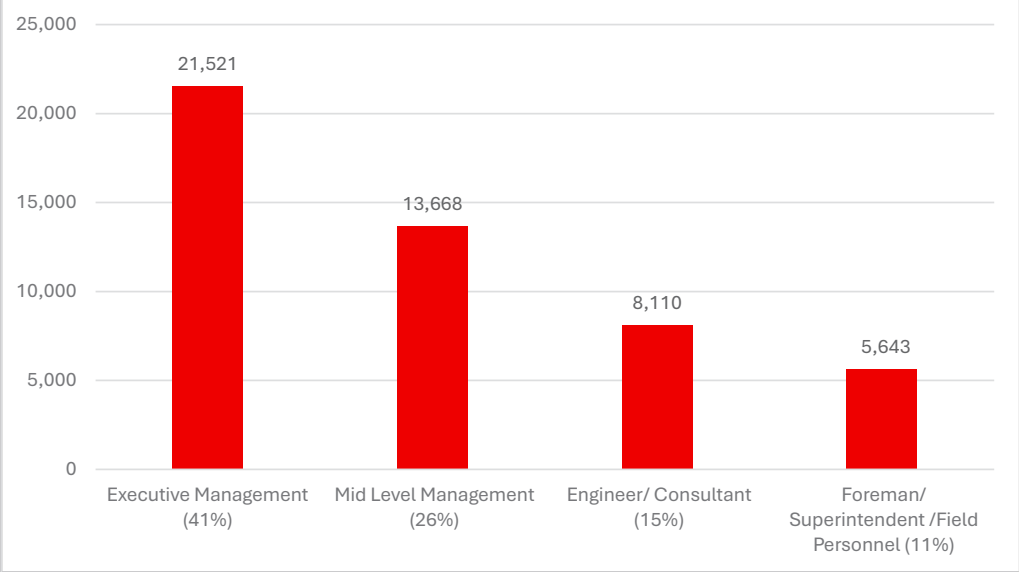
- 2026 HDD Rodeo, 12/2 – 12/4, Perry, GA

DIGITAL EXTRA
Small Diameter Trenchless Digital
Magazine (see pg. 7)

Subscribers by Primary Business/Industry Type



Subscribers by Title/Job Function



Subscribers by Magazine Version

Print Magazine: 20,639

Digital Magazine: 25,956

Both Print & Digital: 4,929

Subscribers by Country

91% USA

6% Canada

3% International (outside of USA & Canada)

DIGITAL
MAGAZINE
SPONSORSHIP

Exclusive to one
sponsor per issue



As the digital 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 digital version front cover (option to embed video in ad)
- Standard banner ad in the issue notification email to 38,000 subscribers
- Skyscraper banner ad on trenchlesstechnology.com during the issue month, guaranteed 5,000 impressions

Rates:

- 1 Issue - \$3,000
- 3-5 Issues - \$2,750 per issue
- 6-9 Issues - \$2,500 per issue

View Example Issue

TRENCHLESS DIRECTORY

Add your listing and branding to the largest trenchless industry directory, featuring over 845 contractors, engineers, and manufacturers/suppliers!

View Online Directory

Audience Reach

Online Directory: 5,800 users/month average

Trenchless Technology April/May Issue Directory: 51,850 subscribers

Directory Logo & Listing Options

PREMIUM LISTING	FEATURED LISTING	BASIC LISTING
Print & Online Branding \$650/Year	Online Branding \$400/Year	Free to Join
1st in Search Results	2nd in Search Results	3rd in Search Results
Unlimited Categories	Up to 6 Categories	Up to 3 Categories
Link to your website	Link to your website	Link to your website
Logo included with your online listing	Logo included with your online listing	
Logo included in the Print Directory (April/May)		
Publish classifieds		
Publish articles		
Publish videos		

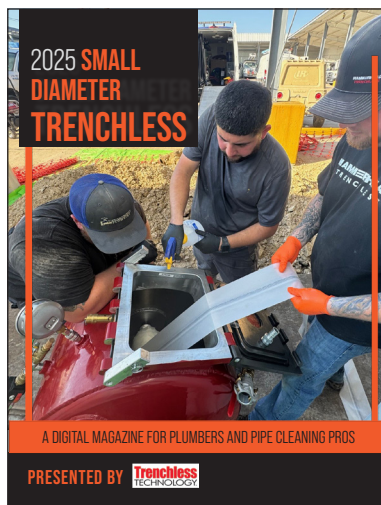
➔ Add your
LISTING



SMALL DIAMETER TRENCHLESS DIGITAL MAGAZINE

[View Example Issue](#)

For plumbers and municipalities, this digital magazine explores the latest technologies, methods, and project successes in the fast-evolving small diameter segment of the trenchless market.



2X Year: May and December

Editorial Topics

- CIPP
- Spot Repair
- In-Building Rehab
- Pipe Cleaning

Audience Reach

Total Circulation: 12,817

- 8,450 Plumbers/Pipe Cleaning Contractors
- 4,367 Municipalities

Bonus Distribution:

- Each issue of *Small Diameter Trenchless* is also posted on all of *Trenchless Technology's* digital channels (web, Newsletter & social media)
- The December issue will also be printed and distributed at the 2027 WWETT Show and the 2027 No-Dig Show

Ad/Sponsorship Options:

- Issue Sponsor: \$3,500
 - Sponsor recognition on email notification to subscribers
 - Full page ad left of the front cover
- Full-page: \$1,500
- Half-page: \$950
- Product Profile: \$500

HDD GUIDE DIGITAL SPONSOR

August 2026 – August 2027

View Example Issue

Sponsor the HDD Guide digital version and get year-round exposure with an audience actively seeking HDD solutions.

Added bonus... this sponsorship includes leads!

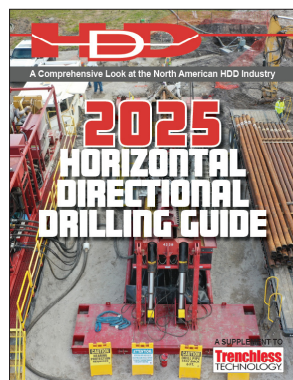
Distribution/Reach:

- Emailed to 38,000 *Trenchless Technology* subscribers, August 2026 & February 2027
- Posted on www.trenchlesstechnology.com as a Flipbook for a full year.
- Promoted on *Trenchless Technology's* social networks, monthly (14,000+ followers)
- Promoted in *Trenchless Technology's* Newsletter, monthly (24,000 subscribers)

Sponsor Benefits:

- Prominent brand/logo recognition on the HDD Guide landing page (8/2026 - 8/2027)
- Prominent brand/logo recognition on the HDD Guide email to subscribers
- Leads. Monthly download report (8/2026 - 8/2027)

Digital Sponsor Net Rate: \$3,750



PIPE RELINING GUIDE DIGITAL SPONSOR

September 2026 – September 2027

View Example Issue

Sponsor the digital version and get year-round exposure with an audience actively seeking pipe relining solutions.

Added bonus... this sponsorship includes leads!

Distribution/Reach:

- Emailed to 38,000 *Trenchless Technology* subscribers, September 2026 & March 2027
- Posted on www.trenchlesstechnology.com as a Flipbook for a full year.
- Promoted on *Trenchless Technology's* social networks, monthly (14,000+ followers)
- Promoted in *Trenchless Technology's* Newsletter, monthly (24,000 subscribers)

Sponsor Benefits:

- Prominent brand/logo recognition on the Pipe Relining Guide landing page (9/2026 - 9/2027)
- Prominent brand/logo recognition on the Pipe Relining Guide email to subscribers
- Leads. Monthly download report (9/2026 - 9/2027)

Digital Sponsor Net Rate: \$3,750



INTERESTED IN FULL SITE TAKEOVERS OR REGIONAL TARGETING?

Connect with your rep for more information.

1 BRANDED BACKGROUND SKINS

220(w) x 750(h) pixels for both left and right sides
\$350 CPM

2 BILLBOARD BANNER

970(w) x 250(h) pixels
\$300 CPM

3 LEADERBOARD BANNER

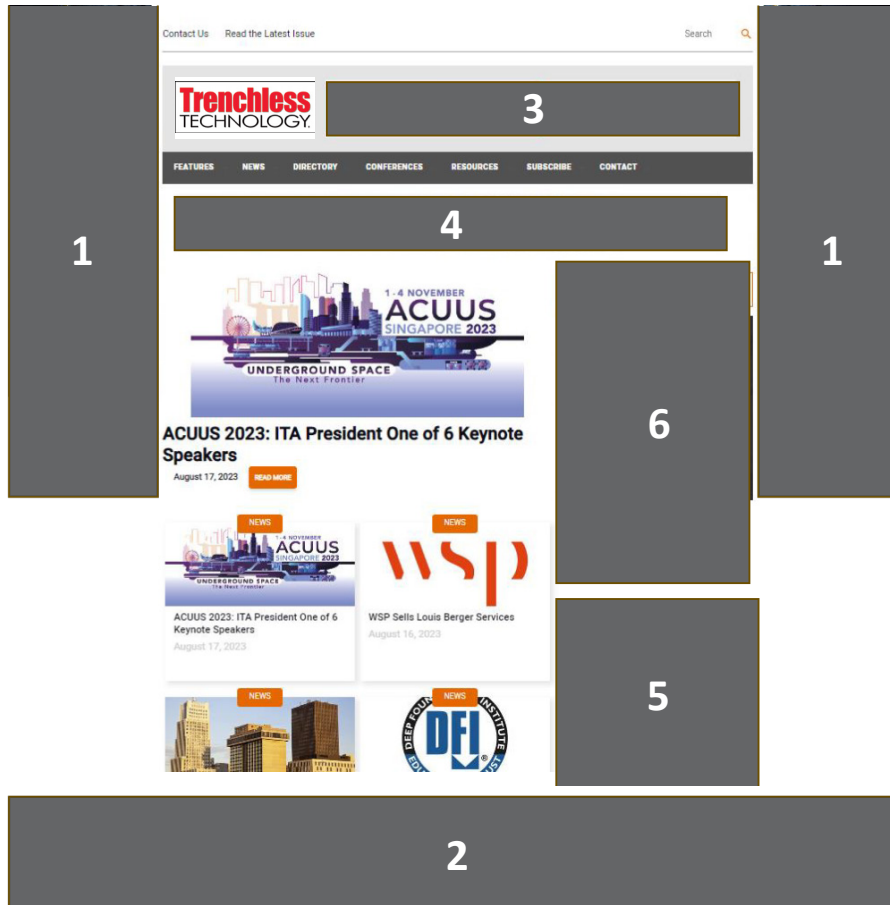
728(w) x 90(h) pixels
\$260 CPM

4 LARGE LEADERBOARD BANNER

970(w) x 90(h) pixels
\$275 CPM

5 STANDARD BANNER

300(w) x 250(h) pixels
\$150 CPM



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

21,600
AVERAGE USERS

45,600
AVERAGE VIEWS PER MONTH

6 SKYSCRAPER BANNER

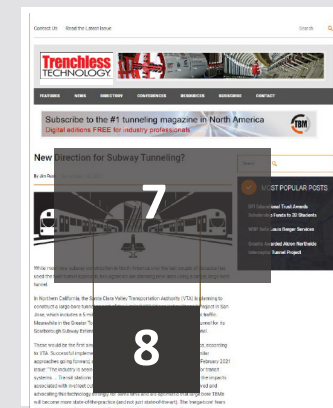
300(w) x 600(h) pixels
\$200 CPM

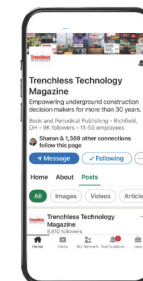
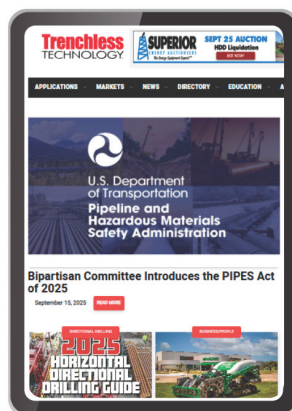
7 INTERSTITIAL BANNER

Banner pops up while user is browsing between pages
600(w) x 400(h) pixels
\$350 CPM

8 INLINE BANNER, TEXT AD, VIDEO AD

Displays within flow of website editorial
300(w) x 250(h) pixels. See Specs for text & video ad
\$200 CPM





WEBSITE

Monthly Users: 21,600
Monthly Pageviews: 45,600

Device Category

Desktop: 87%
Mobile: 12%

SOCIAL MEDIA

Total Followers: 14,233

LinkedIn – **8,804**

X – **3,529**

Facebook – **1,900**

Sponsored Content Averages:

- Engagement Rate – **4%**
- Impressions – **572**
- Clicks – **15**
- Video Views – **315**

DIGITAL CONTENT ENGAGEMENT

The following stats are averages

- Digital Edition Pageviews per Issue – **32,879**
- Webinar Registration – **286**
- Weekly Newsletter Opens – **39%**
- Special Report Downloads – **212**

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.

Standard Package: \$1,450/month

- Standard banner, 5,000 impressions per month
- Newsletter banner or advertorial, 1X per month
- Social media post, 1X per month

Premium Package: \$2,900/month

- Leaderboard banner, 3,000 impressions per month
- Standard banner, 10,000 impressions per month
- Newsletter banner or advertorial, 2X per month
- Social media post, 1X per month

Ask your account representative about custom packages.

WEBSITE CATEGORY SPONSOR

1 Exclusive Sponsor per Category

Align your brand's message with relevant content, reaching an audience who is actively seeking your solutions! Great for boosting engagement and increasing the likelihood of conversion.

Website Categories:

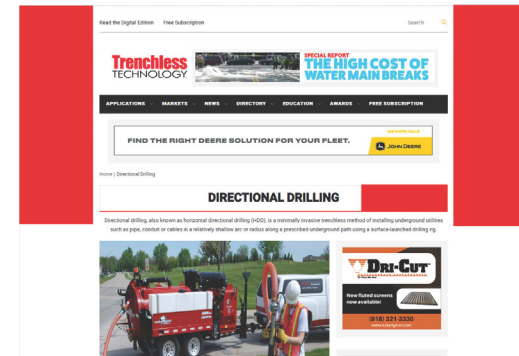
- Directional Drilling
- Rehabilitation
- Sewer
- Water
- Trenchless Engineering

Sponsor Benefits:

- Sponsor logo featured in website category header
- Background skins position for your chosen category (1,000 impressions per month)
- Article post, 1X per month
- Social media post, 1X per month
- Banner ad in category articles

Rates: \$1,250 per month

Minimum 6 consecutive months



Trenchless Technology Newsletter

[View Example](#)

Distribution:

Weekly, every Tuesday

Circulation:

20,000 Subscribers

Open Rate:

47%

Content: News, insights and everything stakeholders need to stay “in the know”

Ad Options: 600x500 banner (renders at 300x250) or Advertorial (30 words + image)

Rate: \$525/issue

Horizontal Directional Drilling Newsletter

[View Example](#)

Distribution Date:

1st Monday of the month

Circulation:

11,500 Subscribers

Open Rate:

44%

Content: HDD news, topical features, products and project stories

Ad Option: Single Sponsor, includes logo + exclusive banner (600x300) + featured spotlight content (image + 500 words)

Rate:

1 exclusive sponsor | \$2,500/issue

Pipe Relining Newsletter

[View Example](#)

Distribution Date:

3rd Monday of the month

Circulation:

6,900 Subscribers

Open Rate:

40%

Content: Pipe relining news, topical features, products and project stories

Ad Options: 600x500 banner (renders at 300x250) or Advertorial (30 words + image)

Rates:

Premium Banner Ad – 1st ad placement: \$1,750 Standard Banner Ad: \$1,000

Municipal Trendsetters Newsletter - NEW in 2026

Distribution Date: 2nd Monday of the month

Circulation:

8,430 Municipal Subscribers

Content: Municipal case studies

Ad Options: 600x500 banner (renders at 300x250) or Advertorial (30 words + image)

Rates:

Premium Banner Ad – 1st ad placement: \$850 Standard Banner Ad: \$600

Trenchless Technology Canada Newsletter

Top 50 Trenchless Engineering Firms

Project of the Year Awards

Custom Newsletter

Position your brand as a thought leader by sponsoring a custom Newsletter. Your content, our platform, delivered directly to our targeted subscriber list for maximum visibility and engagement. Talk to your account representative for details and rates.

View Example

Distribution Date: 3rd
Wednesday of the month

Distribution Date: December
2026

Distribution Date: October
2026

Circulation:
3,000 Subscribers

Circulation:
38,000 Subscribers

Circulation:
38,000 Subscribers

Open Rate:
52%

New in 2026

New in 2026

Content: Canadian news, case
studies and insights

Content: Top 50 Trenchless
Engineering Firm Rankings

Content: Trenchless
Technology Project of the
Year Awards

Ad Options: 600x500 banner
(renders at 300x250) or
Advertorial (30 words +
image)

Ad Options: 600x500 banner
(renders at 300x250) or
Advertorial (30 words +
image)

Ad Options: 600x500 banner
(renders at 300x250) or
Advertorial (30 words +
image)

Rate: \$350 per issue

Rates:
Premium Banner Ad – top
placement: \$1,750 Standard
Banner Ad: \$1,000

Rates:
Premium Banner Ad – top
placement: \$1,750 Standard
Banner Ad: \$1,000

WEBSITE MONTHLY THEME SPONSORSHIP

Target the theme of your choice combining an editorial and advertising presence to stay in front of the readers who matter to you most. ONE exclusive sponsor per theme per month.

Sponsorship includes:

- **Website:** Inline Text Ad – displays within flow of website editorial and is run-of-site
- **Website:** Standard Banner – displays on right-hand side and is run-of-site
- **Website:** Option to include up to 2 articles focusing on monthly topic
- **Newsletter:** Banner or Advertorial in weekly newsletter, 4 issues
- **Social:** 1 post to *Trenchless Technology's* social media channels

NOTE: all items included with sponsorship will be served in a 1-month period during the sponsored month.

RATE: \$4,500 net

MONTHLY THEMES

January: HDD Design

February: Lateral Rehabilitation

March: Culvert/Stormwater
Rehab

April: Bypass/Dewatering

May: Vacuum Excavation

June: Manhole Rehabilitation

July: Pipe Relining

August: Condition Assessment

September: Microtunneling

October: Solids Control

November: Engineering

December: Pipe Relining

Have a different topic in mind? Your representative can help tailor a solution – just reach out!

THOUGHT LEADERSHIP GUEST COLUMN

Is your company an expert on a trenchless topic? Sponsor this guest column in *Trenchless Technology* and share your expert insights, and authoritative perspectives to drive discussions and establish your company as a thought leader and influential voice in the industry.

Guest column promoted across multiple platforms during sponsored month, including:

- *Trenchless Technology* magazine
- TrenchlessTechnology.com
- *Trenchless Technology* Newsletter, 4 issues
- *Trenchless Technology* Social Networks, 1 post

Ask your account representative for rates and details.

[View Example](#)

TRENCHLESS INNOVATION OF THE MONTH SPONSORSHIP

Feature your innovations in a multi-channel marketing package reaching *Trenchless Technology* subscribers, including industry stakeholders seeking the latest advancements, information, and innovations within the trenchless industry.

Sponsorship Includes Your Innovation Featured on These Channels:

Email: 1X Trenchless Innovation of the Month email blast highlighting your innovation (product or service).

- Email Distribution: 5,000 select subscribers
- Average Open Rate: 32%

Website: Article highlighting your product published on *Trenchless Technology's* website homepage for one month.

Newsletter: Innovation of the Month featured in 2 issues of *Trenchless Technology's* weekly Newsletter.

Social: 1X Post promoting your innovation

Rate: \$3,500 Net

[View Example](#)

Trenchless
TECHNOLOGY

innovations



PUMP BYPASS TELEMATICS

Trenchless Innovation of the Month: Innovative PumpSentry Technology Prevents Crisis at Municipal Sewer Bypass

A Pacific Northwest municipality recently experienced firsthand how advanced pump monitoring technology prevents bypass system failures. When a damaged layflat hose threatened the required delivery of 21 million gallons of wastewater per day, the PumpSentry technology from Sunbelt Rentals became invaluable. While traditional 24/7 staffing might miss subtle changes, PumpSentry's continuous monitoring caught early warning signs, enabling strategic response before equipment damage occurred. This technology-driven solution protected both equipment and compliance requirements, demonstrating the future of efficient bypass operations. To learn more about this project and how the PumpSentry IOT monitoring system helped maintain the required flow rates without interruption, visit:

<https://www.sunbeltrentals.com/resources/stories/reduce-cost-with-pump-telematics/>

Sponsored by
Sunbelt Rentals: [sunbeltrentals.com](https://www.sunbeltrentals.com)

**SUNBELT**
RENTALS

Sponsored Content

SPONSORED CONTENT MARKETING & LEAD GEN PROGRAM

You provide the sponsored content (whitepaper, case study, etc), and we market it via *Trenchless Technology's* channels. All leads are captured and delivered to you monthly.

Marketing:

- Email blast to 5,000 *Trenchless Technology* subscribers, 2x
- Newsletter advertorial promoting whitepaper, 4x
- *Trenchless Technology* social media posts, 4x
- Up to 2 custom questions on download form
- Whitepaper posted on TrenchlessTechnology.com for one year
- Monthly download report, including contact information and answers to custom questions.

Rate: \$6,500 net

EMAIL LIST RENTAL

Reach a targeted group by renting an email, telephone or postal list. The *Trenchless Technology* subscriber file is comprised of underground infrastructure stakeholders, including contractors, engineers and system owners.

Targeted lists are available by type of business, job title and geography.

Email List Rental Rate: \$375 CPM
(minimum 5,000 emails)

Postal List Rental Rate: \$275 CPM

(CPM = cost per thousand email addresses).

Contact sales rep for list counts and demographic options. Additional fees may apply for list selects.

SPECIAL REPORTS

A *Trenchless Technology* Special Report is a targeted digital publication focused on a key industry topic, delivering in-depth insights, expert commentary, and valuable solutions (average length is 24 pages). For sponsors, it's a powerful opportunity to position your company as a thought leader and showcase your solutions with decision-makers actively seeking trenchless innovations.

Schedule (Max 5 sponsors per Special Report)

March: Trenchless Pipe Materials

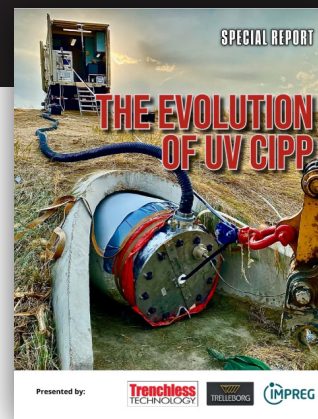
June: Condition Assessment

September: Trenchless Rail Crossings

November: Mud School (drilling fluids, solids control, mud systems for HDD and Microtunnel)

Marketing

- Newsletter: Advertorial in weekly newsletter, 1 full month; 1x per month for 11 months
- Website: Inline Text ad promoting report, 12 months
- Website: download page housed on TrenchlessTechnology.com for 12 months
- Email: promotional eblasts to subscribers, 4x
- Social: promotional posts, 6x
- Magazine: promotion in one issue of *Trenchless Technology*



Sponsor Benefits:

- Sponsored content article, topic to be pre-approved by editorial department
- Full Page ad (positioned after article)
- Logo recognition on front cover of Special Report
- Full year of brand exposure through Special Report marketing campaign
- Monthly lead report for one year

Rate: \$4,500

Premium Sponsorship:

- 1 Exclusive Premium Sponsor per Special Report
- All of the above benefits + your full-page ad on the page left of the front cover
- Premium banner ad on Special Report landing page

Rate: \$5,500

[View Example Special Report](#)

SINGLE SPONSOR WEBINARS

Position your company as a trusted industry thought leader while delivering your solutions directly to an engaged audience of trenchless decision-makers.

Webinar Format

- Sponsor delivers a 30–45-minute presentation to a live pre-registered audience
- 15-minute live Q&A moderated by our editor
- Interactive features: polls, video, and other tools

Sponsor Benefits

- Add up to 3 custom registration questions to qualify registrants
- Full registrant report (email, phone, address)
- List of all audience questions
- Poll responses and survey results
- Archived webinar hosted on TrenchlessTechnology.com for one year
- Access to webinar recording

Rate: \$8,500

Average Registration: 286

[See Webinar Examples](#)

EDUCATIONAL WEBINAR SERIES

February: Small Diameter Trenchless for Plumbers

May: Extreme/World Record Projects

July: Navigating Difficult Soils (HDD)

October: Innovative Flow Management

- Each session is 90 minutes, including a 15 minute Q&A.
- CEUs are offered for webinars
- Contact your account representative for speaking and sponsorship opportunities in the 2026 educational webinar series

Rate: \$3,000 per sponsor

Max 3 sponsors per session

60 SECONDS IN THE SPOTLIGHT VIDEO

Share your story, showcase innovation, and connect with a targeted trenchless audience through engaging video content promoted across *Trenchless Technology's* digital channels.

How it Works:

- You record a 60 second video pitching your trenchless product/service and send it to us. Creativity is key!
- We add the 60 Seconds in the Spotlight intro and outro.
- We launch your 60 Seconds in the Spotlight Video via the marketing campaign below.

Rate: \$3,975

[See Examples](#)

THE PITCH VIDEO

The Pitch spotlights your company's experts in a video interview with our editor that is shared industry stakeholders across *Trenchless Technology's* digital channels.

How it Works:

- Confirm video topic and desired recording date with editor.
- Review scripted list of questions for recording day; send over any materials to be used in the video (photos, slides, video, etc). A video proof sent for review/approval before setting it live.
- We launch your video interview via the marketing campaign below.

Rate: \$5,000

Video Marketing Campaign:

Email: 1x email blast to 10,000 *Trenchless Technology* select subscribers

Website: Featured on *Trenchless Technology* Website homepage for 1 week.

Magazine: Video embedded in one issue of *Trenchless Technology* digital edition

Weekly Newsletter: 2x promotion in weekly newsletter

Social Media: 1x LinkedIn, X, and Facebook post

Detailed Lead Report



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:

Kelly VanNatten: kvannatten@benjaminmedia.com | 234-380-3030
Pete McNeil: pmcneil@benjaminmedia.com | 234-380-3031

Trenchless Technology Magazine

	1X Net	3X NET	6X NET	9X NET
2-Page Spread	\$12,500	\$12,200	\$11,900	\$10,000
Full Page	6,865	6,558	6,511	5,950
1/2 Island	5,015	4,930	4,700	4,250
1/2 Page	4,500	4,420	4,250	3,825
1/3 Page	3,620	3,485	3,315	2,975
1/4 Page	3,045	2,992	2,881	2,678
Business Card	600	550	500	400

Cover Positions

2nd Cover	\$7,225	\$6,800	\$6,715	\$6,205
3rd Cover	7,055	6,630	6,545	6,035
4th Cover	7,310	6,885	6,800	6,290

Sponsored Content & Lead Generation

Special Reports, Premium Sponsor	5,500
Special Reports, Sponsor	4,500
Special Reports, Full Page Ad Website	1,900
Theme Sponsor	4,500
60 Seconds in the Spotlight Video	3,975
The Pitch Video	5,000
White Paper/Case Study Program	6,500
Educational Webinar Series	3,000
Single-Sponsor Webinar	8,500

Trenchless Directory

Premium Listing, per year	\$650
Featured Listing, per year	400

Digital Extras

Digital Issue Sponsor, 1X	\$3,000
Digital Issue Sponsor, 3-5X (per issue rates)	2,750
Digital Issue Sponsor, 6-10X (per issue rates)	2,500
HDD Guide Digital Issue - Premium Sponsor	5,500
HDD Guide Digital Issue - Sponsor	3,750
Pipe Relining Guide Digital Issue - Premium Sponsor	5,500
Pipe Relining Guide Digital Issue - Sponsor	3,750
Small Diameter Trenchless Sponsor	3,500
Small Diameter Trenchless, Full Page Ad	1,500
Small Diameter Trenchless, Half Page Ad	950

Newsletters (per issue rates shown)

Trenchless Technology	\$525
Horizontal Directional Drilling	2,500
Trenchless Canada	350
Municipal Trendsetters	850 / 600
Project of the Year Awards	1,750 / \$1,000
Top 50 Trenchless Engineering Firms	1,750 / \$1,000
Pipe Relining	1,750 / \$1,000
Trenchless Innovations	3,500

Website - CPM Net Rates

Interstitial	\$350
Branded Background Skins	300
Large Leaderboard Banner	275
Leaderboard Banner	260
The following ads can be served based on keywords. Add \$25/CPM for keyword category selects	
Skyscraper Banner	200
Standard Banner	150
Inline Text or Banner Ad	200
Brand Booster Digital Marketing Package (per month rates shown)	
- standard package	1,450
- premium package	2,900
Web Category Sponsorship (per month rate shown)	1,250
Email List Rental (CPM rate shown)	375

Material Submission Instructions

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



SPREAD

Inches: 16 1/2 x 10 3/4*

Decimal: 16.50 x 10.75*

*This includes a 1/8" (.125") bleed on each side.



FULL PAGE

Inches: 8 1/4 x 10 3/4*

Decimal: 8.25 x 10.75*

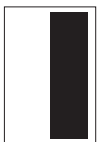
*This includes a 1/8" (.125") bleed on each side.



FULL PAGE DIGITAL AD

Inches: 8 x 10 1/2

Decimal: 8 x 10.50



1/2 PAGE VERTICAL

Inches: 3 3/8 x 9 3/4

Decimal: 3.375 x 9.75



1/2 PAGE ISLAND

Inches: 4 1/2 x 7 1/2

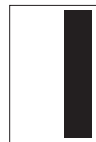
Decimal: 4.5 x 7.5



1/2 PAGE HORIZONTAL

Inches: 7 x 4 7/8

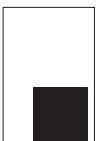
Decimal: 7 x 4.875



1/3 PAGE VERTICAL

Inches: 2 3/16 x 9 3/4

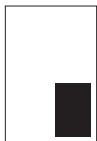
Decimal: 2.1875 x 9.75



1/3 PAGE SQUARE

Inches: 4 1/2 x 4 7/8

Decimal: 4.5 x 4.875



1/4 PAGE SQUARE

Inches: 3 3/8 x 4 7/8

Decimal: 3.375 x 4.875



1/4 PAGE HORIZONTAL

Inches: 7 x 2 3/8

Decimal: 7 x 2.375

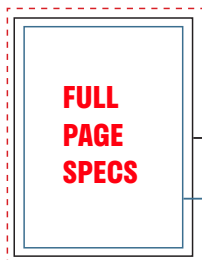


BUSINESS CARD

Inches: 3 1/2 x 2

Decimal: 3.5 x 2

Millimeter: 88.9 x 50.8



**FULL
PAGE
SPECS**

Bleed: 1/8" on each side:

Printing that goes beyond the edge of the sheet and will be trimmed off. It ensures that your ad will seamlessly blend to the edge of the page with no white margin.

Page Edge (Trim): 8" X 10 1/2"

Safety: 1/4" in from trim*:

This is the area that is far enough away from the edge of the page that no important logos or text will be cut off during the printing process. You should make sure all important elements in your ad are within this zone.

*Allow a safety of 3/8" (.375") for borders

ADVERTISING MATERIALS

Ads are produced using computer-to-plate technology.

DIGITAL FILES

Accepted File Formats: All files should be PDF or PDF/x1a. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Fonts should be outlined when possible.

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.

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.

