

Tunnelling journal



The International Journal
for the Tunnelling Industry

MEDIA KIT 2016

www.tunnellingjournal.com

DON'T TAKE OUR WORD FOR IT...

A selection testimonials from the industry

Tunneling Journal issues arrived and all I can say is another resounding WOW! The Lake Mead article is by far my favorite of all of them written to date. Really brilliant... thank you.

Robin Rockey, Project Information Manager, Southern Nevada Water Authority

Always a good read. The format is attractive and the regular in depth focus on technology is a differentiator for the journal

Martin Knights, Managing Director, CH2M

We love working with Tunnelling Journal! They are a fabulous team of attentive, thorough and detail-oriented people who always go above and beyond to ensure Robbins gets optimal coverage, both in print and online

Liz Stone, Marketing Manager, The Robbins Company

It is always interesting and beneficial to read the latest issue of the Tunnelling Journal. The Journal provides current news and can be relied upon to update the reader on recent developments in the industry. The editors are not afraid to touch on some troublesome, if not controversial editorial topics, and we admire the sharp pen approach! The journal is an excellent voice in the interest of the industry in terms of featuring site reports from challenging projects, and taking active part and covering industry events and conferences. Your global coverage is an asset. Your team of writers and approach is an honest one and true to the industry, and from our stance, is one of the best promoters of the modern use of underground space. You have been a forerunner in the adoption of new media technologies such as with your updated web page, newsletters and webinars

Tom Melbye, Chairman, Normet International Ltd

Tunnelling Journal is a must read! We really appreciate the strong technical focus and quality of your editorial articles. This is something that is unique to your magazine, and it clearly shows that you are at the heart of the tunneling industry with everything you publish

Gerhard Kahr, Marketing Director, DSI Holding GmbH

Sometimes amazing that these guys find out details we don't know yet. Always up-to-date in an easy to read format supported by good quality photographs. A good independent voice of this industry

Hartmut Reiner, Senior Underwriter Client Manager Business Development, Munich Re CIP

Continuous progress underground is absolutely essential today for cities, nations, economies and finally the global community as a whole to prosper. The innovative players in global tunnelling have a decisive key competence of creating particularly sustainable values and assets by high-quality and high performance tunnel infrastructures. The premium magazine "Tunnelling Journal" not only certifies the engineering and operative progress in construction of underground structures. In print and online media, the editor-in-chief and his team also particularly present the fascinating professional diversity of our industry – with true journalistic demands and an impressively consistent quality.

Achim Kühn, Head of Group Marketing & Corporate Communications, Herrenknecht



The World Leaders

Tunnelling Journal and North American Tunneling Journal (published back to back) are the leading publications for the tunnelling and underground construction industry. Produced and backed by a team with literally 10 decades of international tunnelling experience and unprecedented global contacts, the magazines deliver unrivalled editorial quality 'from the industry - for the industry'.

A Dedicated Team

Tunnelling requires something beyond just technical expertise—it requires vast experience and the perspective that comes with it, as well as resources and commitment. The same thing goes for publishing a magazine about tunnelling.

Experience & Understanding

Headed up by the most experienced editors in the industry Tris Thomas and Amanda Foley, 'Tunnelling Journal and North American Tunneling Journal' feature contemporary, lively, cutting edge articles with specific and unparalleled relevance to the tunnelling contractor, consultant, client and machine manufacturer.

A Broader Reach

Published six times a year, the print copy is partnered with a constantly updated website and a regular newsletter that is delivered straight to your desktop. This ensures readers are kept abreast of breaking news and relevant industry developments as they happen. Further analysis and perspective is then offered in each published issue.

Six Published Issues – Email Newsletters – Web Updates The Perfect Combination

The content of a technically based magazine needs sufficient time and care to research and produce to give it both credibility and the all important relevant shelf life. Traditionally, print magazines were distributed on a more frequent basis to keep the news section current, sometimes to the detriment of the technical content of the features. But with the exponential growth and global accessibility of the internet, the way breaking news reaches its audience has changed forever.

As such, the timeliest news will be distributed via email newsletters, and constantly updated on the website. This provides valuable time and space resources to the technical site reports, research articles, product reviews and industry leader interviews that will remain as the true value of the bi-monthly print publication. There is no doubt about it, consumers still want a printed hard copy for the in depth articles, reading these on-screen is just too difficult, especially with all those graphs and equations!

To sum up, we provide a solid, thoroughly researched, genuinely informative and technical read six times a year, and instant news via the newsletters, and updated right there on the web.

Tunnelling Journal brings the industry's leading thinkers, doers and writers together in one exceptional forum, in every issue.

We've decided that planning each aspect of our editorial content a year or so ahead as many other titles do could make us less flexible and responsive to an ever moving and rapidly evolving industry. Tunnelling Journal's editorial plan includes regular regional 'tunnelling hotspots', or in-sight studies and interviews from specific areas around the



globe where tunnelling is taking a serious hold, and importantly, where the latest leads for future work can be found .

Obviously no civil engineering magazine would be the same without its bread and butter - the site report! With more time allowed to the editorial team, and more travelling resources, we visit and report from more international tunnelling sites than any other magazine. Interviews with prominent figure-heads from the fraternity giving their opinion on all things tunnelling also feature regularly. Top this all off with regular sections on industry people, products and projects and you have the complete package.

Our team will continue to serve your team by providing the technical magazine and publication of record for the tunnelling industry.

Tunnelling Journal – Looking Deeper

www.tunnellingjournal.com

2016 Editorial Programme

February/March

Ad booking deadline 25th Jan Ad copy deadline 29th Jan

Technical Focus: Excavation and Waterproofing

Product Insights: Fibres and Grouting

BAUMA 2016 Preview

Plus free distribution at:

BAUMA 2016, 11–17 April

WTC 2016, 22–28 April

Breakthrough... ITA Young Members magazine ... published by Tunnelling Journal and distributed at WTC 2016, with the June/July issue and to all the ITAYM nations

April/May

Ad booking deadline 14th Mar

Ad copy deadline 18th Mar

Technical Focus: Monitoring

Product Insights: Roadheaders and Jumbo Drill Rigs

BIG SHOW ISSUE

Special Preview – WTC 2016

22–28 April, San Francisco, USA

The Australasian Tunnelling Society Journal will now be published by Tunnelling Journal and distributed internationally with the April/May and Oct/Nov issues as well as to all ATS members

June/July

Ad booking deadline 23rd May

Ad copy deadline 27th May

Technical Focus: Segmental Linings and Formworks

Product Insights: Waterproofing and Fire Protection

Breakthrough magazine distributed with this issue of Tunnelling Journal and at WTC 2016

September

Ad booking deadline 15th Aug

Ad copy deadline 19th Aug

Technical Focus: Sprayed Concrete Linings

Product Insights: Bolts/Anchors and TBM Consumables

Plus free distribution at Cutting Edge

October/November

Ad booking deadline 19th Sept

Ad copy deadline 23rd Sept

Technical Focus: Mucking Out & Logistics

Product Insights: Safety/Lighting and Ventilation

Australasian Tunnelling Society Journal

Please note that the Technical Focuses
are subject to change

December/January

Ad booking deadline 14th Nov

Ad copy deadline 18th Nov

Technical Focus: Excavation (TBM – D&B – NATM)

Product Insights: Segments and Instrumentation

Plus free distribution at: George A. Fox Conference, New York

INCLUDING THE TECHNICAL FOCUSES LISTED ABOVE, EACH ISSUE WILL ALSO FEATURE:

International Hot Spots – TJ will take a lively in-depth look at one of the current tunnelling hot spots from around the world... **Site Reports** – helmet and boots on, we report from a selection of the industry's key global tunnelling projects... **Industry Profiles** – as you have seen already in our past issues, we get the exclusive interviews with the leading industry experts... **Technical Focus** – we examine new tunnelling technology and give it the space it deserves... **Product Insights** – got a product or services that you want to share with the industry? Send it to us and we'll get it in the magazine and in front of the professionals.

**TUNNELLING JOURNAL.
WE'VE GOT IT COVERED**

Keep us in touch with your projects and products. Contact Tris Thomas on tris@tunnellingjournal.com or + 44 (0) 7812 011 139

Advertising Data

Advert Sizes

All sizes in millimetres and horizontal by vertical

Page (trim size)	210 x 297
Page (type area)	192 x 280
Page (bleed)	216 x 303
DPS (trim size)	420 x 297
DPS (bleed)	432 x 303
Half page (horizontal)	192 x 130
Half page (vertical)	88 x 280
Qtr page (horizontal)	192 x 62
Qtr page (vertical)	88 x 130

Digital Ad Copy Requirements

Maximum file size 10Mb. Anything larger please supply on a CD. We can accept files from Quark Express, Adobe Photoshop or Adobe Illustrator.

Please make sure that you supply all the necessary fonts.

Pictures should be saved as TIF, EPS or Jpeg files with a minimum resolution of 300dpi. Colour pictures should be supplied CMYK not RGB.

If you have any questions please contact one of us.

US\$ Rates

	Mono	Colour
DPS	US\$7,436.00	US\$8,748.00
Full Page	US\$4,463.00	US\$5,250.00
Half Page	US\$2,678.00	US\$3,150.00
Quarter Page	US\$1,607.00	US\$1,890.00

Series Discount

Number of insertions	3	6	9	12
Discount	5%	10%	15%	20%

For SPOT colour adverts (standard colours only, Cyan, Magenta and Yellow). Please add US\$787.00 to the DPS mono rate, US\$474.00 to Full Page mono rate, US\$283.00 to the Half Page mono rate and US\$170.00 to the Quarter Page mono rate. For special colours please refer to the Colour rates.

Special Position Rates

Inside front cover	\$6,300.00
Outside back cover	\$6,300.00
Inside back cover	\$5,775.00



Inserts

Single sheet	\$3,453.00
Four pager	\$5,758.00
Eight pager	\$9,595.00

Classified

Standard Rates

\$144.00 per double column centimetre

Recruitment rates

\$180.00 per double column centimetre

Online Recruitment

\$978.00 for a 6 week period

For further information please contact Daniel Lee-Billinghurst on daniel@tunnellingjournal.com or + 44 (0) 1892 522585

Online Rates - US\$

WEBSITE

Over **70,000** visitors every month and **7,133** unique users... updated daily with the latest industry news.

NEWSLETTER

3,882 subscribers (**06.08.15**) and growing... industry news mailed fortnightly to your inbox.

DIGITAL EDITION

Over **1,600** visitors per issue... live on the website and includes a back issue archive.

BANNERS

Banners can be provided as swf, gif or jpeg files, animated or static. Please contact us for the various banner sizes

Corporate Media web Package: **US\$10,200.00 per annum**

This package includes a rotating banner advert on each page of the website (along with the other sponsors), a logo mini banner advert on the homepage and a logo mini banner advert on the fortnightly Tunnelling Journal newsletter. All adverts are linked to a web address of your choice

Mid Text Banner advert: **from US\$680.00 per month**

Banners positioned under the first and second news stories on the website homepage

Website Featured Content panel: **from US\$1,020.00 per month**

Photo panel at the top of the website homepage, which includes a photograph and headline and when clicked on opens up a new page. This page can contain (within reason) unlimited information, photo's, pdfs, jpegs, links etc.

Newsletter Featured Content panel: **from US\$1,020.00 per month**

Artwork supplied and positioned underneath the newsletter content box and a link

Digital Edition sponsorship: **from US\$1,530.00 per issue**

Company logo, short message and link on the opening page, plus branding on selected editorial pages. Announcement and sponsorship information on newsletters for each issue

Digital Edition videos: **US\$162.00 per video**

mbedded videos on adverts within the digital edition or You Tube links

Recruitment: **US\$978.00 per advert**

Place adverts on the Tunnelling Journal jobs page for a 6 week period, including text, company logo and links. Can also be promoted on the Newsletter as 'Job of the Month'

For further information please contact Daniel Lee-Billinghurst on daniel@tunnellingjournal.com or + 44 (0) 1892 522585



Tris Thomas
Editorial Director

A product of generations of Cornish miners and mining engineers, Tris followed in the family tradition of going underground at the age of 18. Upon realising life could be slightly less punishing than 12 hour shifts collaring off 3m compressed air leg drill steels, Tris enrolled at the UK's world renowned Camborne School of Mines in 1988, graduating with an HND in 1991. Then after gaining his Honours degree at University in London, he travelled to Australia in 1996 where he sub-contracted in the mining and exploration departments on Western Australia's goldfields. Upon returning to the UK in 1999 he was offered a job as a trainee technical writer on Tunnels & Tunnelling International. Within two years Tris was to become the magazine's editor, and with a solid team he steered the magazine from troubled waters back to premiership status. After 10 years with T&TI, Tris felt it was time for a new challenge, but still enjoys working in the industry and editing Tunnelling Journal, a magazine proud to be 'from the industry, for the industry'.

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Amanda Foley
North American Editor

The youngest member of the Tunnelling Journal team, Amanda was brought up in North London by a family of graphic design and media professionals. Following several years of working for PR agencies in and around London, Amanda took on the position of marketing coordinator for a tunnelling recruitment agency in 1999. In this role Amanda attended British Tunnelling Society meetings and having witnessed the members' passion and enthusiasm for their work she soon became entranced with the industry. When a job opened in early 2000 for an editorial assistant on Tunnels and Tunnelling International, Amanda jumped at the chance! She quickly progressed to deputy editor and in early 2008 also took on the additional role of editor on T&T North America. Amanda decided it was time for a change of scene and for the last 5 years has been working as the editor of North American Tunneling Journal, while traveling around North and Central America.

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Gary Tween
Managing Director

Gary started his publishing career in January 1989 working for Benn Publications as a sales executive on a magazine called Printing Today. In his first full year Gary increased the advertising sales revenue by a record 80.33% on the previous year. Still at Benn's (later to become Miller Freeman), Gary worked on leading titles within the flooring and then furniture industries, securing his first managerial role in April 1996. Looking for a new challenge, Gary left Miller Freeman in August 2000 and joined Polygon Media to manage one of their magazines 'Tunnels & Tunnelling International', playing a key role in growing the business. Over 15 years in an industry that he now calls home, Gary has continued his publishing adventure as a partner with Tunnelling Journal and is as committed as ever to delivering a quality magazine that the tunnelling industry wants and deserves.

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Daniel Lee-Billinghurst
Sales Manager

Daniel has 25 plus years' experience in sales, 10 of those in Recruitment. He started his publishing career as a sales executive working for the local paper, Friday-Ad. In December 1992 he joined Wilmington Publishing for a five year period working on their industrial portfolio, starting in junior sales working up to management. He has since worked for organisations including Capital Radio, LBC & News Direct radio stations, Totaljobs.com, HPCi Media & various recruitment consultants. He has had many successes in his career working on key accounts including Emirates, DHL, Virgin, Lotus, Bayer, Siemens, Hitachi & Omron to name a few. He has a true interest in the tunnelling industry having recruited civil, geotechnical & tunnelling engineers in opportunities globally for over 15 years. I know the difference between TBM, EPB, SCL & cut & cover, but I would never call myself an expert. He hopes that his recruitment, print & online experience will be an asset to Tunnelling Journal.

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Rory Harris
Chairman

Rory graduated from London University in 1980 with a degree in Geology and spent seven years working as a geologist in the oil industry in Europe, Middle East, and Africa on both land and offshore installations. In 1987 he joined what became the Minova Group working in the Civil market in the UK, predominantly in the gunite market, but also supplying the grouting system for Channel Tunnel. Rory moved to the USA in 1990 to what was originally known as Celtite Inc, the supplier of resin cartridges to the Tunnelling and Mining Industry, where he remained for nearly twenty years. The last ten years were spent as CEO of Minova USA (until 2009), which supplied a wide range of products for Roof Bolting, Ground Consolidation, and Coatings Applications on projects throughout North and South America.

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Mark Piper
Finance Director

Mark graduated from University of East Anglia in 1985 with a First Class degree in Chemistry and spent five years working as a Research Chemist in the agrochemical industry. Looking for a new challenge Mark qualified as a Chartered Accountant in 1993 and joined Burmah Castrol plc in the group head office. Moved to Burmah Castrol's Minova business unit in 1998 as Group Finance Director. Mark headed the Minova group's international finance function through a period of exceptional growth and under three different owners before leaving the company at the end of 2008 following its sale to Orica.

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Peter Bell
Director

Peter started his career as a mining engineer in the UK with Minova before moving into ground control consumables within the Tunnelling and Mining industries. Peter held positions in sales and technical marketing, responsible for the resin capsule product portfolio. Peter then held positions as Chief Executive in the UK, South Africa and then Europe. During his time in Europe the German office became the centre for company's tunnelling activities. Peter then became the International Business Development Director and Board member of Minova International. In this Role he took the company into Russia, India and China as well as being responsible for the media budget and brand development. Peter left Minova at the end of 2008 following its sale to Orica.

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Kristina Smith
Freelance Writer

With a career that began out on site as a graduate engineer, Kristina has been writing about civil engineering and construction for the past 20 years. Starting out as a technical writer on Construction News, she progressed to features editor, before being poached by Property Week to be assistant editor. After a stint as editor on monthly magazine Construction Manager, Kristina began her freelance career in a bid to balance home and work commitments. Tunnelling articles are among her favourites, with every assignment offering the chance to learn something new and talk to some of the world's most interesting engineers and experts. Kristina has been writing for Tunnelling Journal for five years, covering topics from tunnel linings to deep interventions, and reporting on tunnelling projects around the world.

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