

TBM: Tunnel Business

M A G A Z I N E TM

2012 Media Kit

The Leader in North American Market
Coverage Since 1998

tunnelingonline.com

A Publication of

BENJAMIN
MEDIA

About *TBM: Tunnel Business Magazine*

The No. 1 Publication for Tunneling in North America!

TBM has been the industry leader in the North American tunneling market since its launch in 1998. The magazine is written for leading professionals in all aspects of tunneling, including contractors, engineers, owners, manufacturers and more. We cover project stories, design elements, contracting strategies, legal issues, new technology – anything that is pertinent to planning and building a tunnel.

TBM is published bi-monthly by Benjamin Media Inc., the Northeast-Ohio publishing company that also brings you *Trenchless Technology*, *Water Utility Infrastructure Management* and *Utility Contractor*, among others. The company was formed in 1992 and has a long history in dealing with the construction and maintenance of underground infrastructure.

The publication was founded by publisher Bernie Krzys, who has extensive experience in publishing and tunneling and trenchless equipment manufacturing, and is led by editor Jim Rush, who has been covering the market since 1998. *TBM* relies on the input of an editorial advisory board of leading industry experts who help ensure that the content is high-quality and valuable to its readers.

We have been proud to serve the North American tunneling market and look forward to continuing our involvement with this exciting and dynamic industry.

Editorial Team

Jim Rush is the editor for Benjamin Media Inc. He has been covering the underground infrastructure construction market since 1998 for publications including *TBM: Tunnel Business Magazine*, *Utility Contractor*, *Water Underground Infrastructure Management* and *Trenchless Technology*. Rush started his career as a newspaper journalist after earning a bachelor of science degree in communication from Ohio University's renowned E.W. Scripps School of Journalism.



Jack Burke is a contributing writer for *TBM: Tunnel Business Magazine* who compiles the popular North American Tunnel Projects section, which appears three times per year. This section recaps activity on major tunneling projects in the United States and Canada, as well as key personnel who are involved. Burke is a long-time member of the tunneling community and is a member of The Beavers and The Moles.

Editorial Advisory Board

Gary Brierley, P.E., Brierley Associates, Denver, Colo. – Chairman; Randy Essex, P.E., Hatch Mott MacDonald, Rockville, Md.; Roberto Gonzalez Izquierdo, Moldequipo Internacional, Tepetzotlan, Mexico; Dr. Levent Ozdemir, P.E., Colorado School of Mines, Golden, Colo.; George Yoggy, GCS LLC, Allentown, Pa.; William W. Edgerton, Jacobs Associates, San Francisco, Calif.; Joe Gildner, Sound Transit, Seattle, Wash.; Boro Lukajic, Consulting Engineer, Mississauga, Ont.; Paul Roy, AECOM USA, New York, N.Y.; Ted Budd, Kenny Construction, Wheeling, Ill.; David Caiden, Arup, New York, N.Y.

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1770 Main Street, P.O. Box 190, Peninsula, OH 44264 USA / **Phone:** (330) 467-7588 / **Fax:** (330) 468-2289

Editor: James W. Rush; **Direct:** (330) 315-2160 **E-Mail:** jrush@benjaminmedia.com

Sales: Tim Richards, Regional Sales Representative **Direct:** 330-315-2129 **E-Mail:** trichards@benjaminmedia.com;
Ryan Snelzer, Regional Sales Manager **Direct:** 330-315-2114 **E-Mail:** rsnelzer@benjaminmedia.com

Insertion Orders due: 5th of month prior to issue
Ad Materials due: 10th of month prior to issue

January – Webinar

2012 Market Conditions Overview
Presented by Jim Rush, Editor

February

Publication to mail: 1/27/2012

- Microtunneling
- Roadheaders
- Large-Diameter Tunnel Boring Machines
- Ventilation

Bonus Distribution:

Colorado School of Mines
 Microtunneling Short Course,
 Feb. 8-11, Boulder, CO

March – Webinar

Geotechnical/Soil Stabilization
(sponsor/presenter opportunity see page 7)

April

Publication to mail: 3/26/2012

- North American Tunneling Show Preview
- Tunnel Rehab
- Shaft Construction

Bonus Distribution:

North American Tunneling Conference, June 24-27, Indianapolis, IN

May – Webinar

Tunnel Lining
(sponsor/presenter opportunity see page 7)

June

Publication to mail: 5/28/2012

- Geotechnical
- Slurry Tunneling
- Dewatering

Bonus Distribution:

North American Tunneling Conference, June 24-27, Indianapolis, IN

August

Publication to mail: 7/27/2012

- TBM Roundtable
- Soil Stabilization
- Roadheaders
- Cranes

Bonus Distribution:

Colorado School of Mines
 Tunneling Short Course

September – Webinar

Contract Specifications Forum
Presented by Jim Rush, Editor

October

Publication to mail: 9/25/2012

- Contractor Profile
- Small/Mid-size TBMs
- Tunnel Linings
- Lighting

October – Webinar

N.A. Tunneling Case Study
(sponsor/presenter opportunity see page 7)

December

Publication to mail: 11/26/2012

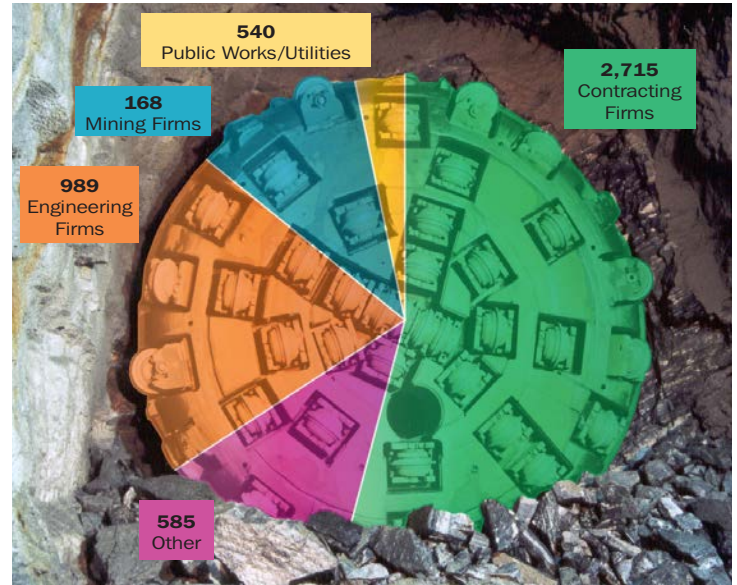
- Tunneling Industry Directory
 - Engineering Firm Profile
 - Concrete/Concrete Additives/Shotcrete
- Includes the **North American Microtunneling 2012 Industry Review** Supplement, see page 5 for details

Bonus Distribution:

World of Concrete, Feb. 5-8, 2013, Las Vegas, NV

December – Webinar

N.A. Microtunneling Case Study
(sponsor/presenter opportunity see page 7)



Contracting Firms	2,715	54.3%
Utility	1766	
Tunneling	468	
General	302	
Other	179	
Engineering Firms	989	19.8%
Design/Construction	605	
Geotechnical	183	
Other	201	
Public Works/Utilities	540	10.8%
Water/Sewer	268	
Roads	33	
Transportation Systems	175	
Other	64	
Mining Firms	168	3.3%
Operations	91	
Engineering	62	
Other	15	
Other	585	11.8%
Equipment Mfg	186	
Supplier	210	
Library	22	
Other	167	
TOTAL	5,000	

*Publisher's own data, based on August 2011 issue

Advertising Rates

Print Rates:

Display Advertising 4-Color (Gross)

Size	1x	3x	6x	9x	12x
Spread	\$8,478	\$8,054	\$7,248	\$6,886	\$6,541
Full Page	\$4,710	\$4,474	\$4,027	\$3,825	\$3,634
2/3 Page	\$3,790	\$3,600	\$3,240	\$3,078	\$2,924
1/2 Island	\$3,522	\$3,345	\$3,011	\$2,860	\$2,717
1/2 Page	\$3,057	\$2,904	\$2,613	\$2,483	\$2,358
1/3 Page	\$2,472	\$2,348	\$2,113	\$2,007	\$1,907
1/4 Page	\$2,105	\$1,999	\$1,799	\$1,709	\$1,624
1/6 Page	\$1,826	\$1,734	\$1,561	\$1,483	\$1,409

Business Card (Net)

	1x	3x	6x	9x	12x
Black & White	\$275	\$250	\$225	\$200	\$190
Color	\$425	\$400	\$350	\$325	\$300

Covers (rates include 4-color charges)

Position	1x	3x	6x
Inside Front	\$4,905	\$4,659	\$4,193
3rd Cover (Inside Back)	\$4,500	\$4,275	\$3,847
4th Cover	\$4,998	\$4,748	\$4,273
Inside Front Cover Spread	\$8,100	\$7,695	\$6,925

Classified Advertising (located in the back of every issue) Column inch - \$250 net

Tunneling Industry Directory (published in December issue) Logo listing (color) - \$150 net

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.

Online Rates:

TBM E-Newsletter (published bi-weekly – every other Thursday)

522 x 72 (pixels) Banner – \$250 issue OR \$3,250 net for ALL issues

Pg. 6 for details

TBM E-Newsletter Classifieds – \$200 net per 1,000 characters

(includes 2 issues)

Pg. 6 for details

Tunnelingonline.com Classifieds – \$200 net per 1,000 characters

(one month)

Pg. 6 for details

Webinars

Webinar Sponsorship – \$5,000 net

Pg. 7 for details

Tunnelingonline.com Banner Advertising

Banner Ad Rates – Homepage Banner Ads

Size (in pixels)	6 Months	12 Months
	Total Insertion	Total Insertion
300 x 100	\$1,000	\$1,750
300 x 250	\$1,500	\$2,650
Interstitial Web Page Banner	\$1,725	\$3,050
Branded Background Skin	\$1,725	\$3,050

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North American Microtunneling 2012 Industry Review

A Special Supplement to *TBM: Tunnel Business Magazine* and *Trenchless Technology*

Mails in November

Advertise in the *North American Microtunneling 2012 Industry Review* and show the benefits your business and products can bring to a microtunneling project.

Editorial Features

The *Microtunneling 2012 Industry Review* will present the latest technical advancements in the field involving microtunneling machines, slurry separation equipment, guidance and pipe materials, as well as highlight projects that are advancing the state of the art. Features include:

- Industry overview
- Ground-breaking projects
- Technical articles
- Boring alternatives/Emerging technologies
- Project log
- Equipment specifications
- Directory of Microtunneling Suppliers and Contractors
- New: Colorado School of Mines Microtunneling Achievement Awards

Circulation: 11,200*

The *North American Microtunneling 2012 Industry Review* will mail to 11,200* utility and tunneling contractors, government/public works personnel, design-build and geotechnical engineers and utility companies.

Circulation is made up of select subscribers from *TBM: Tunnel Business Magazine* and *Trenchless Technology*.

Bonus Distribution:

Microtunneling Short Course 2013
No-Dig 2013
RETC 2013

Rates (rates shown are gross)

Full Page, 4C.....	\$3,530
1/2 Vert or Hor, 4C.....	\$2,325
1/4 Square/Hor.....	\$1,575
Business Card, 4C.....	\$275 (net rate)
2nd Cover (Inside Front).....	\$3,775
3rd Cover (Inside Back).....	\$3,575
4th Cover (Back Cover).....	\$3,900
Inside Front Cover Spread.....	\$5,260

Digital Edition Advertising Option:

The *North American Microtunneling 2012 Industry Review* will also be available online at www.tunnelingonline.com and www.trenchlessonline.com. Add click-through capability to your ad in the interactive edition and let readers link directly to your Web site from your ad.

Additional Rate: \$300 net

Deadlines:

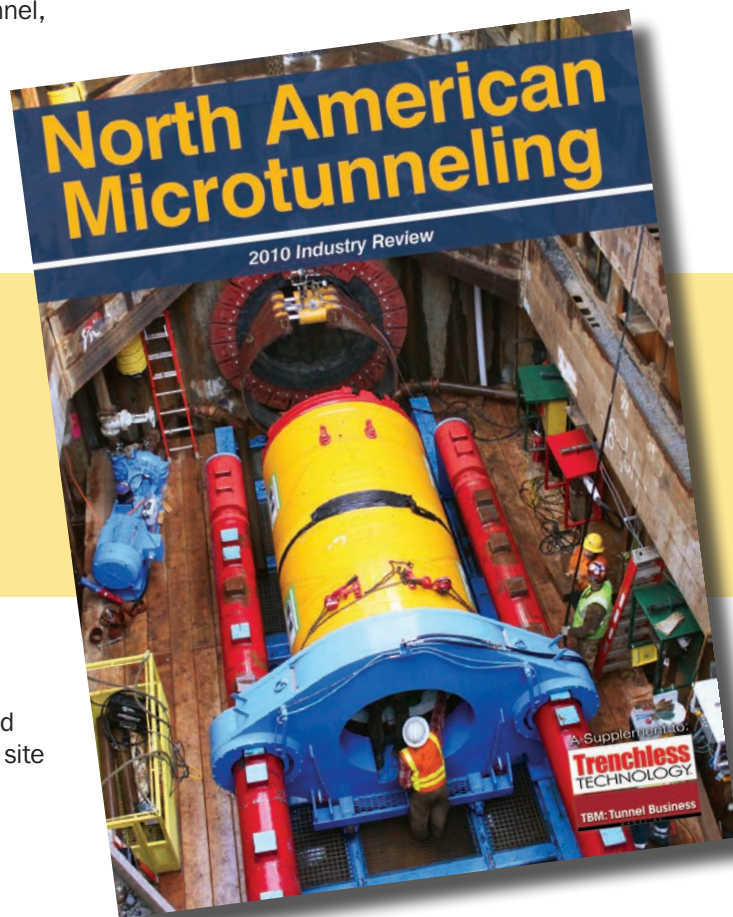
Insertion Orders – September 5, 2012

Ad materials – September 15, 2012

Specs:

The supplement is the same size as *TBM: Tunnel Business Magazine*. Please refer to the specs on page 9 of the media kit.

*Publisher's Own Data



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Online Opportunities

Tunnelingonline.com Banner Advertising

Web Traffic Statistics

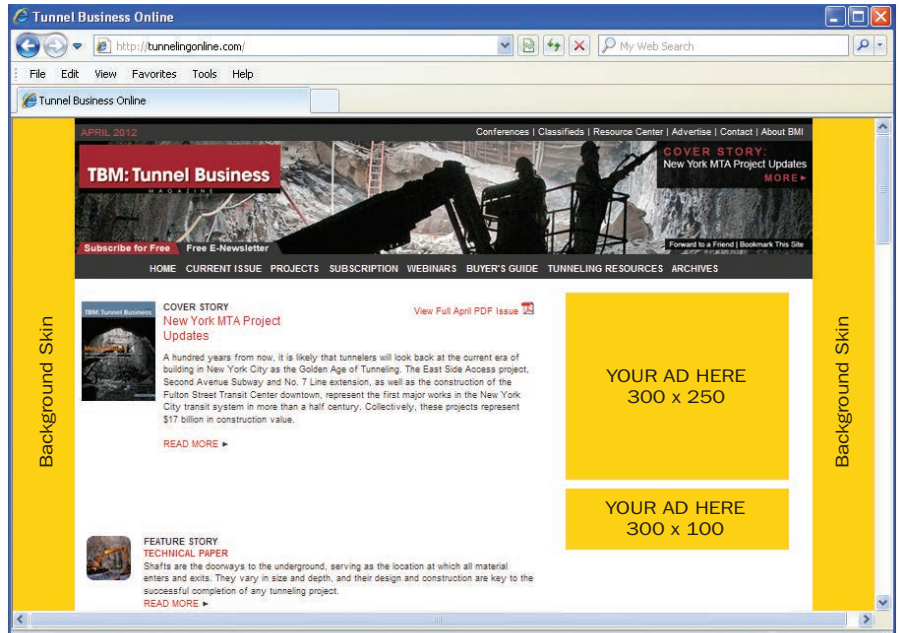
Average monthly page views* – 7,264
Average unique visitors* – 3,019

*Based on 2011 Google Analytics Stats

36,228
Average
Annual
Unique
Visitors

Banner Ad Rates – Homepage Banner Ads

Size (in pixels)	6 Months	12 Months
	Total Insertion	Total Insertion
300 x 100	\$1,000	\$1,750
300 x 250	\$1,500	\$2,650
Interstitial Banner (Max 600 x 400)	\$1,725	\$3,050
Branded Background Skin	\$1,725	\$3,050



Banner Ad Specifications:

- Acceptable files include swf, jpg, gif
- Provide URL address for hyperlink
- Maximum file size 35k

Note about Interstitial Web Page ad: The interstitial web page will appear when a visitor clicks to the ARCHIVE section of the website. The interstitial webpage features your ad and will remain open for 5-10 seconds before it navigates the visitor to the ARCHIVE section (or until a visitor clicks "skip this ad").

TBM E-newsletter

Tunnelingonline.com Classified Advertising

Sell used equipment... fill your job openings... post jobs to bid. A link to the classifieds page will be featured in every issue of TBM's E-Newsletter (distributed every other Thursday).

\$200 net per 1,000 characters (posted for 1 month)

*special rates for regular monthly classified advertisers

The screenshot shows the cover of TBM: Tunnel Business magazine, Volume 4, Issue 14, dated July 7, 2011. The cover features a large photograph of a tunnel construction site. Text on the cover includes 'Update your E-newsletter Subscription', 'Feature Story: Record-Breaking Tunneling in China', and 'End of an Era: Milwaukee's Sewer Tunnel Program Winds to a Close'. There are also social media links for Facebook, Twitter, and Webinars.

Distribution: 3,161 Opt-In subscribers*
Distributed bi-weekly – every other Thursday

Banner ad size:
522 pixels wide x 72 pixels high (72 dpi)
Acceptable file formats are jpg and gif • Maximum file size is 25k • Provide URL address for link

Profile/Advertorial:
150 words, color graphic and URL link

Rate:
\$250 net per issue
\$1,700 net to include ad in one issue per month (\$3,000 value)
\$3,250 net to include ad in ALL 26 issues during the year (\$6,500 value)

*publisher's own data as of 4/26/2012



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“TBM Magazine and Benjamin Media have for several years provided us with an excellent service to help us reach our core demographic for the Tunnel Boring Machine market, engineers and designers. Not only did the webinar run flawlessly, but the support leading up to the live presentation was excellent. I highly recommend the service – great value for the dollars.”

Jeannine E. Jones
Marketing Manager - Underground
BASF

TBM Educational Webinar Sponsorship

Average Qualified Leads – 304

2012 Schedule

Sponsor and Present One of These Sessions:

- March** – Geotechnical/Soil Stabilization
- May** – Tunnel Lining
- October** – North American Tunnel Project Case Study
- December** – North American Microtunneling Project Case Study

What the Sponsor Does:

The webinar sponsor delivers a 30 to 45 minute presentation for a tunneling industry related session topic. Typically, this is a PowerPoint presentation that can include polling questions, application sharing and other presentation tools. Following the presentation, the sponsor will be able to interact with attendees during the Q&A session.

What Tunnel Business Magazine Does:

Tunnel Business Magazine will handle all pre- and post- event details, including event promotion, attendee registration, compiling pre-event survey results, enrollment reporting, webinar logistics, and webinar recording for playback on www.tunnelingonline.com for one year!

2012 Sponsor Rates & Benefits

Sponsorship Rate:

\$5,000 net

Sponsor Benefits:

- One ½ page 4-color ad in *Tunnel Business Magazine* promoting your specific Webinar. Ad will be placed in the issue one month prior to scheduled Webinar.
- E-mail invitations sent to 5,000+ prospects. Invitation includes information about webinar and sponsor's logo.
- Banner advertisement promoting sponsor's webinar to appear on www.tunnelingonline.com.
- Custom pre-event survey included on enrollment form. Sponsor can ask up to 5 questions – results are given in weekly enrollment reports.
- 60 minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A). Webinar can include real-time polling and screen sharing.
- Following the event, sponsor will be provided with a final report including:
 - list of all registrants that logged on to the Webinar; a list of all registrants that were absent; a list of all questions asked during event; answers to any polls given during the event.
- Recorded Webinar will appear on www.tunnelingonline.com for one year.

Generate NEW business and brand your company as an expert by sponsoring and presenting a session in the 2012 *Tunnel Business Magazine* Educational Webinar series!

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Colorado School of Mines

Benjamin Media, Inc. is proud to partner with the Colorado School of Mines for their Microtunneling and Tunneling Short Courses. The Colorado School of Mines is a public research university devoted to engineering and applied science, and is one of a very few institutions in the world having broad expertise in resource exploration, extraction, production and utilization. These premier worldwide instructional events cover the latest in emerging technologies from growing fields, and the University offers CEUs for all courses.

Microtunneling Short Course

The Colorado School of Mines Microtunneling Short Course is the only event of its kind. Today it's an institution within the microtunneling community that brings together leading international experts of the specialized and high-tech world of microtunneling for in-depth instruction of all phases of microtunneling – including design and construction – to keep you up-to-date. Since its inception in 1994, more than 1,900 students have attended the course.

To learn more about the Colorado School of Mines Microtunneling Short Course visit www.csmspace.com/events/microtunnel.

Tunneling Short Course

Breakthroughs in Tunneling was launched in 2008 as a three-day Short Course that covers all aspects of conventional and mechanized tunnel design and construction in hard rock, soft ground and soils. Presented by international experts in the tunneling community, this one-of-a-kind Short Course provides in-depth, specialized instruction not offered anywhere else in the world. The Short Course benefits anyone involved in the multi-billion dollar global tunneling sector and is highly recommended for technical and management professionals from owners, engineers, contractors, consulting firms and anyone else involved in tunneling and underground construction.

To learn more about the Colorado School of Mines Tunneling Course visit www.csmspace.com/events/tunneling.

Attendees from all over the world!

- Australia
- Austria
- Belgium
- Brazil
- Canada
- Chile
- Germany
- India
- Ireland
- Japan
- Korea
- Kuwait
- Mexico
- Poland
- Switzerland
- Taiwan
- Thailand
- United Kingdom

Sponsorship Opportunities

Sponsor the Colorado School of Mines Microtunneling Short Course or the Tunneling Short Course to reach leading engineers, contractors and owners. These event sponsorships include pre-show promotions along with onsite marketing exposure. Most importantly, these one of a kind events provide sponsor representatives the opportunity to network with attendees onsite. The sponsorships range from a \$1,000 coffee break sponsorship to \$5,000 for the main event sponsorship.

Dates

February 7, 2012

**Conventional Pilot Tube
Microtunneling 1-Day Seminar**

February 8-10, 2012

**Colorado School of Mines
Microtunneling Short Course**

September 2012

**Colorado School of Mines
Tunneling Course**

Event Management Services

Michelle Hill | Conference Manager

mhill@benjaminmedia.com or 330-467-7588

Sponsor & Exhibit Sales

Kevin Duresky | Conference Sales Coordinator

kduresky@benjaminmedia.com or 330-467-7588

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Advertising Specs

Advertising Materials

TBM: Tunnel Business Magazine is 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.

Additional Ad Charges

There is a minimum additional charge for the following:

- 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 send all advertising materials to:

TBM: Tunnel Business Magazine
1770 Main St., PO Box 190
Peninsula, OH 44264 USA

Ph: 330-467-7588

Fax: 330-468-2289

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.

Please submit large electronic files via our file transfer service at <http://dropbox.yousendit.com/benjaminmedia>

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

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.

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