

TRENCHLESSWORKS

THE VOICE OF THE TRENCHLESS COMMUNITY

PROSPECTUS



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TRENCHLESSWORKS

THE VOICE OF THE TRENCHLESS COMMUNITY



Trenchless Works is a multi-media platform featuring a monthly magazine, website and TV channel dedicated to bringing together the very best in news, opinion and views from across the UK and International Trenchless Technology sector online.

It is the flag-bearer of the Trenchless Technology community, and the go-to destination for credible information, featuring articles on trenchless projects and technologies, contracts and all aspects of the International Trenchless Technology sector. It is a must for all engineers, consultants and contractors involved in any aspect of the installation of new and renewal or replacement of pipes, sewers or cables.



Trenchless Works digital magazine launched in 2006, under the editorship of Ian Clarke. Since then, Trenchless Works has developed a reputation as a go-to brand for individuals and companies who want the best access to trenchless news, anywhere in the world, across every PC, laptop and mobile device.



"The best access to trenchless news, anywhere in the world, across every PC, laptop and mobile device"



AUDIENCE & CONTENT

Multi-platform content

Trenchless Works is the voice for the international trenchless community bringing news, opinion and information from across the globe. Providing a platform for our community to stay engaged and connected 365 days a year, 24 hours a day - a real opportunity to join a trenchless community.

Readers can switch between environments and devices to view all the very latest content featuring:

- Latest UK & International News
- Industry focus
- Events diary
- Supplier business pages
- Trenchless Works TV
- News by email direct to the readers device
- Legislative and regulatory updates
- UKSTT news

“Trenchless Works is the voice for the international trenchless community bringing news, opinion and information from across the globe”

Audience profile

Trenchless Works online audience is made up of senior decision makers generated from over 40 years of No-Dig Live, Trenchless events, and the readership of Trenchless Works.

The Trenchless Works audience is generated from a range of sectors, including:

- Utilities – water, sewerage, telecoms, electricity, gas and oil
- Contractors
- Drilling contractors
- Central and local government offices
- City planners
- Governors and Mayors
- Civil engineering consultants
- Research organisations
- UKSTT and society members



50,000
DISTRIBUTION



COMMERCIAL OPPORTUNITIES

Trenchless Works Magazine

- Full page advertisement: £750 per issue
- Half page advertisement: £400 per issue
- Premium sponsors logo: £250 per issue
- Section sponsors logo: £200 per issue
- Trenchless Works Magazine sponsor: £4,000 per issue – includes front cover image and logo, a full page advertisement and a 4-page editorial article



www.trenchless-works.com

- Leaderboard banner: £250 per month
- Large rectangle: £250 per month
- MPU: £250 per month
- Super Wide Skyscraper: £250 per month
- Video News article: £450 publishing fee for 3 months and £250 per month thereafter



Business Pages

A unique landing page for Trenchless Works readers, allowing for special offers, promotional content and direct engagement of leading Trenchless Suppliers to the industry. This will provide continuity of your branding and messaging.

- 12 months: £1,000
- 6 months: £600

UKSTT member rates available. Please contact the Sales team.

COMMERCIAL OPPORTUNITIES

Trenchless Works TV

A dedicated video/tv channel launching on www.trenchless-works.com in 2021, creating a home for Trenchless Works originated interviews, master class series, behind the scenes, archive videos, partner collaborations, and Trenchless Works exhibitor spotlight.

TWTV Broadcast and Recorded on the TW YouTube channel: £POA



Virtual Events

Using the GoToWebinar platform to transform our online virtual events into engaging experiences you and the attendees will look forward to. We also have the option to give your high-impact webinars another chance to perform putting your content on-demand.

TW Webinar series: £POA

TW Virtual Round Table discussion: £POA



ADVERTISING PACKAGES

To ensure that you are able to maximise your brand exposure and lead generation to our entire audience, we are pleased to offer annual advertising and sponsorship packages that reach across all of our media platforms, also giving you a cost saving volume discount.

Yearly Package Option 1

12 x full page advertisements in Trenchless Works Magazine
12 months banner advertising on www.trenchless-works.com
4 x solus emails
Business page entry x 12 months on www.trenchless-works.com
4 x sponsored content articles on www.trenchless-works.com

£12,000
PER YEAR

Yearly Package Option 2

12 x half page advertisements in Trenchless Works Magazine
6 months banner advertising on www.trenchless-works.com
2 x solus emails
Business page entry x 12 months on www.trenchless-works.com
2 x sponsored content articles on www.trenchless-works.com

£7,000
PER YEAR

Yearly Package Option 3

6 x half page advertisements in Trenchless Works Magazine
4 months banner advertising on www.trenchless-works.com
1 x solus email
Business page entry x 6 months on www.trenchless-works.com
1 x sponsored article on www.trenchless-works.com

£4,000
PER YEAR

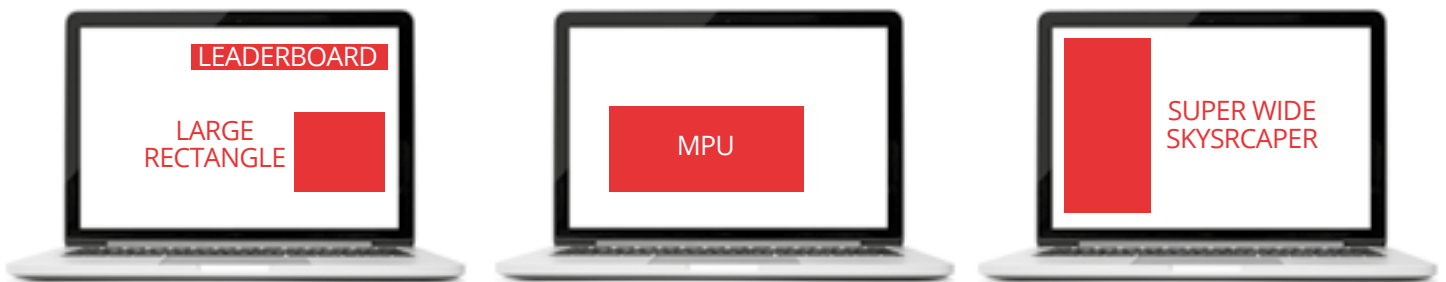
SPECIFICATIONS & FILE SIZES

www.trenchless-works.com Ad Sizes

Size	Pixels (W x H)
Leaderboard banner	728 x 90 pixels
Large rectangle	336 x 280 pixels
MPU	720 x 300 pixels
Super wide skyscraper	320 x 610 pixels
News by Email banner	728 x 90 pixels

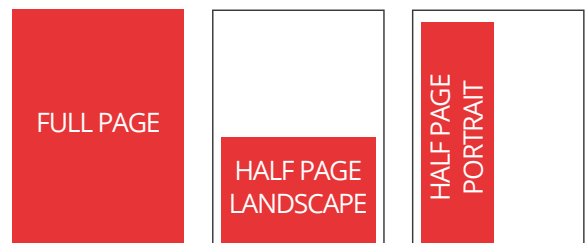
Specifications

Maximum size – 1Mb (gif, png or jpg file). Banners should be supplied as gif, png or jpg with URL to be linked to. Eshots should be supplied as HTML code or as a hosted URL. Files should be supplied via email.



Trenchless Works Magazine Ad Sizes

Size	Dimensions (W x H)
Full Page	210 x 297mm
Half Page Landscape	190 x 131mm
Half Page Portrait	89 x 272mm



Specifications

All Trenchless Works Magazine artwork should be provided as press ready PDFs, which have been exported as postscript files and then distilled using Adobe Acrobat Distiller to PDF/X-1a: 2001 settings. If using Illustrator, fonts should be saved as outlines, all colours, duotones, CMYK files and logos converted to RGB, final documents as EPS or AI. Photoshop files should be RGB, EPS or TIFF files, minimum 300dpi. Artwork should be supplied via email.

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CONTACT INFORMATION

Sales

Gary King: gking@westrade.co.uk

Trevor Dorrell: tdorrell@westrade.co.uk

T: +44 (0)1923 723990

Marketing & Communications

Leigh Abbott: labbott@westrade.co.uk

T: +44 (0)1923 723989