Welcome

Trenchless Works is a multi-media brand dedicated to chronicling the future of Trenchless Technology. Featuring a monthly magazine, website, and Trenchless Works TV Channel, it is the flag bearer of the trenchless community, bringing together the very best in Trenchless news and opinion.

“With innovation and impact at the forefront of the industry, Trenchless Works magazine is the only title dedicated to reflect, and influence the global trenchless market”

Paul Harwood
Owner, Westrade Group Ltd
President, Middle East Society for Trenchless Technology (MESTT)
Publisher, Trenchless Works
Executive Sub Committee, Int’l Society for Trenchless Technology
Event Organiser, No-Dig Live | Trenchless Middle East | Trenchless Asia
Audience

Trenchless Works audience is made up of online subscribers and event readership, including senior decision makers generated from over 40 years of Trenchless events, and the distribution of Trenchless Works.

Trenchless Works is also the official publication of ISTT (International Society Trenchless Technology), Official Media Partner & Magazine for UKSTT (United Kingdom Society Trenchless Technology) and supported by PIG (Pipeline Industry Guild).

35K+ Online subscribers

15K+ Event Readership

62% UK Audience

38% International Audience

Data source: Trenchless Works 2021
Audience – Social Channels

Engage directly with Trenchless Work’s Social Audience.

10K+ Social Followers

420K+ Social impressions
12K Video Views
63% Social media growth in 2021

7K+ Followers
1K+ Followers
1.5K+ Followers
500+ Followers

Data source: Trenchless Works 2021
Audience Profile

Utilities

Senior Management
Directors
Engineers
Project Management
Contractors
Procurement
Drilling operators

Civil engineering Consultants
Research organisations
Sales Directors
UKSTT members
ISTT members
PIG members

Data source: Trenchless Works 2021
A dedicated video/tv channel offering branded content collaboration. 500 million people watch videos on Facebook and YouTube every day. Nothing captures attention and builds engagement like video.

Data source: Trenchless Works 2021
Multi-platform content

Trenchless Works is the voice for the International trenchless community and provides a platform for publishing trenchless news, editorial, press releases, features, blogs and much more.

Sponsored Content

Place your branded content online of a credible, industry leading publisher

Sponsored posts include:
• Creative control over content posted
• Potential SEO benefits
• Guaranteed prominent position

£500 PER MONTH

Social Posts

Drive awareness and increase your customer base among highly engaged audiences

Sponsored posts include:
• Logo placements
• Static and video formats

£POA PER MONTH
News by email

Be prominently featured in Trenchless Works News, a weekly newsletter delivering Trenchless content by email direct to the readers device.

£500 PER MONTH

35K+ Online subscribers
32% Open rate
68% CTR

Trenchless Works is the only online resource to get you the information you need

Data source: Trenchless Works 2021
Launching for 2022 will be a quarterly continent focus.

If you have case studies, launches, developments or news within the featured continent we would love to hear from you. If you are already based in or even just trying to reach the continent, then this section is for you. There will be commercial opportunities to promote your company and the issue will of course be distributed throughout the continent to our high-quality reader profile.

April
Australasia
June
Asia
October
South America
November
Africa
Editorial Calendar

Trenchless Works monthly issues dedicate themselves to a specific theme or continent focus.

Published digitally, the magazine offers deep insights into a variety of Trenchless techniques used to install, repair, replace, inspect and locate underground infrastructure.

<table>
<thead>
<tr>
<th>Month</th>
<th>Feature</th>
<th>Copy Deadline</th>
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</thead>
<tbody>
<tr>
<td>February</td>
<td>Rehabilitation techniques</td>
<td>12th February</td>
</tr>
<tr>
<td>March</td>
<td>HDD options</td>
<td>12th March</td>
</tr>
<tr>
<td>April</td>
<td>Continent Feature Australasia</td>
<td>12th April</td>
</tr>
<tr>
<td>May</td>
<td>Online Pipe Replacement (Pipe Bursting etc)</td>
<td>12th May</td>
</tr>
<tr>
<td>June</td>
<td>Continent Feature Asia</td>
<td>12th June</td>
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<tr>
<td>July</td>
<td>Inspection, Detection, and mapping options</td>
<td>12th July</td>
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<tr>
<td>August</td>
<td>No-Dig Live Preview and Show Guide</td>
<td>12th August</td>
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<tr>
<td>September</td>
<td>International No-Dig Helsinki Preview and Show Guide</td>
<td>12th September</td>
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<tr>
<td>October</td>
<td>Continent Feature South America</td>
<td>12th October</td>
</tr>
<tr>
<td>November</td>
<td>Continent Feature Africa</td>
<td>12th November</td>
</tr>
</tbody>
</table>
Advertising & Sponsorship

**Trenchless Works Magazine**

- Full page advertisement: £900 per issue
- Half page advertisement: £500 per issue
- Premium sponsors logo (minimum 6 months): £300 per issue
- Section sponsors logo (minimum 6 months): £240 per issue
- Trenchless Works Magazine sponsor: £5,000 per issue
  - includes front cover image and logo, a full page advertisement and a 4 page editorial article

**Leaderboard banner**
- £300 per month

**Large rectangle**
- £300 per month

**Super Wide Skyscraper**
- £300 per month

**MPU**
- £750 per month

**Pop Up**
- £300 per month

**HOLING THROUGH IN THE ANDES**

**PIPE RAMMER RESCUES INFRASTRUCTURE PROJECT**

Small Crew Sorts Substantial Repair in Single Shift

**Official Magazine & Media Partner:**

**ISSUE 185 JANUARY 2022**

**The Voice of the Trenchless Community**

**Official Publication of the International Society for Trenchless Technology**

**SPONSORED BY:**

**AIDING RISING MAIN RENEWAL USING PIPE RAMMING**

In Porirua, New Zealand the Paremata Wastewater Rising Main was a vital part of the wastewater infrastructure serving the northern suburbs of Porirua and satellite towns up to Pukerua Bay. However, after significant rainfall events, the existing pipe burst several times and investigations showed that its condition was poor. This led to the decision that the fragile AC wastewater rising main urgently needed to be replaced.

One of the pipe ram launch pits on the Porirua project.
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.

Other bespoke packages available upon request.

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

£14,400 PER YEAR

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

£8,400 PER YEAR

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

£4,800 PER YEAR
Specifications & File Sizes

www.trenchless-works.com Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Pixels (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard banner</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>Large rectangle</td>
<td>336 x 280 pixels</td>
</tr>
<tr>
<td>MPU</td>
<td>720 x 300 pixels</td>
</tr>
<tr>
<td>Super wide skyscraper</td>
<td>320 x 610 pixels</td>
</tr>
<tr>
<td>News by Email banner</td>
<td>728 x 90 pixels</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Trim Size (W x H)</th>
<th>Bleed Size (W x H)</th>
<th>Copy Area (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>210 x 297mm</td>
<td>216 x 303mm</td>
<td>190 x 277mm</td>
</tr>
<tr>
<td>Half Page Landscape</td>
<td>190 x 131mm</td>
<td>196 x 137mm</td>
<td>190 x 131mm</td>
</tr>
</tbody>
</table>

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 and logos converted to RGB for online magazine and converted to CMYK for printed magazine, final documents as EPS or AI. Photoshop files should be CMYK, RGB, EPS or TIFF files, minimum 300dpi. Artwork should be supplied via email.
INNOVATION WORKS...

CONNECTION WORKS...

COMMUNITY WORKS...

TRENCHLESS WORKS
THE VOICE OF THE TRENCHLESS COMMUNITY
Contact Information

TRENCHLESS WORKS
THE VOICE OF THE TRENCHLESS COMMUNITY

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