

Media Kit 2024

TRENCHLESSWORKS

THE VOICE OF THE TRENCHLESS COMMUNITY

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Official Magazine & Media Partner



Supported by



Official Publication of the International Society for Trenchless Technology

Welcome

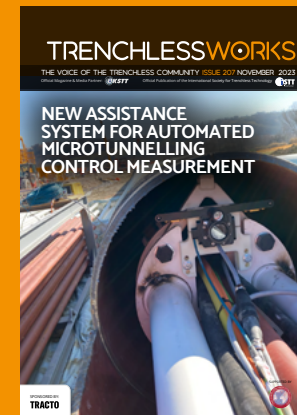
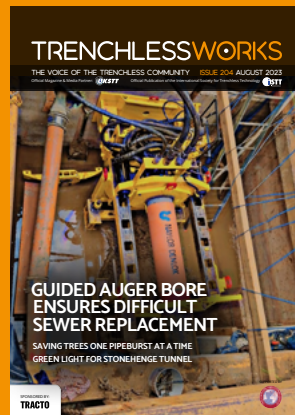


Trenchless Works is a multi-media brand dedicated to chronicling the future of Trenchless Technology. Featuring a monthly magazine, website, and Trenchless Works TV Channel, it is the flag bearer of the trenchless community, bringing together the very best in Trenchless news and opinion.

“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

Audience – Social Channels



Engage directly with Trenchless Work's Social Audience.

13K+

Social Followers

800K+ Social impressions

14K Video Views

3275 New social media followers in 2022



10K+
Followers



1K+
Followers



1.5K+
Followers



500+
Followers

Audience Profile



Utilities



WATER



SEWERAGE



TELECOMS



ELECTRICITY



GAS



OIL

Senior Management
Directors
Engineers
Project Management
Contractors
Procurement
Drilling operators

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

www.trenchless-works.com



6K+ Average monthly unique visitors



20.7K Average monthly page views

TRENCHLESSWORKS TV

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.



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.



Trenchless Works will promote trenchless technology as the technique of choice

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

£550
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.

£550
PER MONTH

35K+ Online subscribers

32% Open rate

68% CTR

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

Advertising & Sponsorship



Trenchless Works Magazine

Full page advertisement

£1000
PER ISSUE

Half page advertisement

£550
PER ISSUE

Premium sponsors logo
(minimum 6 months)

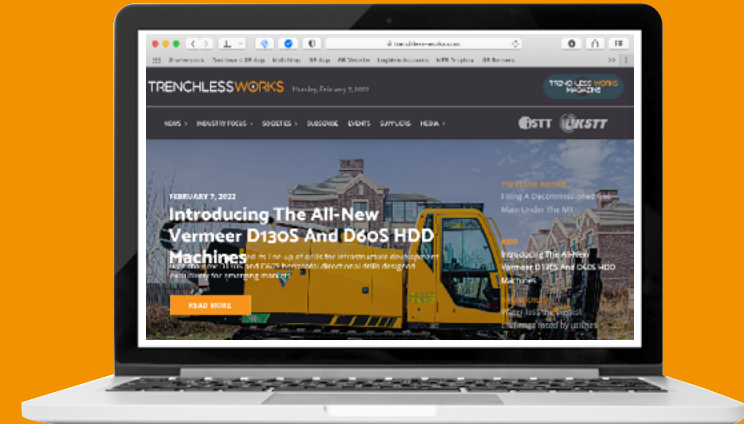
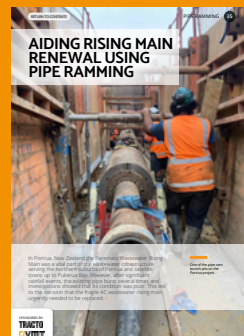
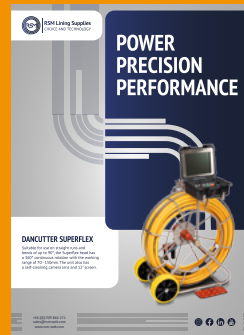
£350
PER ISSUE

Section sponsors logo
(minimum 6 months)

£290
PER ISSUE

Trenchless Works
Magazine sponsor:

includes front cover image and logo,
a full page advertisement and a
4 page editorial article



www.trenchless-works.com

Leaderboard
banner

£350
PER MONTH

Large
rectangle

£350
PER MONTH

Super Wide
Skyscraper

£350
PER MONTH

MPU

£350
PER MONTH

Pop Up

£800
PER MONTH

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

£15,400
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

£9,200
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

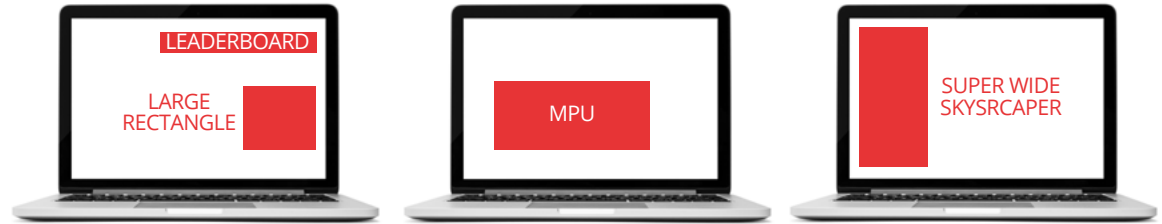
£5,300
PER YEAR

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	Trim Size (W x H)	Bleed Size (W x H)	Copy Area (W x H)
Full Page	210 x 297mm	216 x 303mm	190 x 277mm
Half Page Landscape	190 x 131mm	196 x 137mm	190 x 131mm



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...

TRENCHLESSWORKS
THE VOICE OF THE TRENCHLESS COMMUNITY

Contact Information



TRENCHLESSWORKS

THE VOICE OF THE TRENCHLESS COMMUNITY

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