

# Media Kit 2024

# TRENCHLESSWORKS

THE VOICE OF THE TRENCHLESS COMMUNITY


WELCOME 


AUDIENCE 


AUDIENCE - SOCIAL CHANNELS 

AUDIENCE PROFILE 

WWW.TRENCHLESS-WORKS.COM 


MULTI-PLATFORM CONTENT 

NEWS BY EMAIL 

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ADVERTISING PACKAGES 

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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](http://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

Double page advertisement

£2,000  
PER ISSUE

Full page advertisement

£1000  
PER ISSUE

Half page advertisement

£550  
PER ISSUE

Half double page advertisement

£1,000  
PER ISSUE

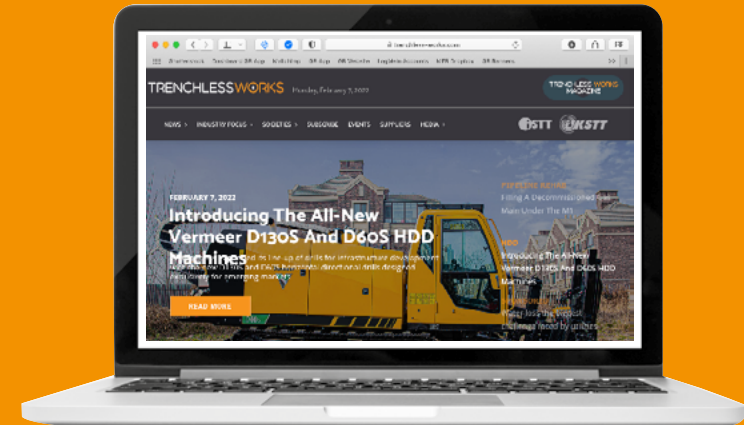
Bookend 1/3 page advertisement

£400  
PER ISSUE

Trenchless Works Magazine  
sponsor:

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

£5,500  
PER ISSUE



[www.trenchless-works.com](http://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

- 1 double page advertisement
- 10 x full page advertisements in Trenchless Works Magazine
- 12 months banner advertising on [www.trenchless-works.com](http://www.trenchless-works.com)
- 4 x solus emails
- Business page entry x 12 months on [www.trenchless-works.com](http://www.trenchless-works.com)
- 4 x sponsored content articles on [www.trenchless-works.com](http://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](http://www.trenchless-works.com)
- 2 x solus emails
- Business page entry x 12 months on [www.trenchless-works.com](http://www.trenchless-works.com)
- 2 x sponsored content articles on [www.trenchless-works.com](http://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](http://www.trenchless-works.com)
- 1 x solus email
- Business page entry x 6 months on [www.trenchless-works.com](http://www.trenchless-works.com)
- 1 x sponsored article on [www.trenchless-works.com](http://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

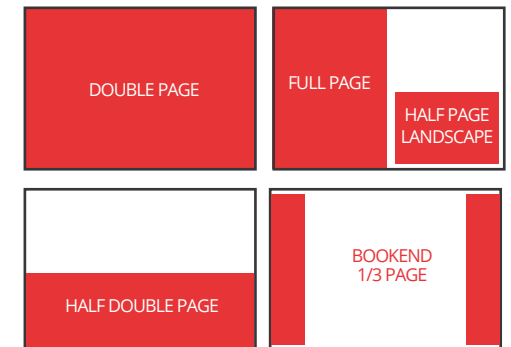


## Specifications

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)
Double page	420 x 297mm	426 x 303mm	400 x 277mm
Full Page	210 x 297mm	216 x 303mm	190 x 277mm
Half Page Landscape	190 x 131mm	196 x 137mm	190 x 131mm
Half Double Page	420 x 148.5mm	426 x 154.5mm	420 x 148.5mm
Bookend 1/3 page	71.3 x 267mm	77.3 x 273mm	71.3 x 267mm



## 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.

TRENCHLESSWORKS

# INNOVATION MEETS OPPORTUNITY

Multi-platform content  
Tailored advertising solutions  
Amplify your brand

Get global exposure! Reach 55,000+ industry professionals through our worldwide distribution, including online subscribers and event readership. Maximize your brand's visibility today!

**Cutting-edge equipment to groundbreaking techniques, our pages are where industry leaders turn to stay ahead of the curve.**

## CONTACT US

For more details regarding advertising and sponsorship opportunities please contact:  
Trevor Dorrell:

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# Contact Information



## TRENCHLESSWORKS

THE VOICE OF THE TRENCHLESS COMMUNITY

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