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Industry forward



The UK's Fastest Growing e-Magazine for the Geotechnical, Environmental, Piling and Drilling Industries

**theGeotechnica**



**MEDIA PACK 2016**



ABOUT

Since its launch in 2011, theGeotechnica has established itself as a leading publication across the Geotechnical, Environmental and Drilling Industries. Its unique and trend-setting e-format have won many admirers since publication began.

Renowned for its high quality technical articles, as well as insightful case studies and press releases makes theGeotechnica not only an increasingly interesting read, but also the UK's Fastest Growing e-Magazine, dedicated to the Geotechnical, Environmental and Drilling Industries.

theGeotechnica's rich mix of articles and case studies from around the world is balanced by a series of regular practical features designed to aid the reader in their day-to-day on-site tasks.



BASIC INFORMATION

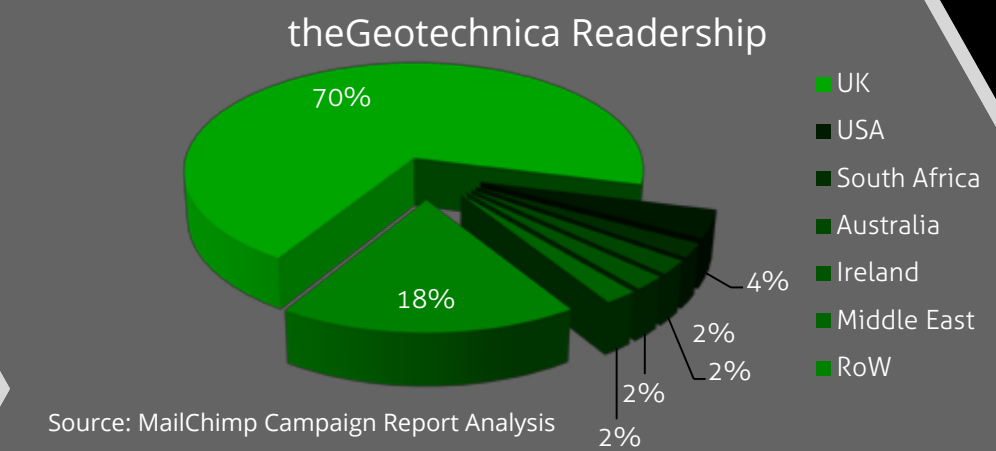
**PUBLICATION**  
10 Issues per year - **only** available online.

**READERSHIP**  
Delivered to over **3,600** email inboxes every month.

**SUBSCRIPTION**  
**FREE** voluntary subscription - quality controlled.

STATISTICS

The readership chart graphic below shows how the e-magazine reaches key areas of the globe. Issue 16 of theGeotechnica reached a total of 29 countries represented by:



**TOTAL RECIPIENTS**  
**4383**

**TOTAL CLICKS**  
**7032**

Based on MailChimp's Campaign Report Analysis for Issue 53 of theGeotechnica.

Clicks are registered when a reader follows a link (either internal or via an advert).

DEMOGRAPHIC

theGeotechnica's readership demographic reaches all corners of the Geotechnical, Environmental and Drilling Sectors. Readers range from Managing Directors of large Geotechnical Contractors to the on-site Drillers and Engineers and everything in between.

FEATURES

Each and every issue of theGeotechnica features insightful and relevant articles that are specific to the Geotechnical, Environmental and Drilling Industries. Regular themes and articles include:

EXPERT HEALTH AND SAFETY ADVICE

NEW PRODUCTS AND INNOVATIONS EXAMINATION

ENVIRONMENTAL ISSUES AND ADVICE

GEOTECHNICAL AND DRILLING CASE STUDIES

ON-SITE TIPS, TRICKS AND ADVICE FOR DRILLERS

REGULAR EUROCODE UPDATES

OPINIONS AND ADVICE FROM INDUSTRY LEADERS



SUBSCRIPTION

Subscription to theGeotechnica is completely **FREE** and always will be.

This is to ensure that anyone and everyone has access to the highly valuable content held within the pages of the magazine

theGeotechnica's affinity to its readers has meant that the publication has grown from 800 readers in its first issue, to 3,612 subscribers for Issue 46.

To subscribe to theGeotechnica mailing list to have each new Issue mailed straight to your inbox, please fill out the sign-up form found [here](#).

CONTACT

Below are contact details for the Editorial Board at theGeotechnica:

**Tel:** +44 (0)1295 670990  
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**Email:** [magazine@geotechnica.co.uk](mailto:magazine@geotechnica.co.uk)

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Rates for advertisements placed for longer than a single month are negotiable. Please contact [magazine@geotechnica.co.uk](mailto:magazine@geotechnica.co.uk) for details.

### ARTWORK SPECIFICATIONS

**DOCUMENT FORMATS**

**Preferred Format:** High-resolution PDF

**Other Formats:** All img files (png, tiff, jpeg), Photoshop (psd) or Illustrator (eps) ALL must be 144 dpi resolution.

### RELATED SERVICES AND PRODUCTS

The Only Dedicated Geotechnical Conference in the UK.

Geotechnica was established in 2009 to celebrate all that is good about the geotechnical and drilling industry.

The event was developed to bring together all sectors of the industry and appeals to all stakeholders, from suppliers and manufacturers through contractors to clients.

- LIVE DEBATE AND DISCUSSION
- TECHNICAL PRESENTATIONS
- EQUIPMENT AND SERVICES DISPLAY
- SEMINARS AND WORKSHOPS

**FOR MORE INFORMATION PLEASE VISIT:**  
[www.geotechnica.co.uk](http://www.geotechnica.co.uk)

CONTENT CONTRIBUTION

Contribution of content for publishing in **theGeotechnica** is actively encouraged. All submissions are considered for publication, but only the most relevant, interesting and informative content will be published in the magazine. All content from the Geotechnical, Environmental and Drilling Industries is welcomed - provided that it is up-to-date and is not defamatory.

**theGeotechnica** is constantly searching for appropriate articles and entries into the magazine, particularly the following types of content:



Email: [magazine@geotechnica.co.uk](mailto:magazine@geotechnica.co.uk)

FREE ADVERTISING AVAILABLE

As an added bonus for contributing valuable content to **theGeotechnica**, advertising space can be **absolutely free\***. Provided that you commit to contributing **at least 4 articles** across the course of a year, theGeotechnica will place a **FREE half-page advert** alongside your article submission for all 4 (or more) articles.

\* The Editorial Board will read and analyse the contribution before offering advertising space. It is the contributor's prerogative to request the advertising space and to provide the advertisement itself.



the **Geotechnica**

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*Driving our industry forward...*

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