

Building Salt Lake

Media Kit 2016-2017



1,376 page likes



983 followers



781 email subscribers

Building Salt Lake launched in 2014 and has quickly become the in-depth source for urban and community development reporting in Salt Lake City. Because “smart growth starts with us,” Building Salt Lake believes in engaging and informing its audience in how Salt Lake City grows. Building Salt Lake’s audience is engaged, intelligent, and continually expanding. Our readers include local policy makers, developers, and residents passionate about how their city grows.

By the Numbers*

*Source: Google Analytics February 2017

35,982

**MONTHLY PAGE
VIEWS**

18,195

MONTHLY SESSIONS

8,674

**MONTHLY UNIQUE
USERS**

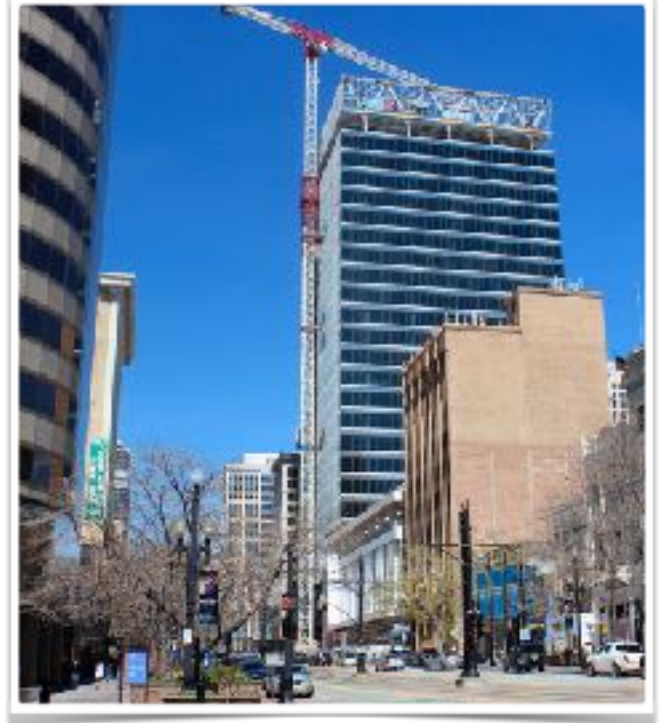
4,332

WEEKLY SESSIONS

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“Isaac Riddle is an important voice in telling the story of Salt Lake City's ever changing urban landscape. His website, Building Salt Lake, helps to enliven discussions around urban development and challenge readers to take part in more inclusive and holistic community building.”

- Jason Mathis, Executive Director of the Downtown Alliance



Our Sponsors

Our Audience (Based on 2014 Reader Survey* and Google Analytics):

- Millennials make up 48 percent of our readers (18-34 years of age).
- 29 percent of readers are between 34-45 years of age.
- 23 percent of readers are over the age of 45.
- *63 percent have a four-year or advanced degree.
- *92 percent have had at least some college.
- *83 percent earn over \$50,000 a year.
- While our audience is predominantly male, female readers made up 52 percent of new visits in August.



PASSION.
PERSPECTIVE.
PEOPLE.

Our

readers are engaged:

- Sponsor logos average over 1,000 clicks each month.
- Building Salt Lake's daily newsletter open rate is almost 3 times larger than the industry average.
- The click rate is over 6 times larger than the industry average.

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Sponsorship Rates		Featured in Sponsor list	Featured in newsletter	Rotating sidebar ad	Free monthly sponsored post
Platinum	300/month 3000/year				
Gold	200/month 2000/year				
Silver	100/month 1000/year				
Bronze	75/month 750/year				

Sponsored Posts

Have your company featured via sponsored post. Your post will run along side regular content. \$200/post with no expiration date.



Ad Rates

Header Ad	125/week (fixed) 250 (rotation)
Banner Ad	100/week (fixed) 200/month (rotation)
Sidebar Ad/ Footer Ad	75/week (fixed) 150/month (rotation)
Sponsored Post (integrates with site content)	200/post No expiration date. Post will be archived like content.

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