



**BUILDING
SALT LAKE**

ADVERTISING GUIDE



OUR HISTORY

Building Salt Lake launched in 2014 and quickly became the in-depth source of smart growth and development news in Salt Lake City and along the Wasatch Front. It is considered a top urban planning blog in the United States.

There's a reason for that: No other local media provides the project-by-project and trend coverage we're able to provide.

**“PROJECT-BY-PROJECT AND TREND COVERAGE
IN ONE OF THE HOTTEST REAL ESTATE MARKETS
IN THE COUNTRY.”**



BUILDING SALT LAKE ADVERTISING GUIDE

There are a number of ways to support one of the nation's best urban planning blogs while getting your brand in front of industry insiders and engaged readers.

BECOME A BUILDING SALT LAKE YEAR LONG SPONSOR

Sponsors' year long commitment helps provide financial support to help Building Salt Lake continue and expand coverage of smart growth and development news happening throughout the Wasatch Front.

ADVERTISE WITH US FOR SHORTER-TERM EXPOSURE

Building Salt Lake readers are smart and engaged in their professional and personal communities. Our audience grows monthly. Advertising with us will help you reach Salt Lake's principals and professionals across the real estate development spectrum.

Advertisers and sponsors **do not receive preferential coverage from their commercial affiliation with Building Salt Lake.*



A SPECIALIZED READERSHIP

Our readers come from every niche along the real estate development spectrum.

80%

INVOLVED IN CONSTRUCTION, SALES,
ENGINEERING OR ANOTHER SEGMENT
OF THE INDUSTRY

58%

IN MANAGERIAL ROLES

73%

ARE 25-54 YEARS OLD

OVER 65%

EARN OVER SALT LAKE AMI

AN ENGAGED READERSHIP

62% of Building Salt Lake's 1,251 email subscribers **regularly read daily emails**.

Building Salt Lake's newsletter **open rate is three times** the industry average.

Our click rate is **over six times the industry average**.



BUILDING SALT LAKE BY THE NUMBERS

After an ownership change in 2019, Building Salt Lake has continued to expand its readership and reach both sitewide and across all social channels.

Our audience is engaged, intelligent and continually expanding. Readers include state and local policymakers, developers, builders, real estate professionals and residents looking for ways to track and influence urban growth in their neighborhoods.

SITE

1,700 DAILY READERS and growing

MONTHLY USERS: 21,427

MONTHLY SESSIONS: 30,606

MONTHLY PAGE VIEWS: 132,318

SOCIAL



2,750 FACEBOOK LIKES
(30% increase since 2019)



1,755 TWITTER FOLLOWERS
(24% increase since 2019)



1,251 EMAIL SUBSCRIBERS
(11% increase since 2019)



WHAT OUR READERS SAY:

“I read BSL to find out what is on the cusp of being built and to see the major news of projects going on. I also come to see more detail oriented articles with always the best photos and renderings one can find on a project.”

- A.A., *urbanist/hobbyist*

“This blog is awesome for staying up to date on the latest changes to my city. It’s helpful in both professional and personal capacities to understand what cranes are for what project.”

-A.O., *in real estate sales and development*

“I read the blog to keep up with real estate development projects across the city, and local legislation that impacts development and potential urban design opportunities.”

-J.B., *in architecture/engineering*

WHAT OUR ADVERTISERS + SPONSORS SAY:

“Building Salt Lake provides optimal visibility for our official Request for Proposals/Qualifications communications. The site’s niche city- and development-minded audience is exactly who we are trying to inform and involve.”

-Amanda Greenland, *Redevelopment Agency of Salt Lake City*



CONTACT US

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