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# LEAN CONSTRUCTION BLOG

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**SPONSORS & MEDIA KIT**

# THE LEAN CONSTRUCTION BLOG SPONSORSHIP



## ABOUT THE BLOG

The Lean Construction Blog is an educational blog with a mission to advance and promote Lean Construction around the world. With over 150k annual visitors and 300k annual page views, the Lean Construction Blog is a place where people can share case studies, best practices, and get new inspiration for how to apply Lean on their projects. Our goal is to spread knowledge about Lean Construction, encourage debate, create a knowledge-sharing platform for the industry by the industry, develop a network of liked minded individuals, and inspire others to improve the way they manage their projects.

The Lean Construction Blog publishes several **blog posts** each week and a **podcast** episode each month. We also host one monthly **webinar** and three **conferences** each year (The Last Planner System Conference in March, The European Lean Construction Conference in June, and The Lean Construction in the Field Conference in September). In addition, the blog offers a free **job board** for Lean Construction, **Study Action Team**, **Learning Subscription**, a **Lean Construction Academy**, an **Online Forum**, etc.

We have a big library with over 500 blog posts from over 180 different authors and over 160 hours of video content from prior webinars and conferences.

## WHY SPONSOR?

We aim to grow readership and spread knowledge and best practices of Lean Construction, but our efforts can be significantly improved with your help. This is a great opportunity for you to reach customers who are interested in using Lean Construction and to develop a wider market awareness for your services. As a marketing investment, our blog is hyper-focused on the Lean Construction community and our active reader base means that you will reach your target audience. Here are few reasons why you should consider sponsorship:

- Introduce or reaffirm your company name and ideals in the Lean community
- Reach your target audience and build brand awareness and recognition
- Targeted marketing toward owners, designers, trade partners, and general contractors within the Lean community
- Brand your company in the Lean Construction Blog sidebar, the weekly newsletter, social media channels, and upcoming conferences and events
- Gain new leads and insights to improve your reach

# BLOG METRICS

## BLOG SITE



UNIQUE VISITORS  
**+1,170,312**

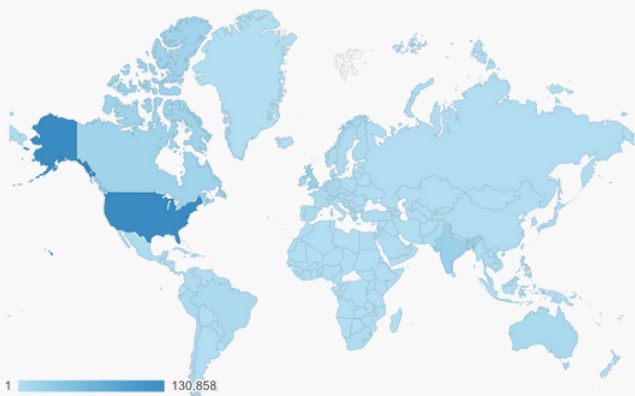


PAGE VIEWS  
**+2,292,551**



RETURN VISITORS  
**40%**

## AUDIENCE



HITS FROM 213 OUT OF 215 COUNTRIES



MALE  
**54%**



FEMALE  
**46%**

## TOP 9 COUNTRIES



UNITED STATES



CANADA



IRELAND



UNITED KINGDOM



GERMANY



NORWAY



INDIA



AUSTRALIA



PERU

## SOCIAL MEDIA



FOLLOWERS  
**+12 000**



FOLLOWERS  
**+1 700**



FOLLOWERS  
**+1 000**



SUBSCRIBERS  
**+11 500**

# BLOG ACTIVITIES



## BLOG POSTS

Weekly

*One high-quality post a week published on Wednesdays, written by a lean construction expert or practitioner*



## SERIES

Bi-Weekly

*Different articles series focusing and going in-depth on different topics: Lean 101, Lean in Europe, Upstream*



## SPANISH SITE

Bi-Weekly

*Regular blog posts translated to Spanish in order to reach a new audience and spread Lean Construction around the world*



## WEBINARS

Monthly

*One webinar each month, led by a Lean Construction expert or practitioner, exploring different Lean topics.*



## CONFERENCES

2-3 a year

*Virtual conferences focused on different themes: Lean in the field, Last Planner System, and Lean in Europe*



## PODCAST

Monthly

*A podcast dedicated to stories, case studies, and lessons learned from applying Lean Construction around the world.*



## ACADEMY

3 Courses

*On-demand courses taught by world-renowned experts and going in-depth into several topics in Lean Construction*



## LEAN LEARNING

Subscription

*Subscription program with access to premium content for companies looking to enhance their lean learning and maturity*



## SAT

Bi-Weekly

*Study Action Team facilitated by the blog. Organized in 8 sessions cohorts that meet online bi-weekly*



## ONLINE FORUM

Always

*Online, member-only forum on Discord to discuss, ask questions and engage with other Lean practitioners*



## JOB BOARD

Always

*The #1 Job Board for Lean Construction. Help companies find and hire the best Lean talents*

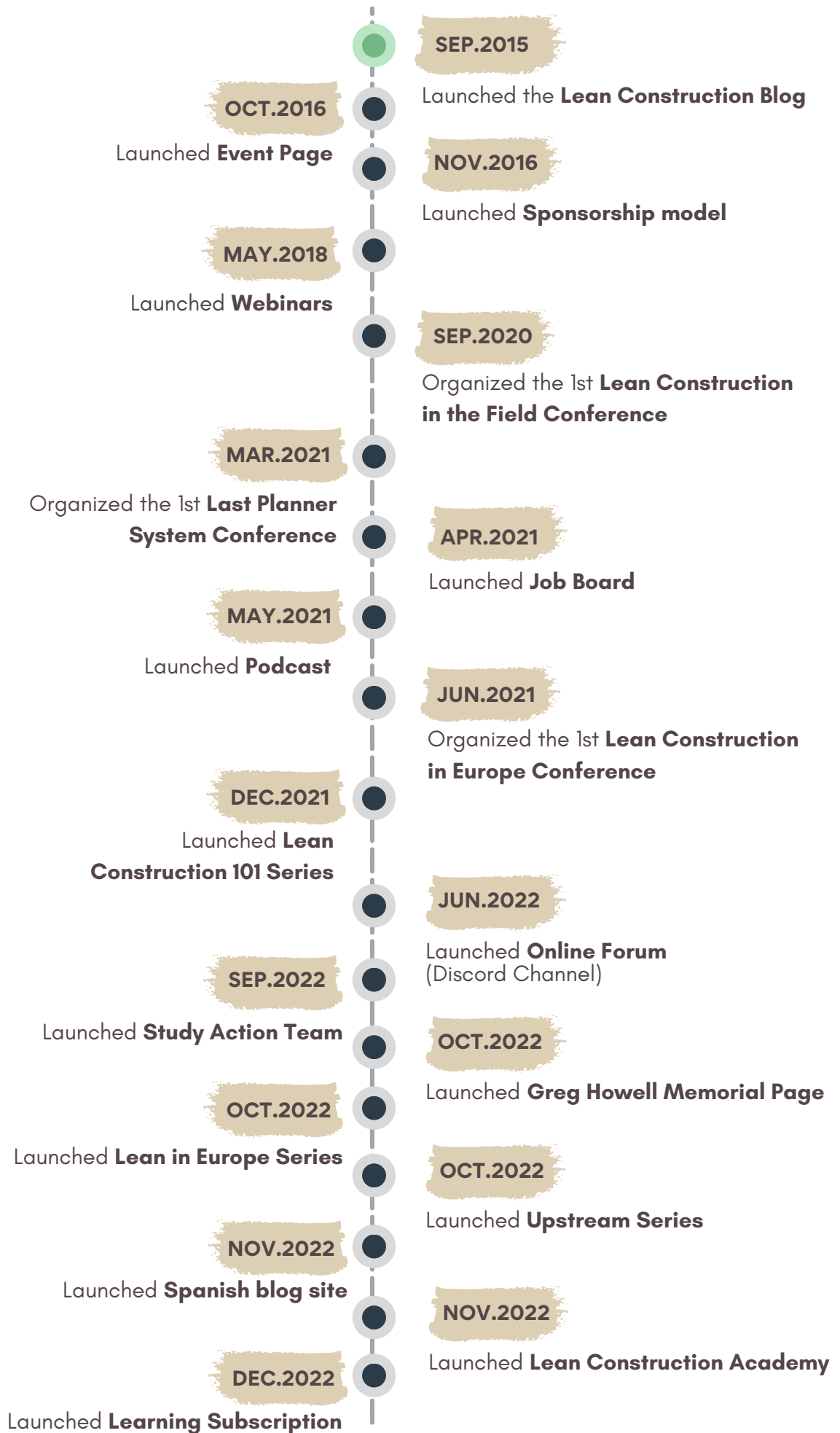


## SPONSORSHIP

Always/Conferences

*Help companies reaffirm their name in the Len community by sponsoring the blog or exhibiting at our conferences*

# BLOG HISTORY



## WRITTEN CONTENT



ENGLISH  
ARTICLES

**491**



SPANISH  
ARTICLES

**16**



# OF  
AUTHORS

**178**



# OF  
TOPICS

**25**

**3**

**SERIES**

LEAN  
101

**38**

LEAN IN  
EUROPE

**3**

UP-  
STREAM

**2**

## WEBINARS



ORGANIZED

**46**



INSTRUCTURS

**67**



ATTENDEES

**5 061**



DURATION

**69** hrs

## OTHERS

**3**

**ACADEMY  
COURSES**

**168**

**JOBS  
POSTED**

**16**

**SAT  
MEMBERS**

## CONFERENCES



ORGANIZED

**7**



SPEAKERS

**203**



ATTENDEES

**3 432**



DURATION

**97** hrs

## PODCAST



EPISODES

**20**



GUESTS

**23**



LISTENED

**15 000**



WATCHED

**9 500**

# SPONSORSHIP PACKAGES

## DIAMOND

**\$6000 ANNUALLY**



LOGO ON  
SPONSORS PAGE



LOGO ON  
BLOG SIDEBAR



LOGO ON  
WEEKLY NEWSLETTER



SHARE ON  
SOCIAL MEDIA



TWO THOUGHT  
LEADERSHIP BLOG POST



ONE SPONSORED  
WEBINAR



SHARE PRODUCT RELEASE,  
PRESS, AND UPDATES ON  
SOCIAL MEDIA



SPONSOR ONE  
IN-PERSON EVENT

## GOLD

**\$4500 ANNUALLY**



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SHARE ON  
SOCIAL MEDIA



ONE THOUGHT  
LEADERSHIP BLOG POST

## SILVER

**\$2500 ANNUALLY**



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WEEKLY NEWSLETTER