



LEAN CONSTRUCTION BLOG

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

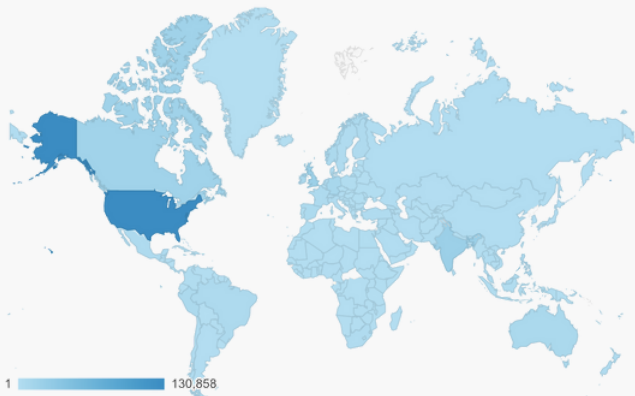


PAGE VIEWS
+2,292,551



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

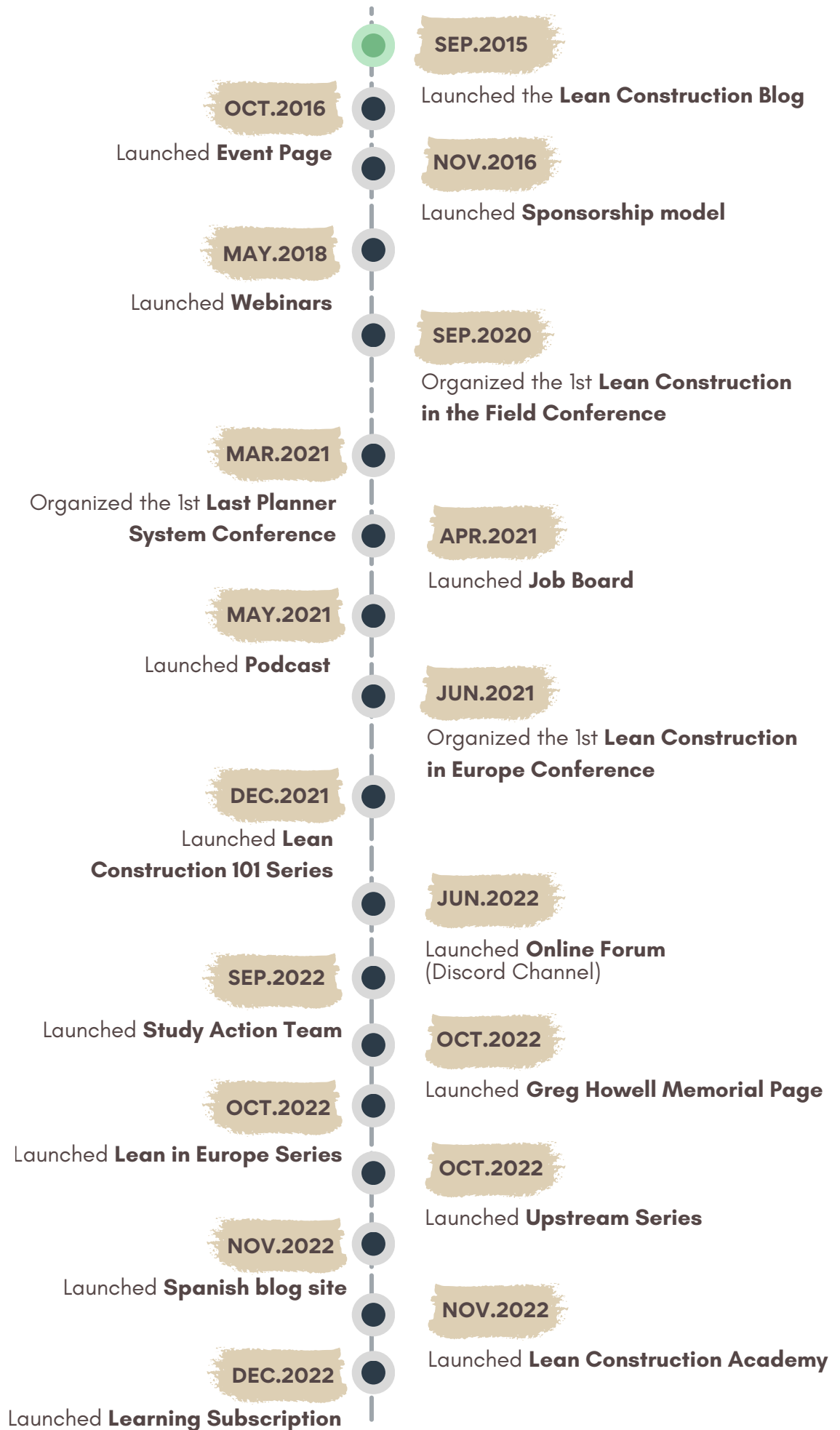


SPONSORSHIP

Always/Conferences

Help companies reaffirm their name in the Lean 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

\$9000 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



SPONSORSHIP
SPOTLIGHT

GOLD

\$6500 ANNUALLY



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SHARE ON
SOCIAL MEDIA



ONE THOUGHT
LEADERSHIP BLOG POST



SHARE PRODUCT RELEASE, PRESS,
AND UPDATES ON SOCIAL MEDIA

SILVER

\$3000 ANNUALLY



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LOGO ON
WEEKLY NEWSLETTER