Big ideas to solve the biggest urban challenges.

CityLab is the hub for urban leaders who seek to understand their cities’ development, promise, and struggles. This approach has primed the 66 percent of our audience—those actively making cities better—to seek out impactful solutions that lead to change, whether from public officials or private companies.
CityLab has a reach of 2+ Million Unique Monthly Visitors, 190k Facebook fans, 189k Twitter followers and 132k Newsletter subscribers.

Our audience is 70% U.S., 30% international.

**AUDIENCE STATS**

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<tr>
<th>SAMPLE JOB TITLES</th>
<th>PRIVATE SECTOR INDUSTRIES</th>
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<tr>
<td>City Planner, Agency Head</td>
<td>Estate, Design, Non-Profit Organizations</td>
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**WHO READS US**

- 56% Decision Makers
- 56% Public Sector | 44% Private Sector
- 48% Age 18-34 | 52% 35+
- 87% Graduated College
- 43% HHI $100k+

**WHY THEY READ US**

- 97% Read CityLab for solutions to city issues
- 73% Read CityLab to help inform their decisions
- 66% Actively making cities better
- 56% Interested in private sector solutions
- 48% Follow city issues because of their jobs
**EDITORIAL FOCUS**

**Mobility + Transportation**
How people move through cities more effectively.

**Energy + Environment**
How cities can be cleaner, greener and more resilient.

**Smart Cities + Technology**
How technology can drive the cities of the future.

**Design + Infrastructure**
How design shapes the way people live.

**Equity + Housing**
How cities can be inclusive and more equitable.
Our ideas have impact.

Our expertise helps our audience of urban leaders solve the biggest challenges facing the cities of today and tomorrow.
Roughly 43 percent of our audience engages with sponsor content, seeking solutions and new ways to approach the challenges that face our cities.

The result: measurable, scalable campaigns that influence urban leaders who create lasting impact at the local, national and global levels.

Capabilities
1. Sponsor Content
2. Editorial Series
3. Events
4. Newsletter Sponsorships
5. Custom Measurement Survey
6. Custom Native Ad Units
Sponsor Content
CityLab Creative’s visual approach positions brands as city-solution thought leaders and relies on subject-matter expertise and experience. Deep reporting, data visualization, photography, maps and videos raise brand awareness and drive behavior change.

Read the full Siemens campaign on electric mobility here.
Editorial Series

Editorial series allow brands to fund CityLab reporting on topics that are important, but often under-reported. This provides an organic way to raise awareness and align a brand’s message with our audience.

Read more about the Robert Wood Johnson Foundation editorial series here.
Events

Solutions-oriented workshops or expert-led panels that help brands, cities, urban leaders, and community organizations better understand and solve the biggest challenges that cities face.

Featured event: FORD @ CES
4. NEWSLETTER SPONSORSHIPS

Newsletters

Our core audience of urban leaders use our newsletters to easily stay up-to-date on the issues they care about most. Sponsorships give a brand unique access to directly share their message with our audience.

Our newsletters include:

- Daily - A digest of stories and commentary
- Weekly - Our most-popular stories of the week
- MapLab - How maps reveal and shape urban spaces
- Navigator - Stories and adventures for urban explorers

Sign up for our newsletters here.
Survey
Success isn’t success unless you can prove lasting impact. We create custom surveys to qualitatively determine how a sponsor content campaign raises awareness and drives behavior change.

Custom survey measuring awareness of how technologically advanced homebuilding can increase affordable housing.
6. CUSTOM NATIVE AD UNITS

Custom Native Ad Unit
This high-end, responsive ad automatically adjusts to the viewer’s device on desktop, tablet and mobile, providing an interactive, immersive experience that drives traffic to sponsor content or a brand’s site.

Features
- Option to include up to three frame transition on desktop
- Supports third party tags
- Option to embed GIFs
- Use of system fonts to increase load speed
Examples of the Native Custom Ad Unit on desktop, tablet and mobile.
Examples of the Native Promo Unit on homepage and article page.
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So you want to work with us? Great. We can’t wait.

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