STREETS BLOG
2014 MEDIA & SPONSORSHIP KIT
WHO WE ARE

Streetsblog is the marquee news source in the movement for sustainable transportation and more livable cities and towns. We have outlets covering New York, Los Angeles, San Francisco, Chicago and D.C., and are read by tens of thousands of active, educated urbanites every day.

We also run the Streetsblog Network, collecting content from 400 member blogs located in big metropolises, medium-sized cities, and small towns, touching nearly every place in the United States where people are looking for greener and healthier ways to get around.

For advertising and sponsorship inquiries please contact:

Christa Orth
Development Director
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917-388-9066
WHAT WE ARE

Streetsblog

Streetsblog sites report on the biking, walking, and transit beat in New York, Los Angeles, San Francisco, Chicago and the halls of Congress

400 local blogs have chosen to be affiliated with us through the Streetsblog Network

Each month we receive more than 700,000 pageviews and 400,000 unique visitors

Streetfilms

Streetfilms has produced nearly 600 fun short films about livable streets

Our viewers share Streetfilms at community screenings and public meetings around the country and the world

Streetfilms have been viewed online nearly 7 million times

Social Media

Twitter
120,000 followers

Facebook
13,000 likes

Events and Awards

Annual Benefit and Silent Auction in NYC

ARTCRANK bike art poster show in NYC

Meet-ups and happy hours in DC, SF, NYC and Chicago

Streetsie Awards

The Streetsblog family of websites has a bigger American audience than peer sites like Bike Portland, Planetizen, and Next American City, according to the traffic rankings on Alexa.
WE GET RESULTS

Rail-Volution

We were very pleased with the results we got from advertising on the Streetsblog websites. The ad we placed generated many times the traffic to our site as other advertising efforts in the same time frame. We look forward to advertising more in the future!

ADAM CUMMINGS
Rail-Volution

CNU

Advertising with Streetsblog is more than an opportunity to connect with their dedicated readership; it’s a chance to cement an alliance with one of the more forward-thinking organizations advocating for better-performing and safer streets. They have been able to connect CNU’s message to a broad and supportive audience who understand multi-modal streets that accommodate all forms of mobility lead to better outcomes for all.

BEN SCHULMAN
Congress for the New Urbanism

Loyal and committed readership

86% read Streetsblog daily or multiple times each week

80% have been reading Streetsblog for more than one year

40+ comments are regularly made on Streetsblog articles

10k shares of our content each month via the Streetsblog site alone

How Often Do You Visit Streetsblog?

83% ADDICTS
13% REGULARS
4% PASSERSBY
OUR READERS ARE

Successful
Average household income: $84,257
41% have a Master’s or Doctoral degree
79% are college graduates (higher than the New Yorker, the Wall Street Journal, or the Economist)

Influential
Our readers are engaged and influential at work and in their communities. They run their own blogs and Twitter feeds, go to public meetings, write letters to their representatives, and even run for office. They are passionate about cycling, recommending products and stores to their friends.

Household Income

- 33% <$50k
- 35% $50-100k
- 16% >$100k

- 25% of our readers are professional city planners or engineers
- 2/3 make significant purchasing decisions at work

Notable readers include:
+ Former NYC DOT Commissioner Janette Sadik-Khan
+ Former Chicago DOT Commissioner Gabe Klein
+ Philadelphia Deputy Mayor of Transportation Rina Cutler
+ SF MTA Commissioner Ed Reisken
+ Members of Congress and Hill staffers serving on the Transportation and Infrastructure Committee

Urban & Active
74% of readers live in a city
64% identify as cyclists
65% expect to buy bike accessories in the next year

Age Distribution
- 39% Age 21-29
- 30% Age 30-39
- 21-50

Top reader locations:
1. New York City
2. San Francisco
3. Los Angeles
4. Washington, DC
5. Chicago
6. Seattle
7. Portland
WHO LOVES US?

Streetsblog and Streetfilms are the gold standard in Internet advocacy and education for sustainable transportation—the 21st Century public interest voice for the 21st Century transportation system that we all need.

JANETTE SADIK-KHAN
Former Commissioner, NYC Dept. of Transportation

I read Streetsblog SF religiously. The coverage of our recent City transportation budget crisis was timely and crucial for my decision-making.

SUPERVISOR ERIC MAR
District 1 Supervisor, San Francisco

Streetsblog Los Angeles has been at the forefront in changing the way we think about transportation.

BILL ROSENDAHL
City Councilman and Transportation Committee Chair, City of Los Angeles

Streetsblog has raised the bar in Chicago for journalism when it comes to transportation issues.

GABE KLEIN
Former Commissioner, Chicago DOT

As a professional planner, my clients rely on me to provide up-to-date information on transportation issues at local, state and federal levels. Streetsblog is my go-to source for understanding industry trends, and keeps me informed on critical transportation issues that are otherwise not covered in standard media outlets. The quality of the journalism and fresh perspective sets this blog apart from the others.

BROOKE DUBOSE
Senior Transportation Planner
San Francisco

The New York Times called us "indispensable"
The Wall Street Journal called us “influential”
ONLINE AD SPECS

Sponsorship Packages

Exclusive packages are available on request. If you have unique advertising needs, or if you would like to discuss a sponsorship package, please contact us.

Putting Together Your Campaign

Impression and click-through reporting provided on all campaigns. Creative is due five business days prior to start of campaign. We accept gif, jpeg, tiff and swf files. Please contact us prior to submitting creative for complete advertising specifications.
SPONSORSHIP OPPORTUNITIES

Events

Our events convene a community who cares about building more livable neighborhoods. From the annual benefit to film screenings, our events bring out enthusiastic fans of Streetsblog and Streetfilms – the perfect audience for our sponsors to connect with.

Giveaways

Our online fundraising campaigns give our audience a chance to win products or services while supporting Streetsblog and Streetfilms. Sponsors become linked to that warm, fuzzy feeling people get when they give to a cause they believe in.

Show your clients, partners, and community that you are a leader in sustainable transportation and livable neighborhoods.
SPONSORSHIP OPPORTUNITIES

Past Events

Past Sponsors

Past Giveaways

bicycle habitat

uber

citi bike
SPONSORSHIP OPPORTUNITIES

Video Sponsorship
Sponsor a Streetfilm, and your logo will be embedded in the beginning of the video. Once you sponsor a Streetfilm, your brand is permanently etched on Streetfilms.org.

Podcast Sponsorships
The brand new Talking Headways: Streetsblog Podcast receives more than 1,000 downloads every week from iTunes, and is growing. Sponsor a podcast and your brand will be associated with the latest and greatest in livable streets news.

Reach our audience through our popular videos and our brand new podcast.

Tanya Snyder, host of Talking Headways, Streetsblog podcast
Have an idea about how you’d like to connect with Streetsblog readers and support the livable streets movement?
Call us today!