

BUILTWORLDS DIGITAL MARKETER'S KIT



TABLE OF CONTENTS | DIGITAL MARKETER'S KIT



1	Why BuiltWorlds?
2	Membership Digital Benefits
3	Newsletter Sponsored Content & Ad Placements
4	2024 Newsletter Publishing Calendar
5	2024 Event & Program Calendar
6	Analytics
7	Newsletter Sponsorship Guidelines

WHY BUILTWORLDS? | DIGITAL MARKETER'S KIT



As an “OPEN INNOVATION” network, BuiltWorlds offers its members significant opportunities to boost brand awareness, affinity, and engagement with current and prospective employees, customers, business partners and other critical stakeholders in member efforts to lead in the area of digital transformation.



Reach the Impact Players

Tech is not an add-on or a sideline for the BuiltWorlds Community. Members have paid specifically to engage on the topic. So, you know you are reaching a core audience.



Engage Across Platforms:

Born of multi-platform new media, BuiltWorlds helps members build deeper, more potent engagement by offering a seamless integrated platform for opportunities



Leverage Affinity + Build Trust:

When you align your brand with BuiltWorlds digital offerings, you are showing the Built World that you support independent efforts to inform and educate, building trust and loyalty.

Audience

Venture/Investors:

Venture investors in construction technology drive innovation and progress in the industry by funding startups that use technology to make building processes smarter, more efficient and sustainable.

Contractors:

Contractors interested in construction technology actively seek digital solutions to stay competitive, enhance project delivery, and meet modern construction demands.

Startups:

Construction technology startups aim to transform the industry with digital solutions, tech advancements, and innovative approaches in project management, design, and sustainability.

MEMBERSHIP DIGITAL BENEFITS | DIGITAL MARKETER'S KIT



Leverage the BuiltWorlds Platform to get more out of your memberships. Members have access to online resources that can help enhance your company's presence and promote engagement.

Included with All Membership

Company Directory Page

The hub of your digital presence on BuiltWorlds, your company page is publically visible, customizable with owned content and linked to company mentions across the site.

Member Directory Page

Every member of your company with an active user license owns a profile in the member directory, which links to user activities such as events and contributed content.

Case Studies Directory

Members may submit case studies of innovative projects in building tech and project technology. Gain acknowledgment and recognition in the news and at events.

Innovation Exchange

Promote a webinar, startup accelerator or event to other members.

Included with Enterprise-level Membership

Newsletter Sponsored Content

Enterprise Members are entitled to four sponsored content newsletter placements annually, with content hosted on BuiltWorlds platform.

NEWSLETTER SPONSORED CONTENT & AD PLACEMENT | DIGITAL MARKETER'S KIT



Promote company news, an event or simply brand awareness in one of our four newsletters. Choose the one that's most relevant to your target audience with 100% SOV.

BuiltWorlds Newsletters

Venture & Finance

Published Tuesdays

Great for promoting startups/investors and others raising money, celebrating transactions, opportunities targeted to startups, and services.

AI/Machine Learning

Published Alternate Wednesdays

Reach a wide pool of industry leaders with a vested interest in cutting edge AI integrations and technologies

Building Technology

Published Alternate Wednesdays

Target decision makers in High-Performance Materials, Planning & Design and Energy Systems and HVAC.

Construction Technology

Published Thursdays

Great for reaching both tech adopters and solution developers on engineering and construction.

Enterprise-level Members are entitled to four sponsored content placements annually that link to a BuiltWorlds-hosted page; additional placements/ads are available for purchase separately.

2024 NEWSLETTER PUBLISHING CALENDAR



JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

MARCH

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		






NOVEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

DECEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NEWSLETTER EDITIONS LEGEND

-  VENTURE & INVESTING
-  AI/ML NEWS
-  BUILDING TECH
-  CONSTRUCTION TECHNOLOGY
-  PREMIUM EVENT SLOTS

2024 CONTENT + PROGRAM CALENDAR



Month	Analyst Calls*	Conference/Summit	Top List	Research Report/Focus
Jan	<ul style="list-style-type: none"> Building Tech AI/ML Sustainable Jobsites 		Top 50 Venture Deals 2023	<ul style="list-style-type: none"> Annual 2023 Investment Report
Feb	<ul style="list-style-type: none"> Offsite Construction Project Software T/E/R 	AI/ML Annual Meeting February 8 // Atlanta, GA	Building Tech 50	<ul style="list-style-type: none"> Annual Building Tech Report Building Tech Specialty Reports
Mar	<ul style="list-style-type: none"> Preconstruction Field Management T/E/R 		Preconstruction 50	<ul style="list-style-type: none"> Annual Preconstruction Report Preconstruction Tech Specialty Reports
Apr	<ul style="list-style-type: none"> Sustainable Jobsites Building Tech 	Venture West April 3-4 // San Francisco, CA CEO Annual Meeting April 16-17 // Chicago, IL	Sustainability 50 The Mavericks 50	<ul style="list-style-type: none"> Q1 Venture Report Annual Sustainability Report Sustainability Tech Specialty Reports
May	<ul style="list-style-type: none"> AI/ML Preconstruction Project Software 	Buildings Conference May 22-23 // New York, NY	Project Software 50	<ul style="list-style-type: none"> Annual Project Management Report Project Management Tech Specialty Reports
Jun	<ul style="list-style-type: none"> Field Management Offsite Construction 	Paris Summit June 24-27 // Paris, France	Smart Jobsites 50	<ul style="list-style-type: none"> Annual Field Solutions Report Field Solutions Tech Specialty Reports
Jul	<ul style="list-style-type: none"> Project Software Building Tech Preconstruction 	Construction Tech Conference July 24-25 // Chicago, IL	Reality Capture 50	<ul style="list-style-type: none"> Q2 Venture Report
Aug	<ul style="list-style-type: none"> T/E/R Sustainable Jobsites Preconstruction 		Robotics 50	<ul style="list-style-type: none"> Annual Tools, Equipment & Robotics Report T/E/R Tech Specialty Reports
Sep	<ul style="list-style-type: none"> Field Management Offsite Construction 	Toronto Summit September 10-12 // Toronto, ON	Equipment 50 Offsite 50	<ul style="list-style-type: none"> Annual Offsite Report Offsite Tech Specialty Reports
Oct	<ul style="list-style-type: none"> Preconstruction T/E/R Offsite Construction AI/ML 	Tokyo Summit October 16-17 // Tokyo, Japan Infrastructure Conference October 2-3 // Washington, D.C.	Top Investors 50	<ul style="list-style-type: none"> Q3 Venture Report
Nov	<ul style="list-style-type: none"> Building Tech Offsite Construction Project Software 	Venture East November 6-7 // Boston, MA	Infrastructure 50	<ul style="list-style-type: none"> Annual AI/ML Report AI/ML Tech Specialty Reports
Dec	<ul style="list-style-type: none"> Sustainable Jobsites Project Software 	Offsite Construction Conference December 4 // Raleigh-Durham, NC	Top Adopters 50	

ANALYTICS | DIGITAL MARKETER'S KIT



BuiltWorlds is the industry's premier digital-first, professional network that focuses on emerging technology and innovation across the entire built environment.



Who is Our Community?

BuiltWorlds brings together technology and industry firms innovating across the entire built sector.

- Architects + Engineers
- Building Materials Cos.
- Universities + Associations
- Tool + Equipment Cos.
- Finance + Service Providers
- Technology Companies and more...
- Contractors
- Major Owners + Developers



BuiltWorlds.com - Website Analytics*

1,100
Active Users

240
Member Companies

219,282
Users

+653,000
Page Views

New Users

63K Direct
55K Organic
38K Referral
19K Email

Sessions

88K Organic
77K Direct
44K Email
43K Referral



Email Marketing* 3 Newsletters per Week

884,000

Emails sent in 2023

7,000
Subscribers Per Newsletter

21,000
Subscribers Total

27%
Average Open Rate

2%
Click Thru Rate

+54,000
Total Contacts

~21,000
"Engaged"



Social Network Reach*



~8,000,000
Impressions

+23,000
Followers



+20,000
Followers



+4.620
"Engaged"

NEWSLETTER SPONSORSHIP GUIDELINES | DIGITAL MARKETER'S KIT



Newsletter Sponsorship Includes:

Banner Image

Sponsorship credit and logo right below the masthead

Body Content

Image and text featured article-style with image, headline and body copy

Destination URL

Link to your company's page or a BuiltWorlds hosted page

Content Specs

LOGO

Vector (.eps or .ai file) or 144 DPI PNG with transparent background

IMAGE

960 x 540 px min (landscape) JPEG or PNG for optimal display

HEADLINE

75 character max

BODY COPY

200/400 character min/max



SPONSORED MESSAGE



BuiltWorlds: Pioneering AEC Innovation

BuiltWorlds stands at the forefront of innovation in the Architecture, Engineering, and Construction (AEC) industry, orchestrating global summits that spotlight the latest technological advancements. Through their meticulously curated events, BuiltWorlds brings together industry leaders, innovators, and thinkers, facilitating impactful dialogues that drive the sector forward. These gatherings are not just meetings, but breeding grounds for pioneering ideas and collaborations that set new industry standards, ensuring that members are well-equipped to navigate and shape the future of construction and infrastructure. [Read more.](#)

SPONSORED MESSAGE



BuiltWorlds Contributor

Join Us: Become a BuiltWorlds Newsletter Contributor!

As a contributor to the BuiltWorlds newsletter, you'll have the opportunity to share your expertise and insights with a global audience of AEC professionals. Elevate your profile, influence industry trends, and connect with fellow thought leaders through impactful articles and discussions. Join us in shaping the future of construction and infrastructure. [Read more.](#)

04.30.2024

