



URBAN MELBOURNE

OBSERVE. DESIGN. BUILD. LIVE

- **Respected by Industry.**
- **Trusted by the community .**
- **Read by industry and public sector influencers.**
- **Urban Melbourne delves deeper into city-shaping news and analysis than any other mainstream media outlet.**

Melbourne's premier news and information portal focused on planning, developing and living in Melbourne

Fearless editorial independence which emphasizes the benefits of private sector investment, medium and high-density city-shaping planning policies, development industry innovation and significant public transport investment.

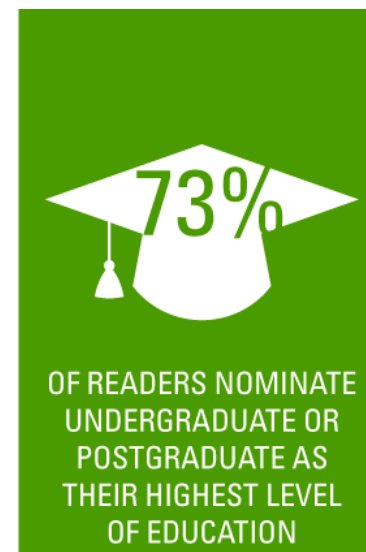
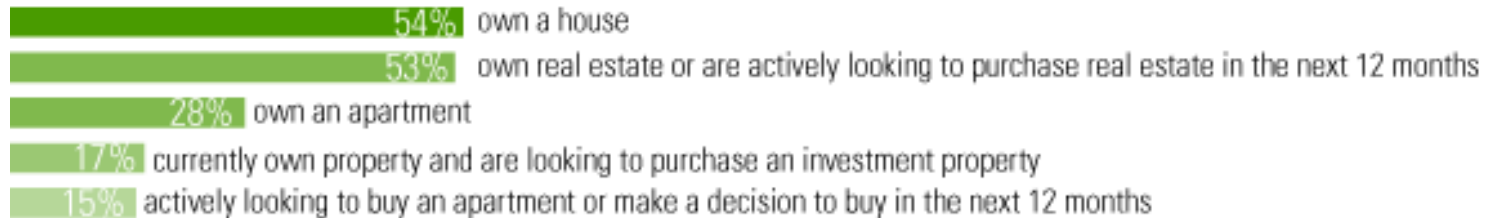
Free and open Project Database which tracks individual development projects from the planning assessment stage.

Open and robust discussion forum and comment system where we invite our registered users to discuss, critique (as long as it's constructive!), admire and ultimately project an image of how they wish to see Melbourne grow for future generations.

- 30,000 unique visitors
- 200,000 page views
- 10% average monthly growth since July 2013

KEY NUMBERS + STATISTICS

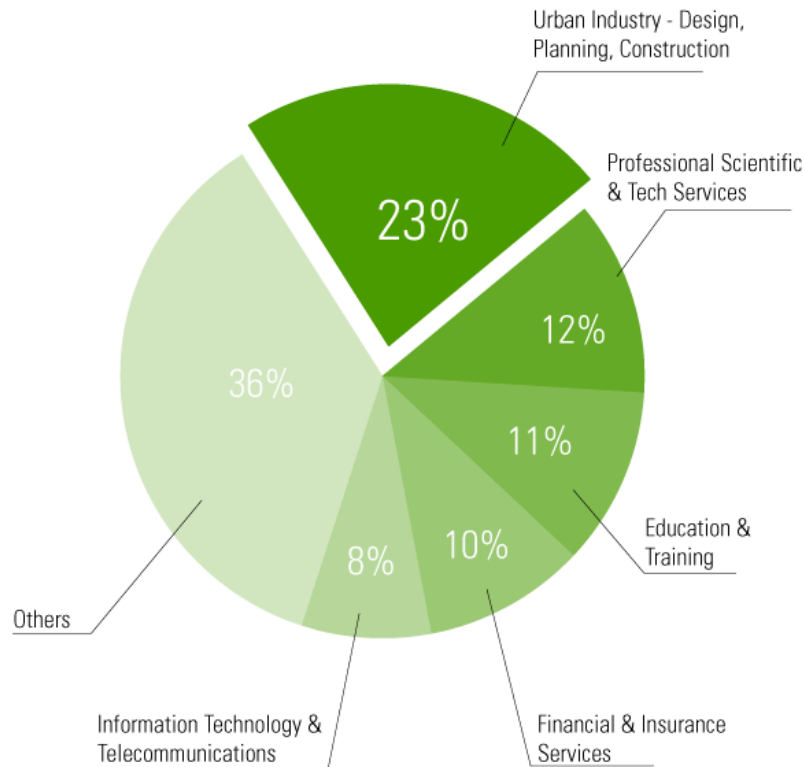
- 1,200 Twitter Followers
- 1,000 Facebook likes
- 350 Newsletter Subscribers
- 650+ registered users



Full Media Kit: <https://urbanmelbourne.info/media-kit>

Data sources: Effective Measure + Google Analytics March 2014

The Urban Industry represents Urban Melbourne's largest audience sector



Industry of employment. *Source : Effective Measure*

- The **Industry Hub** puts your brand in front of the Urban Industry's decision makers.
- Urban Melbourne's publishing technology goes beyond just linking to your site.
- We can link your brand to relevant content throughout the site.

- Your organisation's own dedicated page on Urban Melbourne
- Key people, web links, social media links, contact details
- Your organisation's portfolio, powered by the Urban Melbourne **Project Database**
- Your organisation's industry page summary appears on any relevant editorial or project content
- **Price**
- Feature your organisation on the **Industry Hub** main page (max. six slots available)

INDUSTRY PAGES - DETAILS

<10 EMPLOYEES	10-50 EMPLOYEES	51+ EMPLOYEES
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
\$350 annually	\$750 annually	\$1500 annually
\$100 monthly	\$200 monthly	\$400 monthly

(Prices exclude GST)

- For those organisations who wish to align their brand closely and support **Urban Melbourne** financially in what we do.

- **Gold Supporters** get:

- Own Industry Page
- Featured on Industry Hub main page, plus
- Logo appears on every Urban Melbourne page, linking to industry page
- Access to native advertising content

- Maximum of 4 slots available
- \$1500 per month *(Prices exclude GST)*

- Minimum 3 month commitment

GOLD SPONSORSHIP

The screenshot shows the Urban Melbourne website interface. At the top is a navigation menu with categories: NEWS, PROJECT DATABASE, VISUAL MELBOURNE, INDUSTRY HUB, FORUM, BLOGS, NEWSLETTER, and ABOUT. Below this is a sub-menu for 'DEVELOPMENT' with links to PLANNING, TRANSPORT, DESIGN, SUSTAINABILITY & ENVIRONMENT, CULTURE, POLICY, OPINION, and SITE. The main content area features a large blacked-out advertisement slot. To the right of this slot, a logo for 'THE VIDEO AGENCY' is circled in red. Below the main content, there is a 'PROJECT DATABASE SEARCH' sidebar with filters for Building/Project Name, Suburb, Post Code, Project Status, Local Government Area, Architect, Developer, and Builder. The main content area also displays a 'DEVELOPMENT' section with two articles: 'NORD MELBOURNE ENTERS CONSTRUCTION PHASE' and 'NEW PROPOSALS SEEK TO JOIN THE 200M CLUB'. On the right side, there are sections for 'RECENTLY UPDATED PROJECTS' (featuring 'Oxford & Peel - 22 Peel Street, Collingwood') and a 'TWITTER' feed showing a tweet from Urban Melbourne.