

Reach the people shaping development across NSW.

Urban Digest is an independent source of planning, development and project intelligence, read by professionals involved in shaping, assessing and delivering development across NSW.

Our audience spans developers, planners, architects, engineers, consultants, government and property professionals — giving partners a direct way to reach a highly relevant industry audience across both the Urban Digest website and weekly newsletter.

With thousands of readers discovering Urban Digest through project coverage and search each month, alongside a growing subscriber base of industry professionals, partnerships provide repeated visibility across the places our audience already uses to follow development activity.

WEBSITE AUDIENCE

13,000+

Monthly pageviews

8,000+

Monthly readers

61%of readers
based in
NSW**57%**of readers
based in
Sydney**~60%**of traffic
from
organic
search

Discovery and Intent

Urban Digest is found by professionals actively searching for development projects, planning information and industry news.

496,000Google search
impressions
(past 90 days)**12,000**Google search
clicks
(past 90 days)

NEWSLETTER AUDIENCE

800+

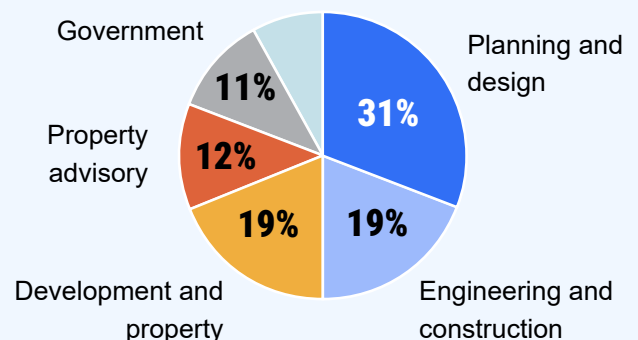
Weekly subscribers

~40%

Average open rate

12%Average
click rate**81%**of
subscribers
based in
NSW**+141**new
subscribers
in past 90
days

Who subscribes to Urban Digest?



Partner with Urban Digest

MEDIA KIT - OCTOBER 2026

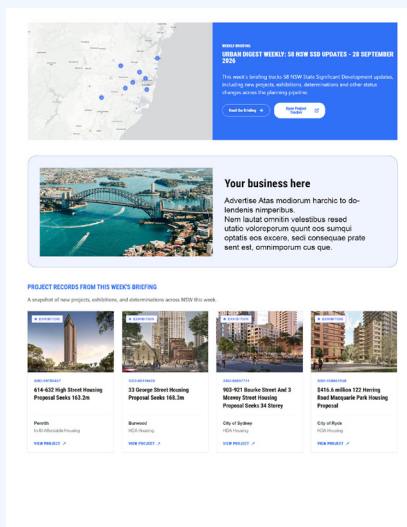
Build repeated visibility with a highly targeted audience of property, planning, development, design, construction and government professionals across NSW.

INDUSTRY PARTNER

\$495 + GST / 4 weeks*

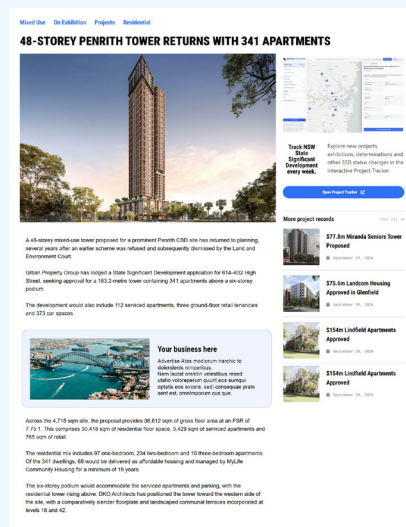
Your campaign includes:

1. WEBSITE HOMEPAGE



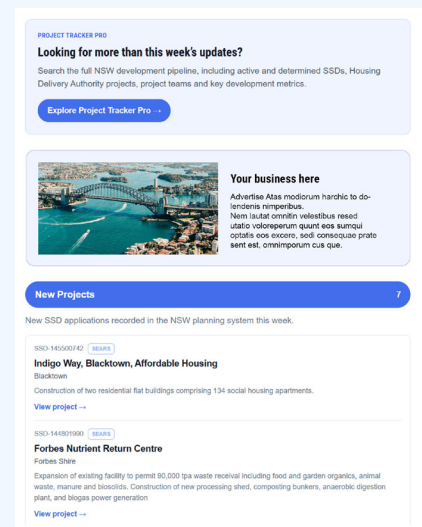
Build brand visibility with a prominent placement on the Urban Digest homepage, reaching readers as they explore the latest planning and development intelligence.

2. PROJECT PAGES



Reach readers within individual project and planning articles while they are actively engaging with development news and project information.

3. WEEKLY NEWSLETTER



Appear in four consecutive Urban Digest Weekly Briefings, creating repeated exposure to a highly targeted audience of property and development professionals.

* Introductory Industry Partner rate | Standard rate \$695 + GST / 4 weeks

READY TO ADVERTISE?

Reserve a campaign.

VISIT: urbandigest.com.au/advertise

