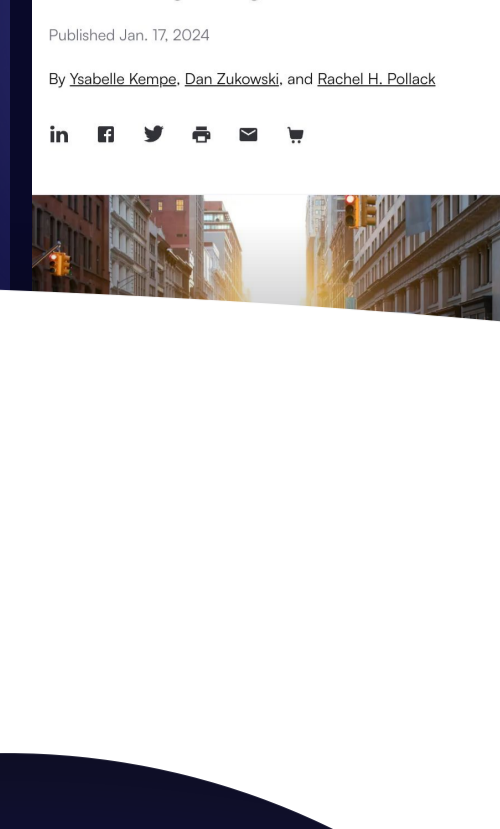


Smart Cities Dive is a news publication designed specifically for leaders shaping the future of cities and municipalities. From transportation and infrastructure to governance and resilience, our journalists cover the issues that impact the development of sustainable, connected, and livable cities.

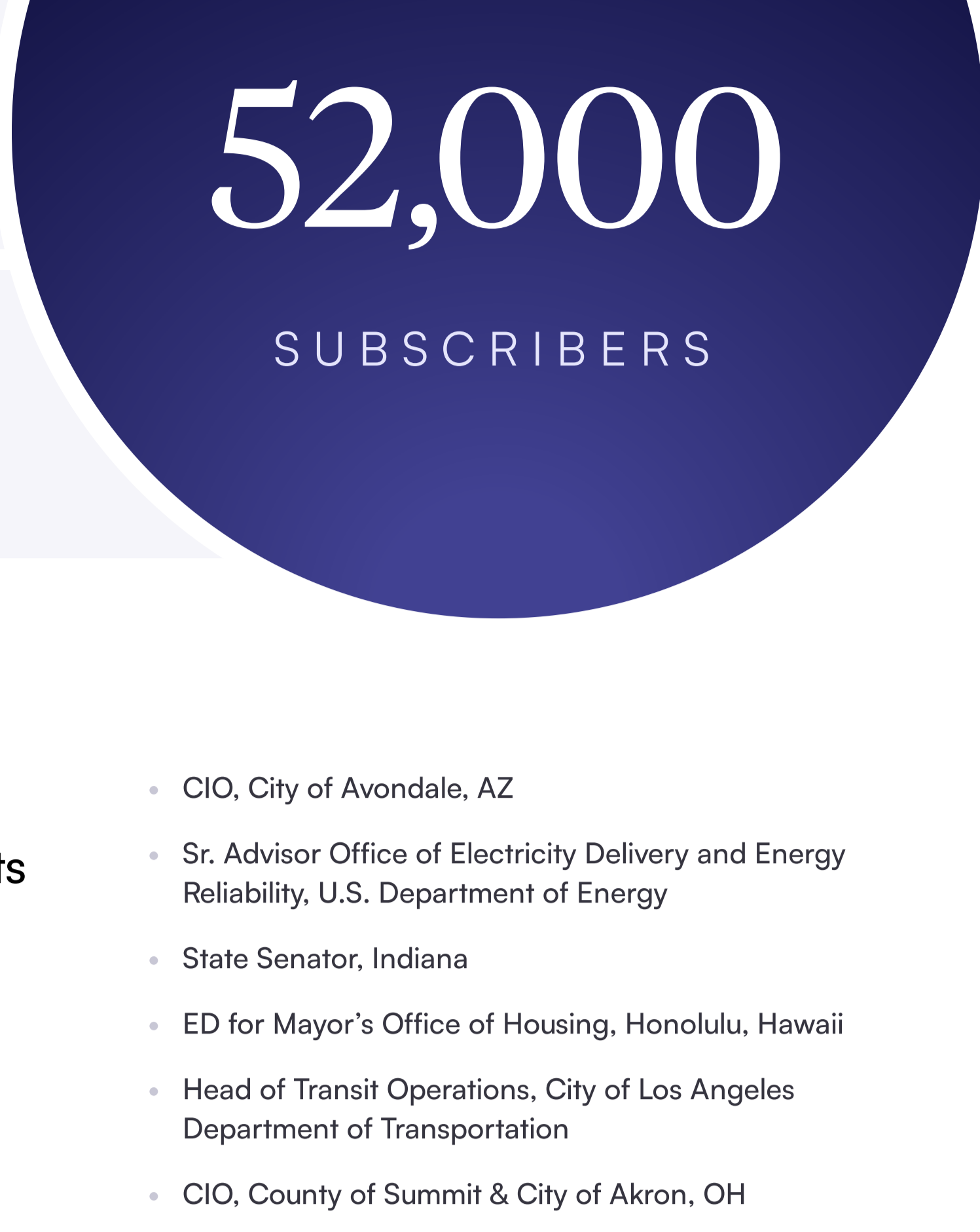


01 Audience

99K
unique monthly visitors

68%
of subscribers are manager-level or above

99
of the 100 Largest Cities in the United States read Smart Cities Dive



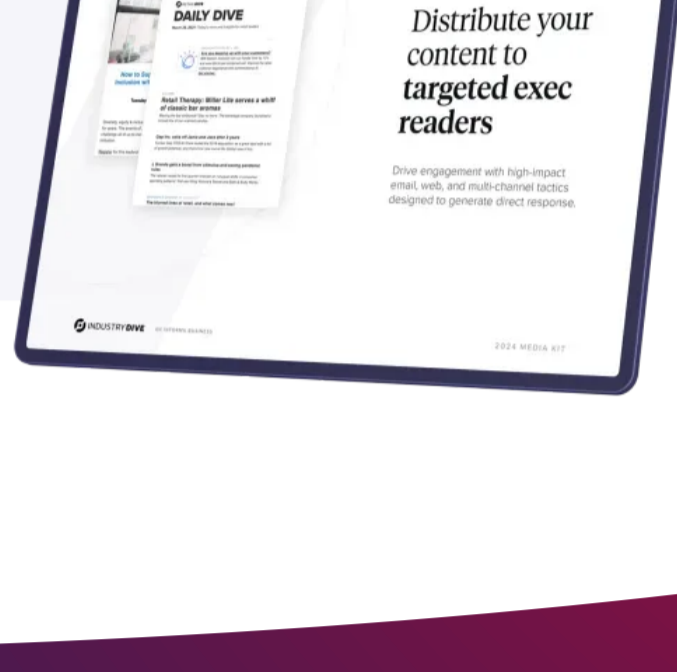
You'll find Smart Cities Dive's news and insights in the inbox of notable subscribers, like:

- CIO, City of Avondale, AZ
- Sr. Advisor Office of Electricity Delivery and Energy Reliability, U.S. Department of Energy
- State Senator, Indiana
- ED for Mayor's Office of Housing, Honolulu, Hawaii
- Head of Transit Operations, City of Los Angeles Department of Transportation
- CIO, County of Summit & City of Akron, OH
- Chief of Recycling, Composting & Garbage, City of Beaverton, OR
- Director of Environmental and Transportation Planning, City of Cambridge, MA
- Assistant Commissioner of Environmental Affairs, City of New York Dept of Sanitation
- Sustainability Manager, Durham County Government, NC

Advertise in SMARTCITIES DIVE

Drive qualified leads for your sales team.

[Download media kit](#)



02 Top-performing content

Between innovations in building design, to city-wide strategies to prepare for and mitigate intensifying climate change, to the adoption of emergent technologies, transformation is defining smart cities in 2024. Let's take a look at what city leaders have been focused on most.

Top 5 topics

- Transportation
- Climate & resilience
- Energy & utilities
- Buildings & design
- Tech & data

Top 10 Smart Cities Dive stories

- Minimum-wage delivery drivers must be 100% reimbursed for using their own vehicles, 6th Cir. says
- Texas court strikes down federal rule requiring states to monitor and set targets for highway GHG emissions
- 10 US cities ready for a 'smart city future'
- Philadelphia mayor drops degree requirements for some city jobs hours after inauguration
- What US cities could look like in 2024: 6 predictions
- 6 trends that could shape US cities in 2024
- How 3 states are attacking carbon emissions from transportation
- 5 of the largest office-to-residential conversions underway across the US
- High-speed rail could get \$205B in proposed legislation
- San Francisco crowd attacks Waymo driverless car

Keywords resonating right now

- AI and data analytics
- automated traffic enforcement
- IoT (internet of things)
- walkable cities
- sustainable urbanism
- digital twins
- disaster management
- natural gas bans

03 Trend analysis

The next wave of tech

- Rapid advancement of futuristic mobility (driverless car startups, the race for first flying car, U.S. high-speed rails, etc.)
- Roll out of AI guidelines, policies, and objectives across cities (top applications include mitigating severe weather events, responding to emergencies, automated traffic enforcement, administrative processing, etc.)
- Making strides in smart infrastructure (railway collision avoidance systems, advanced systems for shuttles and buses, enhancements to security, etc.)

Environmental responsibility

- Looming greenhouse emissions goals and rise in building-performance policies pressuring leaders toward action
- Increased attention to resilience planning and disaster management as extreme weather events increase and climate change fears mount
- Fighting carbon emissions through greener transportation (EV charging infrastructure, increased public transit, land incentives for housing near jobs, etc.)

Revitalization efforts

- Transforming vacant offices to residential and community spaces to utilize footprints and help repopularize public transit options as decreased use lingers post-pandemic
- Housing affordability crisis pushing officials to explore new strategies (accessory dwelling units, conversion of commercial spaces into residential or mixed-use developments, etc.)
- Pursuit of downtown revitalization picks up steam (increasing walkability and safety, attracting and retaining new businesses, enacting bike-friendly policies, etc.)

Our readers spent nearly 2x as long on these stories than the average story:

- Office-to-residential conversions raise questions at the curb
- Chattanooga reduced its homeless population by almost 50% last year. Here's how.

Transformative technology

As emergent technologies quickly gain steam, sci-fi visions of the future might not be so far off.

studioID tip

Flying taxis, high-speed rail, fully automated traffic enforcement, and beyond are moving from fantasy to reality. Keep leaders close to these historic advancements, but bring it all down to earth by demonstrating their true impact with real-world examples. Generative AI is a particularly hot-button issue that warrants guidance as city leaders approach this new tech with both optimism and caution.

Sustainability, now

As the impact of climate change is being felt more than ever, environmental responsibility and disaster resilience are top priorities.

studioID tip

Companies have committed to climate pledges, but many don't have a clear path forward to achieve these daunting goals. Help leaders make the biggest impact with practical changes and adjustments that can be made to both their current day-to-day operations and overarching practices. Focus on extreme weather event resilience and disaster management to help city leaders prepare for the worst.

Human-centered design

A growing number of cities are turning their focus to urban areas centered around the humans that live there.

studioID tip

Assist city leaders in their mission to make a positive impact on the people who interact with their products and services the most. Inspire this group by emphasizing the most impactful success stories and help them see the bigger picture of how these changes brought holistic benefits to citizens, businesses, and the environment alike.

04 Marketing insights

Revitalize your marketing to this audience by reflecting the preferences of over 52,000 Smart Cities Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

High-impact approach

Make a visual impact

Deliver visually interesting content that is both appealing and accessible to city leaders.

studioID tip

Industry decision-makers have countless documents to leaf through and priorities to juggle all at once. They love quick-hit content like infographics and interactives that are easily digestible and spark their imaginations. Help your information stand out by using compelling visuals, highlighting key points, and including actionable analysis of data.

High-impact approach

Enlist industry experts

Bring in multiple viewpoints on key topics of conversation to incorporate a variety of voices and opinions.

studioID tip

City leaders are drawn to webinars and virtual events, where they can hear multiple viewpoints on one topic. Recruit well-respected experts from multiple areas to help flesh out a discussion and make a compelling case for industry solutions.

High-impact approach

Contextualize trends within the bigger picture

Stay on top of consumer sentiment, relevant trends, and data reports to effectively guide this audience.

studioID tip

City leaders are boots-on-the-ground and can't always stay on top of every single current event impacting their fast-moving industry. Paint a holistic picture of the most critical trends by combining the latest expert commentary, data, and real-world examples into one narrative — complete with recommended action steps.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

