



Operated by Digital Signet (UK).

Who reads it

Notable: the site ranks position 1.2 on “bent flybjerg megaprojects database” (21 impressions/28d). A founding-sponsor placement sits in front of that intent every day.

Traffic and trajectory (28 days to 14 September 2026; Google Search Console + GA4)

SEARCH IMPRESSIONS 32,312 last 28 days; period-on-period 21.2%	SESSIONS (GA4) 3,780 1,400 engaged (37%), 1m 20s average	AI-ASSISTANT SESSIONS 132 Gemini 74, ChatGPT 35, Claude 23
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/studies/standish-chaos-report	5,752	169
/studies/flybjerg-megaproject-database	1,275	109
/cost-of-change-curve	1,587	26

The sponsorship strip sits on every one of them.

Search visibility (Google, last 28 days, top intent queries)

QUERY	POSITION	IMPRESSIONS
bent flybjerg database	1.1	16
bent flybjerg megaprojects database	1.2	21
flybjerg database	1.1	18
standish group chaos report	3.8	129
chaos report	4.8	287

The AI-citation layer

- **132 sessions/month arrive from AI assistants** (Gemini 74, ChatGPT 35, Claude 23): buyers who asked an AI engine and were sent to this reference.
- AI engines increasingly answer pricing questions from independent editorial. Sponsorship buys association with that neutrality, never influence over it.

Sponsorship

- **One slot, category-exclusive.** One sponsor in the category while the slot is held.
- A single disclosed strip across the reference - never inside the results, no other advertising on the site.
- Sponsorship has no influence on pricing data, rankings or conclusions; competitors remain in the coverage, computed identically.
- Monthly measured report: placement impressions, clicks, page-level traffic and AI-citation monitoring.
- Current rate and terms: budgetoverrun.com/sponsorship.

Precedent

- Category-exclusive founding sponsorship is live on our sister site siemcostcalculator.com (Cribl, signed 4 August 2026, reporting monthly). The same structure is available here.