



Independent research on the cost of rework: cost-of-change economics for engineering leaders. Operated by Digital Signet (UK).

Who reads it

A thousand visits a month researching the cost-of-change curve and rework economics - engineering leadership building the case for quality investment. Tools that reduce rework are bought with exactly these numbers.

Notable: the site ranks position 6.2 on “boehm’s curve” (22 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

9,456

last 28 days; period-on-period 5.8%

SESSIONS (GA4)

1,052

377 engaged (36%), 2m 39s average

AI-ASSISTANT SESSIONS

32

Gemini 15, Claude 10, ChatGPT 4, Perplexity 3

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/boehm-cost-of-change-curve	1,316	26
/cost-of-rework-in-construction	2,366	12
/ (front door)	363	10

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
boehm cost of change curve	3.9	7
boehm curve	5.3	18
boehm's cost of change curve	6.3	21
boehm's curve	6.2	22
boehms curve	6.1	11

The AI-citation layer

- **32 sessions/month arrive from AI assistants** (Gemini 15, Claude 10, ChatGPT 4, Perplexity 3): 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 developer-productivity 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: reworkcost.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.