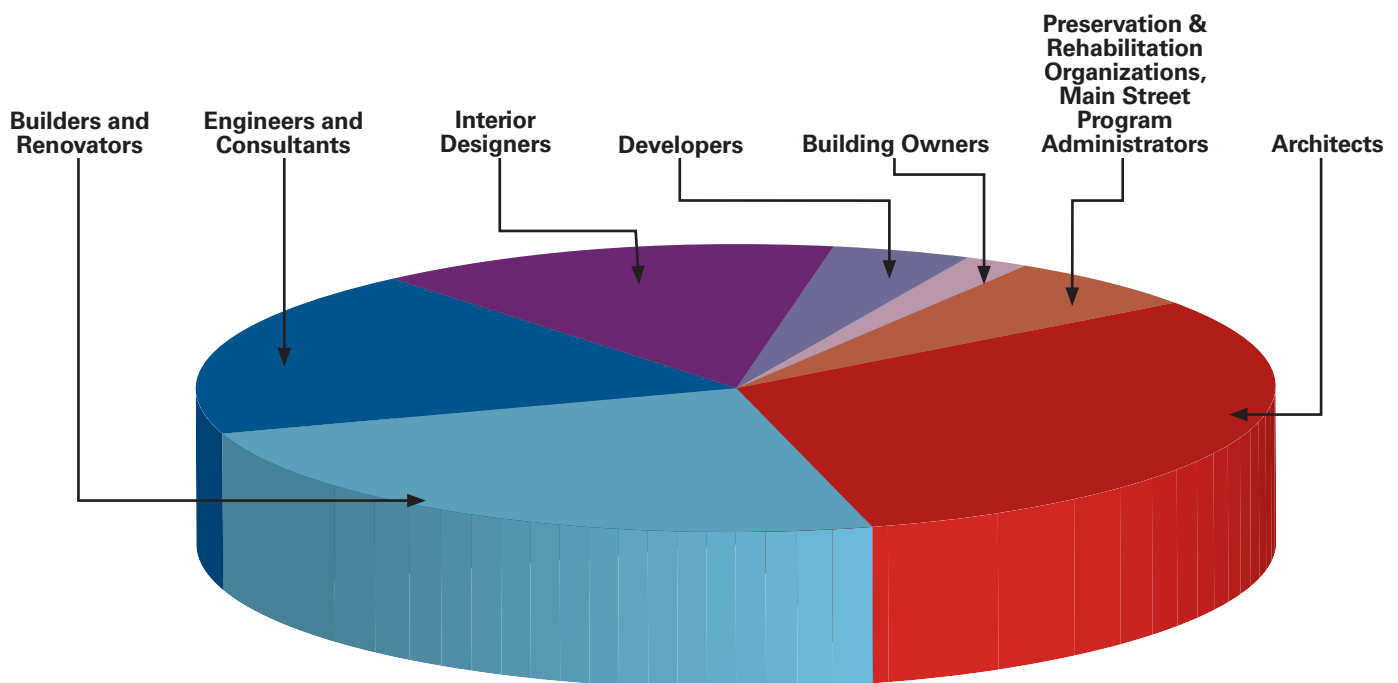


Traditional Building Delivers Buyers and Specifiers in the Commercial, Public and Institutional Restoration, Renovation, and Historically Inspired New Construction Market

Analysis of readership by business classification

BUSINESS CLASSIFICATION	NUMBER OF READERS	% OF TOTAL AUDIENCE
Architects	13,640	31%
Builders and Renovators	10,560	24%
Engineers and Consultants	8,360	19%
Interior Designers	6,160	14%
Developers	1,760	4%
Building Owners	880	2%
Preservation and Rehabilitation Organizations, Main Street Program Administrators	2,640	6%
TOTAL	44,000	100%



Restore Media, LLC, is publisher of *Clem Labine's Traditional Building* and *Clem Labine's Period Homes* and Tradweb. Producer of the Traditional Building Exhibition and Conference.

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