

## Why Do Professionals Read These Magazines?

For 20 years, **Traditional Building** has delivered vital information about historic products to architects, building owners, facilities managers, general contractors, renovators, developers and interior designers who need period products for commercial/institutional historic or historically inspired buildings. For nine years, sibling magazine **Period Homes** has done the same for traditional style, residential design and construction.

The magazines provide a service for readers: research, find, index and publish the appropriate products for historic buildings and describe what the products do, who makes them and how to contact the supplier. Busy professionals who read *Traditional Building* and *Period Homes* save time and make the right product choices. Through these magazines they find suppliers who have the experience to help them do the job right. Readers have said "*Traditional Building* and *Period Homes* are the Sweets Catalogs for the historic market. I know that the resources I find in these magazines will be the right products/suppliers for a traditional building job."

*Traditional Building* and *Period Homes'* tabloid format showcases products in a way that allows readers to "see, touch and feel." The magazines also give the architect, builder and designer a sales tool they can use to show clients what they are buying. Issues are passed around the professional firm (3 readers per copy) and kept for reference, a year or more. The publications also drive traffic to their corresponding web sites: [www.traditional-building.com](http://www.traditional-building.com) and [www.period-homes.com](http://www.period-homes.com). There are twice as many web users as there are subscribers!

You may have noticed change and evolution in *Traditional Building* and *Period Homes* content since

Restore Media has expanded coverage to include more feature length stories on people, projects, industry trends, opinion and books. For example: the "Roundtable on New Urbanism;" "Ornament and the Classical Interior;" "Sympathetic Additions," the Palladio Design Awards" issue, "Profiles" and the "Forum".... these stories now augment the regular product portfolios and directories to create better monthly readership and immediacy.

The magazines connect now, better than ever, with the industry professionals who appreciate that *Traditional Building* and *Period Homes* speak to them, about them, and about their particular needs and interests. This kind of reader engagement is what makes it possible for advertisers to build brand loyalty and drive sales. No other magazines for architects and builders have the historic market focus, depth of coverage or everyday usefulness of *Traditional Building* and *Period Homes*. Therefore, there is very little duplication of readership between these magazines and other trade publications. *Traditional Building* and *Period Homes* readers are unique to these magazines because these magazines focus on the specific needs and interests of the professionals who work in the historic and historically-inspired commercial and residential construction markets.



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.

45 Main Street, Suite 705, Brooklyn, NY 11201 (718) 636-0788 Fax: (718) 636-0750  
1054 31st Street, NW, Suite 430, Washington, DC 20007 (202) 339-0744 Fax: (202) 339-0749