

No Two Trade Publications Deliver So Much Value for Your Dollar

The Magazines:

Traditional Building and *Period Homes* are highly specialized, national trade publications. The editorial content is devoted to historical products: where to find them, how to evaluate them, and how to use and install them. Published February, April, June, August, October, and December *Traditional Building* has served the commercial/institutional, restoration, renovation and historically inspired new construction markets for 20 years. *Period Homes*, launched in 2000, serves the residential restoration, renovation and historically inspired new construction markets. *Period Homes* is published January, March, May, July, September, and November.

The Audience:

Traditional Building

44,000 architects, general contractors, project managers, engineers, interior designers, developers, building owners, facilities managers, city planners, sub contractors, craftspeople, preservationists and landscape professionals who specify/purchase traditional building products for commercial and institutional buildings such as historic hotels, retail, office, schools, churches, loft apartment conversions, state capitols, and court houses.

Period Homes

41,000 custom builders, architects, interior designers, and large scale renovators who specify/purchase traditional products for high-end residential buildings.

The Websites:

www.traditional-building.com

www.period-homes.com

www.traditional-building.com was launched in October 1995. Links and product information on 552 suppliers in 228 product categories and 14 super categories are indexed on the site. It's the place where traditional building professionals begin their search for products for restoration, renovation, and historically inspired new construction. The site attracts 187,610 visitor sessions per month. Visitors log 637,649 click-thrus (sales leads) to advertiser websites per year.

www.period-homes.com has 454 suppliers and 235 product categories and 14 super categories indexed on the site. It's the place where architects, builders, and interior designers begin their search for products and services for period restoration, renovation, and new construction. The site attracts 90,331 visitor sessions per month. Visitors log 178,260,611 click-thrus (sales leads) to advertiser websites per year.

The Value Package:

As an advertiser in *Traditional Building* or *Period Homes*, you get:

- * Advertising adjacent to relevant editorial.
- * A company listing in the appropriate Supplier SourceList.
- * Priority consideration for an editorial photo and caption.
- * FREE online links & listings on the Traditional Building and Period Homes websites.*
- * FREE product photo and description in the Online Product Gallery.*
- * Inclusion in our FREE Reader Service System.
- * Ad make-up service for a minimal studio fee.

*Free online links & listings are limited to specific ad sizes, and/or Early Bird Contracts. Depending on the time of year, and the number of ads run, links & listings may be offered for a full year or 6 months.



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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