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# Online Advertising Opportunities 2012

## Traditional Building and Period Homes

Monthly Numbers*	PH	TB
Unique visitors	60,002	91,677
Visitor sessions	132,583	209,288
Page views	153,994	429,198
Length of time spent	4 min	8 min
Yearly Click Thrus	86,390	123,376

\*Averages 7/10-6/11



[www.period-homes.com](http://www.period-homes.com)



[www.traditional-building.com](http://www.traditional-building.com)

When you advertise in *Period Homes* and on the website, [www.period-homes.com](http://www.period-homes.com), you double your reach to residential architects, custom builders, interior designers, developers and building owners with coverage of 169,583\* professionals in the period restoration, renovation and residential custom building market. When you advertise in *Traditional Building* and on the website, [www.traditional-building.com](http://www.traditional-building.com), you triple your reach to commercial/public/institutional architects, general contractors, building owners and facilities managers with coverage of 248,288\* professionals in the historic restoration, renovation and traditional building market.

[www.period-homes.com](http://www.period-homes.com) and [www.traditional-building.com](http://www.traditional-building.com) are vertical search engines which help professionals find traditional building materials quickly. Visitors find product suppliers either by key word search or listed in one of 14 super categories from architectural salvage to doors/windows/hardware to ornamental metalwork. Each super category has a product sub-category (wood windows, for example, or door hardware) which has links from our site to yours. Thousands of visitors click thru to supplier websites per year. These are valuable sales leads from professionals who "need it now!"

### Googleicious

[www.period-homes.com](http://www.period-homes.com) and [www.traditional-building.com](http://www.traditional-building.com) are popular with search engines; half of the monthly visitors arrive on the sites from search engines, the other half are regular users/shoppers. So your web audience reach is broad and diverse, from repeat customers and prospects to new, hard-to-reach-elsewhere buyers who know what building product type they seek, but not a brand. Your advertising on [www.period-homes.com](http://www.period-homes.com) and [www.traditional-building.com](http://www.traditional-building.com) helps build your brand AND it drives qualified traffic to your website. You can position your online advertising next to relevant product category listings (product category or super category sponsorships), on well trafficked pages not specific to your product type (such as the home page), or both.

### You Choose

For Product Category and Super Category sponsorships you are charged a flat advertising rate for 6 or 12 months. For Run-of-Site online advertising you are guaranteed a minimum number of impressions and charged on a cost-per-thousand basis in one-month increments as your budget allows. Your advertising results are measured by an independent tracking service and information on our website's overall performance is available to you.

You can target your advertising for delivery to a zip code, state or region (good for dealer support in a regional rollout) and/or select other target criteria like advertising delivery at a special time of day. You can also take advantage of web "cookie" technology which allows for ad delivery to buyers based on their prior interest in products or web content.

### Outward Bound

#### Product E-Newsletters; E-Blasts; Product of the Month Reports: Sponsorships Available

*Period Homes* and *Traditional Building* maintain a fresh, opt-in email database of over 42,000 professionals who receive bi-weekly, e-newsletters; e-blasts and Product of the Month reports from their editors. This information is reliable, convenient and visually exciting for period product buyers and specifiers. Product E- Newsletters link readers directly to supplier websites and deliver thousands of click thrus (sales leads). These E-Media products are available to sponsors, product exclusive, for a sponsor fee. E-newsletter; e-blast or e-Product of the Month sponsorships help brand your company with this online audience AND drive traffic to your website.



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## Web Ed

### Online Education: *Period Homes* and *Traditional Building* Web Seminars, co-produced with the Traditional Building Exhibition and Conference

In collaboration with the Traditional Building Exhibition and Conference, *Period Homes* and *Traditional Building* deliver AIA Continuing Education accredited seminars LIVE to builders, architects, planners and developers via the internet in a form that is useful and convenient for busy professionals who need both the market focused information and the CEUs.

*Period Homes* and *Traditional Building* provide a turn-key program for the visitor and the sponsor, including content development and speaker selection, an aggressive attendance promotion blitz, the web seminar moderator, attendee registration data and reporting. As the education underwriter, sponsors get brand recognition from the year-long attendance promotion, the live web seminar itself, and the archived version of the same which resides on [www.period-homes.com](http://www.period-homes.com); [www.traditional-building.com](http://www.traditional-building.com); [www.traditionalbuildingshow.com](http://www.traditionalbuildingshow.com) and on the sponsor's website too. Go to [www.period-homes.com](http://www.period-homes.com) or [www.traditional-building.com](http://www.traditional-building.com) and click on "Webinars" for a closer look at this effective educational medium.

## Online Advertising Options and Rates 2012

**Product Category Sponsorship:** Position your 160 x 600 tower advertising where your buyers are searching for your specific period product type (i.e. wood windows). "Dominate" your product listings page with a 4-color advertisement and an enhanced listing, at the top of the page, depending on the length and terms of your online advertising contract. Get click-thrus (sales leads) to your website and improve your site's search engine ranking. Build your brand recognition with the traditional building market professionals who visit our site regularly or find us through the search engine.

Advertising Rates:	<a href="http://www.period-homes.com">www.period-homes.com</a>	<a href="http://www.traditional-building.com">www.traditional-building.com</a>
6 months	\$700	\$1,100
12 months	\$1,200	\$1,800

**Super Product Category Sponsorship:** Position your 160x600 tower advertisement on the "Super Category" product page, the introductory page to your product category type (i.e. Doors/Windows/Hardware).

Advertising Rates:	<a href="http://www.period-homes.com">www.period-homes.com</a>	<a href="http://www.traditional-building.com">www.traditional-building.com</a>
6 months	\$1,000	\$1,600
12 months	\$1,800	\$2,800

**Run-of-Site Advertising:** If you want the maximum number of web impressions in the minimum amount of time, generated from positions across both the *Period Homes* and *Traditional Building* sites, advertise your billboard, banner, rectangle or tower advertising "run of site." This approach gives you great branding and click thru results and can be customized to your budget and time frame.

**Advertising Rates:** \$50 per 1,000 impressions

**Print Advertisers:** \$25 per 1,000 impressions

**Text Ads:** Advertising copy can contain up to 140 characters; 25 characters for the title, 80 characters for the message and 35 characters for the web address (no photos).

**Text Ad Rates:** \$25 per 1,000 impressions

**Period Homes and Traditional Building Product E-Newsletters:** Sponsor an outbound email newsletter delivered to 42,000 opt-in architects, builders, renovators, interior designers and developers who want updates on period products hand picked by the editors of *Period Homes* and *Traditional Building*. This proactive online advertising approach helps build your brand and generates click thrus to your website. *Period Homes* and *Traditional Building* Product e-newsletters are published bi-weekly, 24x per year.

**Sponsorship Rate:** \$3,000 (exclusive to you)

**Period Homes and Traditional Building Special Product Reports:** Sponsor the popular, search engine friendly "Product of the Month Report" which includes your tower advertisement adjacent to an article about your product category.

**Sponsor Rates:** \$1,800 each

**Web Seminars:** Underwrite *Period Homes* or *Traditional Building* developed, AIA approved, continuing education, web delivered live seminars for architects, developers, designers, builders and renovators. Sponsorship is turn key and includes content development, speaker selection, integrated attendance promotion, registration management and reporting. Webinars are live first, then archived for longer shelf life. Sponsor one or a series.

**Sponsor Rates:** \$10,500 per webinar

\*The total audience for the *Period Homes* website and magazine is 169,583

\*The total audience for the *Traditional Building* website and the magazine is 248,288



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# 2012 Tradweb

Tradweb is the searchable database for custom building and restoration/renovation service providers. Go to [www.tradwebdirectory.com](http://www.tradwebdirectory.com) and you will find more than 15,000 listings for professionals in the traditional building business including restoration/renovation contractors, preservation architects, plaster specialists, stain glass artisans, masons, painting studios, metal workers and more.

If you are looking for an historic building restoration and renovation team, [www.tradwebdirectory.com](http://www.tradwebdirectory.com) is where to find it. Search by professional type or zip code to call up listings with complete contact information on individuals and firms who specialize in traditional building.

If you want to be listed on Tradweb, email [dhenao@restoremedia.com](mailto:dhenao@restoremedia.com).

If you want to reach [www.tradwebdirectory.com](http://www.tradwebdirectory.com) visitors call Robin Habberley (202)339-0744, ext. 112, [rhabberley@restoremedia.com](mailto:rhabberley@restoremedia.com).



Monthly Numbers*	Tradweb
Unique visitors	7,042
Visitor sessions	34,381
Page views	290,548
Yearly Click Thrus	54,176

#### Rates\* for 28 major product categories:

non-exclusive	exclusive
\$495	\$995

#### Rates\* for the 1000 individual product categories:

non-exclusive	exclusive
\$295	\$595

\*Yearly Rates

\*Averages 7/10-6/11

*If you are looking for an historic building restoration and renovation team, [www.tradwebdirectory.com](http://www.tradwebdirectory.com) is where to find it*



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# Run-of-Site Advertising

If you want the maximum number of web impressions in the minimum amount of time, captured from advertising positions across the [www.period-homes.com](http://www.period-homes.com) or [www.traditional-building.com](http://www.traditional-building.com) web sites, advertise your billboard, banner, rectangle or tower advertising “run-of-site.” This online advertising approach gives you great branding and click thru results and can be customized to your budget and time frame.

[www.period-homes.com](http://www.period-homes.com) and [www.traditional-building.com](http://www.traditional-building.com) deliver a combined 341,871 visitor sessions per month, average. Important monthly average numbers are:

Monthly Numbers	PH	TB
Unique visitors	60,002	91,677
Visitor sessions	132,583	209,288
Page views	153,994	429,198
Length of time spent	4 minutes	8 minutes
Yearly click thrus	86,390	123,376

*The maximum number of web impressions in the minimum amount of time*

## Who visits [www.period-homes.com](http://www.period-homes.com)?

- 93% do not subscribe to the magazine
- 87% are trade professionals: architects, custom builders, interior designers, historic renovation specialists
- 65% have an annual volume of \$1 million or more
- 91% use [www.period-homes.com](http://www.period-homes.com) to locate supplier websites

## Who visits [www.traditional-building.com](http://www.traditional-building.com)?

- 75% do not subscribe to the magazine
- 81% are trade professionals: architects, building owners, general contractors, facilities managers
- 70% have an annual volume of \$500,000 or more
- 92% use [www.traditional-building.com](http://www.traditional-building.com) to find supplier websites

**Run-of-Site Advertising rates:** \$50 per 1,000 impressions

## Online Advertising Guidelines

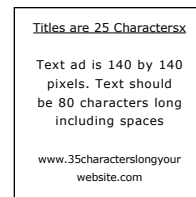
All ad measurements are in pixels.  
 Either gif, jpg or flash\* format at 72dpi.  
 \*flash ads subject to approval.



**Tower**  
160 x 600



**Rectangle**  
180 x 150



**Text Ads**  
140 x 140



**Banner**  
728 x 90

# Run-of-Site Advertising Rates

Rate	# of Impressions
\$ 500	10,000
750	15,000
1,000	20,000
1,250	25,000
1,500	30,000
1,750	35,000
2,000	40,000
2,250	45,000
2,500	50,000
2,750	55,000
3,000	60,000
3,250	65,000
3,500	70,000
3,750	75,000
4,000	80,000
4,250	85,000
4,500	90,000
4,750	95,000
5,000	100,000

(Cost: \$50 per 1,000 impressions)



www.period-homes.com



www.traditional-building.com

## Value Added

\$2,500 invested earns 50,000 impressions  
PLUS free Product Category Sponsorship for 6 months

\$3,750 invested earns 75,000 impressions  
PLUS free Super Product Category Sponsorship for 6 months

# Product Category and Super Product Category Sponsorships

Position your 160 x 600 tower advertisement where your buyers are. Dominate your Product Listings page and/or your Super Product Category listings page with a 4-color advertisement (see examples below) and an enhanced listing.

## Product Category

**PERIOD HOMES Searchable Database Results for . . . Door Hardware**

Door Knobs, Escutcheons, Lever Handles, Hinges, Door Bells, Kick Plates, Numerals, More

Click on the **RED** to visit the Company Website -- Click on the **BLUE** to get complete company contact information.

**The Golden Lien, Inc.** -- Importer of European hardware for cabinetry & residential uses: hinges, mortise locks, levers & backplates, crumone bolts & more, wrought-iron to hand-chiseled bronze, decorative grilles, period brass moldings, line of lighting, French antiques.

**Mitchell, D.C.** -- Supplier of reproduction period door, window, shutter & furniture hardware: box locks, strap hinges, shutter setbacks & more, brass & iron, foundry, machine tool & press work, steel fabrication, metal forging & finishing.

**Al Bar-Wilmette Platers** -- Custom fabricator & restorer of door, window & furniture hardware & lighting: cleans, polishes, plates, repairs & lacquers; all finishes, salvaged hardware, duplication services.

**Rejuvenation** -- Manufacturer of period style lighting & hardware: door, bath, window & cabinet hardware; Victorian, Colonial Revival, Neoclassical, Arts & Crafts, Art Deco & Atomic Age; 12 finishes, direct delivery.

- **Wood Window Workshop** -- Manufacturer of custom wood windows & doors: any size, shape & species, traditional mortise-&tenon construction with true-divided lites, historic reproduction of double hung, casement, arched & best units.
- **Wm. J. Rigby Co.** -- Supplier of unused, original builders' hardware: 1860s to 1940s; knobs, escutcheons, locksets, hinges, door knockers, doorbells, push plates & more, shutter & window hardware; brass, bronze, steel & nickel; restored antique hardware.
- **Winston Millwork Co.** -- Custom fabricator of wood doors, door frames & complete entryways: paneled, louvered, French, pocket & art-glass doors; wood windows: framed ledge, screen & storm doors, moldings, millwork & art glass lites.
- **Von Moers Corporation** -- Designer & crafter of architectural hardware: hardware sales, knobs, levers, locks, hinges, crumone bolts & window & cabinet hardware.

**DOOR HARDWARE BY**  
*D.C. Mitchell*



PH: 302 998 1181  
FAX: 302 998 0178  
[www.dcmitchell.org](http://www.dcmitchell.org)



**Your Midwest Connection for Architectural Doors & Windows**

**Wood, Bronze or Aluminum Clad Doors and Windows**

## Super Product Category

**Product Database Subcategories**

WINDOWS, DOORS, PERIOD HARDWARE & WOOD SHUTTERS

- Art Glass
- Average
- Barn Door Hardware
- Cabinet and Furniture Hardware
- Doors -- Screen
- Doors -- Storm
- Doors and Entryways -- Metal
- Doors and Entryways -- Wood
- Door and Window Trim
- Door Hardware
- Drapery Hardware
- Free-Fluted Doors
- Free-Fluted Glass
- Garage Door Hardware
- Garage Doors
- Gate Hardware
- Glass Bending
- Glass -- Insulated
- Glass -- Wavy
- Glass -- Specialty
- Hardware Restoration
- Louvers and Vents
- Paints and Finishes
- Shutters
- Shutter Hardware
- Skylights
- Star Flats
- Window Birds
- Window Hardware
- Window Restoration and Repair
- Windows and Sash -- Clad
- Windows and Sash -- Wood
- Windows -- Metal
- Windows -- Screen
- Windows -- Storm

**Alphabetical List of Categories**

You may also perform a Keyword search of the database. This is an exact match so please try different spellings.

Keywords:  **Search**






ABOVE ARE SOME OF THE PRODUCTS MADE IN OUR SHOP IN DELAWARE. PLEASE VISIT OUR WEBSITE FOR MORE DETAILS [www.dcmitchell.com](http://www.dcmitchell.com)

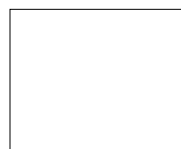
## Online Advertising Guidelines

All ad measurements are in pixels. Either gif, jpg or flash\* format at 72 dpi.

\*flash ads subject to approval.



**Tower**  
160 x 600



**Rectangle**  
180 x 150

**Titles are 25 Characters**

Text ad is 140 by 140 pixels. Text should be 80 characters long including spaces

[www.35characterslongyourwebsite.com](http://www.35characterslongyourwebsite.com)

**Text Ads**  
140 x 140



**Banner**  
728 x 90

# Product Category and Super Product Category Sponsorship Rates

When busy traditional building professionals visit [www.traditional-building.com](http://www.traditional-building.com) and [www.period-homes.com](http://www.period-homes.com) they are typically looking for something specific. Often, they can't find it anywhere else. That's why advertising on the product category and super category pages makes sense: your online message appears where architects, contractors, building owners, facilities managers and interior designers are searching for your product type.

[www.traditional-building.com](http://www.traditional-building.com) and [www.period-homes.com](http://www.period-homes.com) are vertical search engines for traditional building and period products for both residential and commercial/institutional applications. Visitors get right to what they seek, without pages and pages of unvetted information irrelevant to their needs. Like *Traditional Building* and *Period Homes* magazines, the websites organize, find and deliver information on appropriate products for historic and traditional buildings, describe what these products do, who makes them and how to contact the supplier. This saves your customers and prospects time and helps them make the right product choices.

Position your 160 x 600 tower advertising where the buyers are. Dominate your product listings page and/or your super category listings page with a 4-color advertisement and an enhanced listing, at the top of the page, depending upon the length and terms of your advertising contract. Get click-thrus (sales leads) to your website and improve your site's search engine ranking. Build your brand recognition with traditional building market professionals who visit our sites regularly or who find us through the search engines.

## Product Category Sponsorship

Advertising rates	<a href="http://www.period-homes.com">www.period-homes.com</a>	<a href="http://www.traditional-building.com">www.traditional-building.com</a>
6 months	\$700	\$1,100
12 months	\$1,200	\$1,800

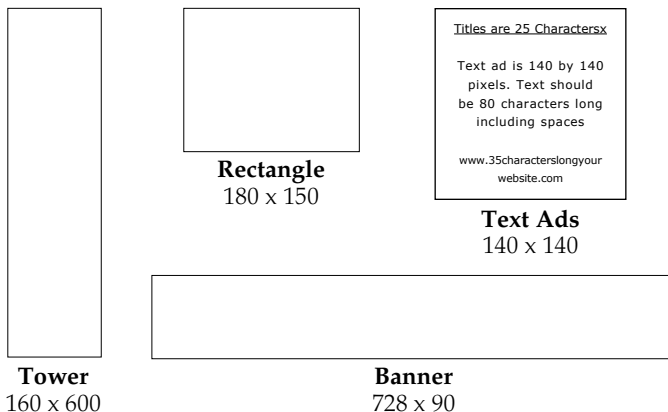
## Super Product Category Sponsorship

Advertising rates	<a href="http://www.period-homes.com">www.period-homes.com</a>	<a href="http://www.traditional-building.com">www.traditional-building.com</a>
6 months	\$1,000	\$1,600
12 months	\$1,800	\$2,800

## Online Advertising Guidelines

All ad measurements are in pixels. Either gif, jpg or flash\* format at 72dpi.

\*flash ads subject to approval.



*Your online message appears where architects, contractors, building owners, facilities managers and interior designers are searching for YOUR product type*



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# 2012 Product E-Newsletters

Capitalize on the *Period Homes* and *Traditional Building* reader's insatiable appetite for period product information and supplier sourcing. Sponsor one or a series of product e-newsletters, emailed bi-weekly to 45,000 opt-in subscribers. Sponsor benefits include:

- Drive qualified, product-info-hungry readers to your website
- Branding, via useful, timely editorial content
- Augment your monthly advertising leads with biweekly, sales leads
- Use the web, proactively, by reaching out to new prospective buyers/specifiers

*Period Homes* and *Traditional Building* magazines deliver comprehensive information on historically inspired and period style building products every month. Now, this visually exciting magazine content is also available, twice a month, via PERIOD HOMES PRODUCTS and TRADITIONAL BUILDING PRODUCTS E-Newsletters, emailed to custom builders, historic renovation contractors, architects, building owners, facilities managers, developers and interior designers who seek more information on "hard-to-find" historical products for both residential and commercial applications.

Product E-Newsletters are produced by the magazine editors; each e-newsletter presents a complementary variety of product types, including the sponsor's own product photography and caption. Web links are provided to direct readers to the sponsor website. Sponsorship is exclusive.

**Exclusive Sponsor rate:** \$3,000 per E-Newsletter

**Mail dates: PH:** The first Tuesday of each month

**TB:** The third Tuesday of each month

**Advertising Specs:** Sponsorship artwork, logos and links to websites should be no wider than 165 pixels. Gif or jpg format at 72 dpi.

*Sponsor one or a series of product e-newsletters, emailed bi-weekly to 45,000 opt-in subscribers*



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# Special Product Reports

Online and E-Newsletters

The Special Product Reports on [www.traditional-building.com](http://www.traditional-building.com) and [www.period-homes.com](http://www.period-homes.com) are among the most visited pages on the sites, particularly by readers who find this information via the search engines. Special Product Reports are easily accessible from the home page; each month features a 1,000 word buyer's guide on how to select, install and maintain an historically inspired building material. Products covered in these reports include: historic millwork; fine metalwork; hand-carved stone; ceramic tile; terra cotta; tin ceilings; wood windows and period style doors. For a complete list go to [www.traditional-building.com](http://www.traditional-building.com), scroll down and click on "Product of the Month Report (previous reports)."

Special Product Reports are written by the *Period Homes* and *Traditional Building* editors. As the sponsor of this section your advertising is positioned adjacent to relevant content (a Product Report on your product type). Here is how sponsors benefit:

- Reach over 100,000 professional buyers and specifiers
- Position your company as the expert in the field
- Get year long exposure via "previous Product Reports" which are archived on our web sites
- Drive traffic and buyers to your website with links
- Deploy your Special Product Report as an email to 42,000 opt in subscribers, to extend your reach

**Sponsorship rate:** \$1,800 for website position. \$3,000 exclusive sponsor rate for Special Product Report E-Newsletter.

**Date published:** Online Product Report, first of each month. Special Product Report E-Newsletter mails second Tuesday each month

**Ad Material Due:** 2 weeks prior to publish date



## Online Advertising Guidelines

All ad measurements are in pixels. Either gif, jpg or flash\* format at 72dpi.

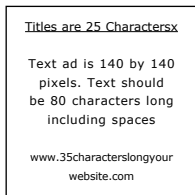
\*flash ads subject to approval.



**Tower**  
160 x 600



**Rectangle**  
180 x 150



Titles are 25 Characters  
Text ad is 140 by 140 pixels. Text should be 80 characters long including spaces  
[www.35characterslongonyourwebsite.com](http://www.35characterslongonyourwebsite.com)

**Text Ads**  
140 x 140



**Banner**  
728 x 90



Restore Media, LLC, is publisher of Clem Labine's *Traditional Building* and Clem Labine's *Period Homes* magazines, [www.restoremedia.com](http://www.restoremedia.com), [www.traditional-building.com](http://www.traditional-building.com), [www.period-homes.com](http://www.period-homes.com), [www.traditionalbuildingshow.com](http://www.traditionalbuildingshow.com), [www.buildingport.com](http://www.buildingport.com), [www.tradwebdirectory.com](http://www.tradwebdirectory.com), [www.traditionalbuildingportfolio.com](http://www.traditionalbuildingportfolio.com), [www.traditionalproductgalleries.com](http://www.traditionalproductgalleries.com), [www.traditionalproductreports.com](http://www.traditionalproductreports.com) and [www.rex.com](http://www.rex.com).

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# 2012 Web Seminars

Generate hundreds of sales leads while offering valuable industry knowledge to an attentive audience of traditional building buyers and specifiers.

In collaboration with the Traditional Building Conference, *Period Homes* and *Traditional Building* deliver AIA Continuing Education accredited web seminars live to architects, building owners, facilities managers and general contractors via the internet in a format which is useful and convenient for busy professionals who need both the market focused information and the CEUs.

*Period Homes* and *Traditional Building* provide a turnkey web seminar program for the visitor and the sponsor, including:

- Content development
- Speaker selection
- The web seminar moderator
- Attendance promotion blitz
- Attendee registration data and reporting

As the education underwriter, sponsors achieve brand recognition from the attendance promotion, the live webinar itself and the archived version of the same which resides at [www.period-homes.com](http://www.period-homes.com); [www.traditional-building.com](http://www.traditional-building.com) and on the sponsor's website too. Go to the [www.period-homes.com](http://www.period-homes.com) or [www.traditional-building.com](http://www.traditional-building.com) home page and click on "webinars" for a closer look at this effective educational medium.

## Sponsor Promotion Blitz

Here are all the ways which sponsors get brand visibility and quality sales leads:

- Full tabloid page print advertisements with sponsor recognition in *Period Homes* and/or *Traditional Building*
- Before and after email series to 42,000 professionals (attendees) with sponsor branding and links
- Prominent web leader board advertising with sponsor logo on all Restore Media web sites
- Sponsor logo and links branding on the live web seminar itself
- Sponsor company speaker teamed with accredited faculty speaker, where appropriate
- Sponsor logo and links on webinar archive version

**Sponsorship rate:** \$10,500 per webinar

The image shows a webpage for three webinars. At the top, it says "webinars" and "Free! Advance Registration Required". The main heading is "Three Great Window Webinars". Below this, there are three sections, each with a photo of a window and a brief description of the webinar. The first section is "Windows and Historic Preservation Projects" by Marlin Windows. The second is "The Do's and Don'ts of Traditional Windows" by Stephen Moxham and Jeff Hoffman. The third is "The Science of Wooden Windows" by Sandra R.R. Vixethum and Ben Wallace. At the bottom, there is a logo for MARVIN and logos for Traditional Building, Period Homes, and Traditional Building.

*Generate hundreds of sales leads while offering valuable industry knowledge*

# Web Seminar Topics

## Style and Design

Evolution of American Housing Styles  
 New-Old Housing Design  
 Interior Design, Historical Styles  
 Period Color Schemes  
 Restoring the Period Kitchen  
 Adding Period Hardware to the Traditional Home  
 Regional and Metropolitan Architectural Styles,  
 Especially Residential  
 Sympathetic Additions  
 Historic Design Details  
 New-Old Building Materials and Finishes  
 Lighting Historic Interiors  
 Palladian Design  
 Classical Design  
 Incorporating Hardwood Floors into Restoration Projects  
 Restoring a Victorian Home  
 Restoring an Arts and Crafts Home  
 Modern Repairs for Traditional Porches  
 Gardens and Landscapes for Historic Homes  
 Coping with the Recent Past  
 Mid-Century Modern  
 Great Chicago Houses  
 Working in the Arts and Crafts Tradition: Architectural  
 Elements  
 Working in the Arts and Crafts Tradition: Interior Details

## Millwork

Restoring Historic Windows, a Basic Guide  
 A Sensitive Approach to Historic Window Replacement  
 Historic Interior Millwork and Molding Styles  
 Repairing Wood Windows  
 Window Performance in Historic Buildings  
 Specifying Wood Windows for Historic Renovation Projects  
 Caring for Historic Wood and Painted Finishes  
 Crafting a Responsible New Old House

## Plaster

Plaster Restoration  
 Historic Plaster

## Masonry

Basics of Masonry Restoration  
 Restoring Marble and Limestone  
 Restoring Terra Cotta  
 Repairing Brickwork  
 Conserving Masonry-Clad Steel-Frame Buildings

## Practice and Applied Science

Measuring Existing Conditions  
 Preserving Antique Wood  
 Crafts Training  
 Preservation Basics  
 Point by Point Through Project Estimating  
 Measuring the Quality of Restoration and Renovation:  
 a Checklist  
 Educational Programs  
 Evaluation and Repair of Façade Systems  
 Using Lasers to Clean Architectural Materials  
 Forensic Investigation of Historic Buildings  
 Secrets, Mysteries and Technical Aspects of  
 Hardwood Floors

## Operations

Upgrading HVAC Systems  
 Financial Benefits of Cyclical Maintenance  
 The Low-Cost, Low-Maintenance Mirage  
 Weaving New Systems into Historic Structures

## Painting

The Basics of Painting and Repainting  
 Historic Paint Colors, Exterior  
 Caring for Historic Wood and Painted Finishes  
 Paint Conservation, Removal, and Preparation:  
 a Master Class

## Sustainable Building and Development

Melding Sustainable Architecture and Urbanism  
 Evaluating Energy Performance in Historic Buildings  
 Energy Design Meets Urban Design  
 Window Restoration: Embodied Energy and  
 Efficient Performance  
 What to Make of LEED and Historic Preservation

## Business and Economics

Historic Districts: the Business, Economics, and Politics  
 of Tax (and Other Financial) Incentives: Federal,  
 State, Local  
 Restoration and Economic Development  
 How to Get the Federal Historic Tax Credit  
 Putting the Numbers Together: Incentives for  
 Rehabilitation

# Who visits www.traditional-building.com?

Monthly numbers	TB
Unique visitors	91,677
Visitor sessions	209,288
Page views	429,198
Length of time spent	8 min
Yearly click-thrus	123,376

\*averages 7/10-6/11

## Based on a survey of www.traditional-building.com visitors:

- 30% are architects
- 13% are building owners, developers and facilities managers
- 12% are general contractors and specialty contractors
- 11% are restoration/renovation contractors
- 7% are interior designers
- 20% are home owners
- 32% do restoration/renovation on historic buildings
- 22% do adaptive reuse on historic buildings
- 15% build additions to old buildings
- 12% do period inspired new construction
- 8% do maintenance and repair work on historic buildings

## Web visitors work on these building types:

Houses	Restaurants
Office buildings	Government buildings
Churches	Hotels
Retail buildings	Museums
Schools	

## Web visitors specialize in historic work:

- 41% of survey respondents say traditional building accounts for half or more of their work
- 52% of survey respondents do an annual construction volume of \$1 million or more
- 75% do an annual volume of \$500,000 or more

## When asked "why do you use www.traditional-building.com?" the following answers were written in by website users/visitors:

- Good resources for restoration suppliers relevant to my business, well organized
- Help in narrowing my search for traditional materials
- It's a good source for hard-to-find products
- Easy and convenient
- It is the central repository for restoration products
- Well organized and easy to link to manufacturers web sites
- Materials research
- Looking for specialty items which match existing building
- Locate historical product manufacturers
- Because of the focus on traditional materials and methods
- The suppliers listed are the products we need and use
- Complete website for the restoration/renovation industry
- Condensed and restoration related makes searches faster
- Reliability of sources
- Product research
- Research products, great resource for cream of the crop suppliers
- To get reliable information on products
- Can find almost any vendor or traditional product in one place
- To look at web seminars
- To seek unbiased opinions about suppliers and materials
- Quick reference, ability to go deeper for technical info
- Don't use the website that much, prefer the Traditional Building magazine which is gone over with a fine-tooth comb

# Who visits www.period-homes.com?

Monthly numbers*	PH
Unique visitors	60,002
Visitor sessions	132,583
Page views	153,994
Length of time spent	4 min
Yearly click-thrus	86,390

\*averages 7/10-6/11

## Based on a survey of www.period-homes.com visitors:

- 28% are architects
- 10% are building owners, developers and facilities managers
- 23% are general contractors, builders and specialty contractors
- 13% are restoration/renovation contractors
  - 5% are interior designers
- 36% do restoration/renovation on historic buildings
- 13% do adaptive reuse on historic buildings
- 17% build additions to old buildings
- 15% do period inspired new construction
- 10% do maintenance and repair work on historic buildings
  - 5% do multi-unit housing

## Web visitors work on these building types:

Houses	Restaurants
Office buildings	Government buildings
Churches	Hotels
Retail buildings	Museums
Schools	Barns
Libraries	




















## Web visitors specialize in historic work:

- 50% of survey respondents say traditional building accounts for half or more of their work
- 52% of survey respondents do an annual construction volume of \$1 million or more
- 90% do an annual volume of \$500,000 or more




















## When asked "why do you use www.period-homes.com?" the following answers were written in by website users/visitors:

- Check out product reviews
- Find solutions to "old house" problems
- When searching for suppliers, we check your publications before searching
- Research products
- Research traditional construction techniques
- Comparison of products and pricing categories
- Research product choices and price
- A lot of targeted information in one place
- Best focused resources for traditional architecture
- Comprehensive - wide range of available resources
- Easy and quick to find world wide. Our work calls for unique products.
- Easy to find information
- Find supplier websites
- For current product information, ideas, trends, and answers. It is a valuable resource.
- For ideas and authentic historical products
- Good central point for product information
- Good source of hard to find products
- Great contacts for specific period design and products
- I find items I can not get anywhere else.
- I own two heritage properties both require periodic updating. This site gives me ideas and sites to visit for products.
- I use Period Homes magazine for research, design, and to locate suppliers.
- I use your website to zero in on products that are specific to my trade.
- I use your website to find appropriate products for old houses.
- It has advertisers not found in many other publications
- It is a quick way to find the right products.
- It's fast and there is a lot of information available.
- I use it as a portal to find products and information for period homes. It has information I pass along to government reps and consultants because there is a good concentration of qualified product info related to our work.

# Traditional Building Magazine Reader Survey

Survey Question/Answers	Percent	Graph
<b>1. What is the first action you take when you want information from a Traditional Building magazine advertiser? (check only one)</b>		
I go to the company website.	83.67%	
I call the company directly.	4.08%	
I call the local distributor or representative.	2.04%	
I tear the advertisement out of the magazine and contact the company later.	6.12%	
I go online to the magazine web site and fill out the online reader service card.	2.04%	
I mail out the reader service card in the magazine and mail it in.	2.04%	
Other (please specify).	0%	
<b>2. What is your firm's primary business? (check only one)</b>		
Architect	40.82%	
Builder	8.16%	
Developer	2.04%	
Restoration/Renovator/Contractor	16.33%	
General Contractor	4.08%	
Sub-Contractor/Craftsperson	4.08%	
Facility Manager	4.08%	
Interior Design	0%	
Landscape Architect	2.04%	
Landscape Contractor	0%	
Government Employee	4.08%	
Homeowner/Other	14.29%	
<b>3. What is your firm's primary type of project? (check only one)</b>		
Residential	44.90%	
Commercial/Institutional/Industrial	20.41%	
Both	34.69%	

# Period Homes Magazine Reader Survey

Survey Question/Answers	Percent	Graph
<b>1. What is the first action you take when you want information from a Period Homes magazine advertiser? (check only one)</b>		
I go to the company website.	84.68%	
I call the company directly.	5.41%	
I call the local distributor or representative.	0.9%	
I tear the advertisement out of the magazine and contact the company later.	5.41%	
I go online to the magazine website and fill out the online reader service card.	.90%	
I mail out the reader service card in the magazine and mail it in.	2.70%	
Other (please specify).	0%	
<b>2. What is your firm's primary business? (check only one)</b>		
Architect	36.04%	
Builder	9.01%	
Developer	4.50%	
Restoration/Renovator/Contractor	9.91%	
General Contractor	5.41%	
Sub-Contractor/Craftsperson	8.11%	
Facility Manager	0%	
Interior Design	3.60%	
Landscape Architect	.90%	
Landscape Contractor	0%	
Government Employee	1.8%	
Homeowner/Other	20.72%	
<b>3. What is your firm's primary type of project? (check only one)</b>		
Residential	61.16%	
Commercial/Institutional/Industrial	6.31%	
Both	31.53%	

# E CAST Promotions

TRADITIONAL BUILDING and PERIOD HOMES magazines maintain a fresh, opt-in email database of 45,000 architects, custom builders, historic restoration/renovation specialists, developers, building owners, facilities managers, interior designers and trades people. This audience receives our useful, trusted electronic newsletters, special product reports, web seminar announcements and conference updates every week.

If you have a message you would like to deliver to this audience via E CAST – a new product announcement, a special offer, education which qualifies for AIA CEUs or an incentive to visit your website – you can do so for \$1,800 per E CAST.

An E CAST to the TRADITIONAL BUILDING and PERIOD HOMES database is a fast, cost-effective way to get the word out about something new. When you include a call to action in your E CAST copy you can start a relationship with the reader that captures important data from the customer or prospect and leads to a sale.

With leading edge new software called LEADWISE, we can help you turn click-thrus into sales leads by giving you the name, email address and mail address of every respondent who clicks on your links.

**Exclusive Sponsor Rate:** \$1,800 per E CAST

**Mail Dates:** Subject to availability, within one week of receiving your ad materials

**Advertising Specs:** Ask us for a sample E CAST

*With leading edge new software called LEADWISE, we can help you turn click-thrus into sales leads by giving you the name, email address and mail address of every respondent who clicks on your links.*

