

## 2012 Media File

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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 411, Brooklyn, NY 11201 (718) 636-0788 Fax: (718) 636-0750  
5185 MacArthur Boulevard, NW, Suite 725, Washington, DC 20016 (202) 339-0744 Fax: (202) 339-0749

Dear Friends,

If you want to sell the \$170 billion traditional building market, we can help. The market's professionals: contractors, building owners, facilities managers, developers, architects, custom builders, interior designers and tradesmen buy and specify an estimated \$50 billion of building materials for the renovation and restoration of historic buildings or historically inspired, new construction.

TRADITIONAL BUILDING magazine and its web site [www.traditional-building.com](http://www.traditional-building.com) deliver a combined audience of 248,288 professionals in the commercial, public and institutional market for historic buildings. PERIOD HOMES and companion web site [www.period-homes.com](http://www.period-homes.com) deliver 169,583 professionals in residential restoration/renovation and period style new construction. Together, these publications and their web sites give you total coverage of the growing traditional building market.

What is driving the growth of the traditional building market? America's building stock is aging, in need of updating and improvement, particularly as our energy and technology needs change. Historic buildings are in urban centers and close-in suburbs, places where appreciation has grown the fastest, especially as the cost of fuel has skyrocketed. And Americans continue their love affair with historic buildings. From the grass roots movements in our historic neighborhoods to a government mandated National Historic Preservation Act, to federal, state and local tax incentives . . . we have a heightened appreciation for our architectural heritage and are spending money to preserve and improve it.

Why should you advertise in TRADITIONAL BUILDING and PERIOD HOMES to reach this market? Because these publications, along with their web sites, Directories, e-newsletters, web seminars and Conferences serve the market with must know information which is specific to the unique needs of traditional building professionals.

One of these specific information needs is researching products which are appropriate for historic buildings. That's why TRADITIONAL BUILDING and PERIOD HOMES devote over 100 editorial pages a month to products, which attracts a professional audience looking for products to buy. This traditional products content drives 2 million sales inquiries to advertisers, per year.

But don't take our word for it. Ask an advertiser! You will find a list of advertisers in the enclosed 2012 Media File as well as information on audience, demographics, upcoming editorial features and rates for both print and online advertising.

Thanks for your interest.

Best,

Pete Miller  
President  
Restore Media, LLC  
(202) 339-0744, ext. 104



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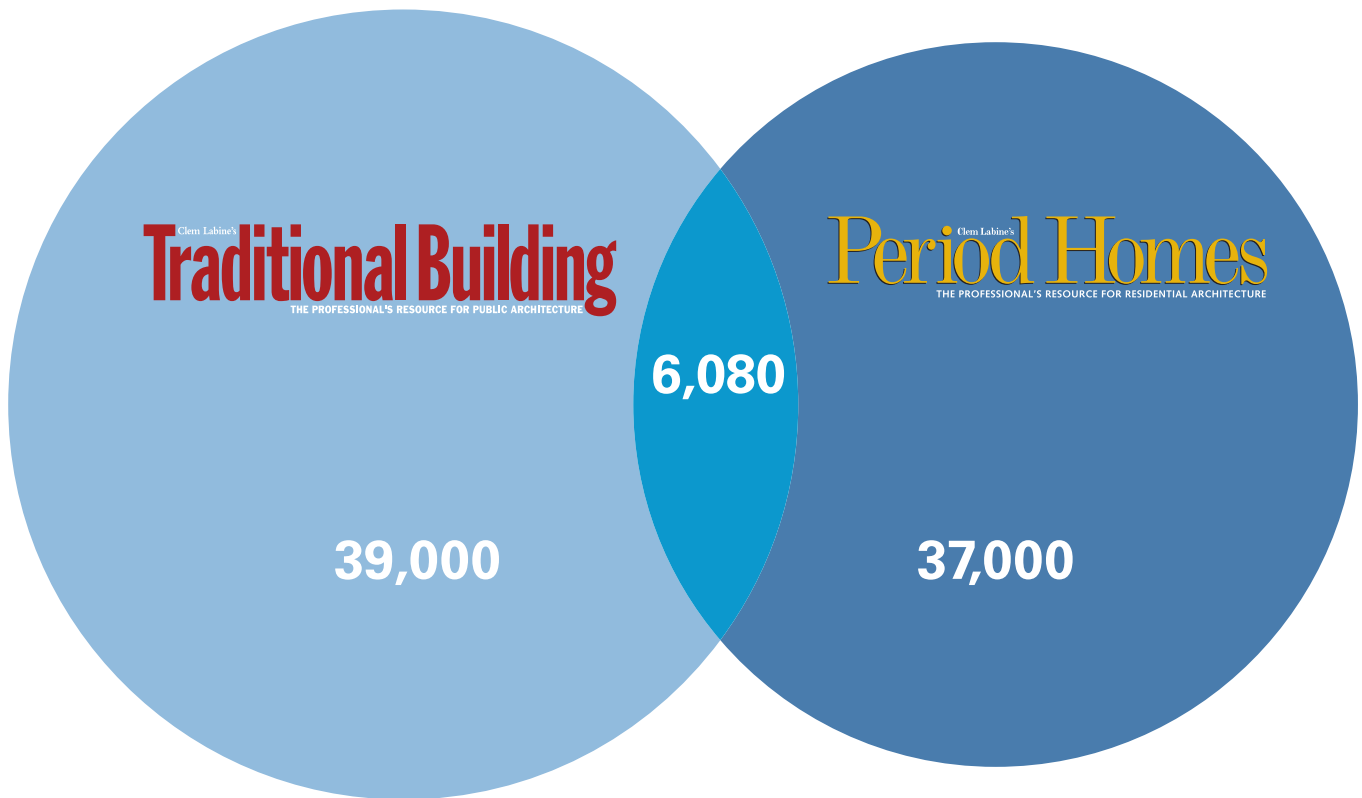
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Together Traditional Building and Period Homes  
Deliver the Heart of the Market:  
76,000 Professionals

**Traditional Building**—39,000 architects, building owners,  
facilities managers, general contractors

**Period Homes**—37,000 custom builders, architects, interior designers

**Traditional Building** readers who also read **Period Homes**—6,080



- 2** TARGETED MAGAZINES
- 2** DISTINCT AUDIENCES
- 1** GREAT COMBINATION PACKAGE



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## Why Do Professionals Read These Magazines?

**For 24 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 12 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.



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## Reader Profile

### The **Traditional Building** subscriber is:

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- \* An owner, principal or officer of the firm.
- \* Commercial/institutional historic restoration, renovation and traditional style new construction is a “significant part” of, or the “main focus” of their work.
- \* Restores, renovates and builds historic churches, government buildings, schools, museums, hotels, apartments, retail and office space.
- \* Operates in a local/regional market, but because of their specialized historic work, also serves clients nationally and internationally.
- \* Is a firm with an average yearly construction volume of \$10,960,000.
- \* Has a median 6 employees (average 18).
- \* Three people share one subscription to *Traditional Building*.

### The **Period Homes** subscriber is:

---

- \* An owner, principal or officer of the firm.
- \* Residential restoration, renovation and period-inspired new construction is a “significant part” of, or the “main focus” of their work.
- \* Designs and builds high-end housing—\$300 per construction foot or more.
- \* Operates in a local or regional market, with clients national and international.
- \* Renovates houses over 50 years old.
- \* Builds new homes with historically inspired designs and materials.
- \* Is a firm with an average yearly construction volume of \$7,780,000.
- \* Has a median 5 employees (average 10).
- \* Three people share one subscription to *Period Homes*.



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## 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 24 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

39,000 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

37,000 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](http://www.traditional-building.com)

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

[www.traditional-building.com](http://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 209,288 visitor sessions per month. Visitors log 175,171 click-thrus (sales leads) to advertiser websites per year.

[www.period-homes.com](http://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 132,583 visitor sessions per month. Visitors log 100,522 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.



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## What Traditional Building and Period Homes Do to Maximize Your Sales Lead Response

**Traditional Building** and **Period Homes** help boost your customer response by giving you:

- \* An editorial environment which helps readers purchase and specify traditional style products.
- \* An audience of professionals who buy building materials daily.
- \* Your company listing in the appropriate Supplier SourceList—which includes your website address.
- \* Your company will get online links and listings on [www.traditional-building.com](http://www.traditional-building.com) and/or [www.period-homes.com](http://www.period-homes.com). The more you advertise, the more web exposure you get (209,288/132,583 monthly visitor sessions respectively for *Traditional Building* and *Period Homes*).
- \* Priority consideration for an editorial photo and caption.
- \* Your company listed on [www.traditional-building.com](http://www.traditional-building.com) and/or [www.period-homes.com](http://www.period-homes.com), in the Product Literature Section.
- \* Your product photo and description in the Online Product Gallery.
- \* Inclusion in our free reader service system.
- \* Faster customer response by e-mailing your sales lead weekly.

## These Companies Advertise in Traditional Building and Period Homes Because It Works!

AAMSCO Lighting, Inc.  
 Abatron, Inc.  
 Above View By Tiles, Inc.  
 Acme Metal Spinning  
 Adams Architectural Wood Products  
 Al Bar-Wilmette Platers  
 Allen Architectural Metals, Inc.  
 Allied Window, Inc.  
 American Restoration Tile, Inc.  
 American Wood Column Corp.  
 Architectural Grille  
 Architectural Iron Co.  
 Architectural Pottery  
 Architectural Products by Outwater, LLC  
 Architectural Resource Center  
 Aristone Concrete Designs  
 ArmaKleen Co.  
 Atlantic Shutter Company  
 Authentic Designs  
 Auton Motorized Systems  
 Azek  
 B&B Sheetmetal  
 B&H Art in Architecture, Ltd.  
 Ball & Ball Hardware  
 Ball & Ball Lighting  
 Ball Consulting, Ltd.  
 Baltica  
 Bamboo & Rattan Works, Inc.  
 Bartile Roofs, Inc.  
 Bathroom Machineries, DEA  
 Bear Creek Lumber  
 Beech River Mill  
 Bendheim Glass Company  
 Birchwood Casey  
 Bolection Door  
 Boston Valley Terra Cotta  
 Campbell Moulding  
 Canning Studios  
 Capitol Lighting Design and Restoration  
 Carlisle Wide Plank Floors  
 CertainTeed Siding Co.  
 Chadsworth's 1.800 Columns  
 Champlain Stone, Ltd.  
 Chelsea Decorative Metal Co.  
 Chestnut Specialists, Inc.  
 Classic Accents, Inc.  
 Classic Architectural Specialties  
 Classic Ceilings

Classic Gutter Systems, LLC  
 Clawfoot Supply  
 Connor Building Co.  
 Conrad Schmidt Studios  
 Coppa Woodworking  
 Copper-Inc.com  
 CopperCraft, Inc.  
 Coppersmythe, Josiah R.  
 Country Road Associates, Ltd.  
 Craftsmen Hardware Co.  
 Crown City Hardware Co.  
 Custom Home Accessories, Inc.  
 Custom Trades International  
 D.J.A. Imports, Ltd.  
 Dahlhaus Lighting, Inc.  
 Dalton Pavilions  
 Deep Landing Workshop  
 Designer Doors Inc.  
 DMS Studios  
 Drums Sash & Door Co., Inc.  
 Durable Slate Co., The  
 E.R. Butler & Co.  
 Elderhorst Bells, Inc.  
 European Hardware & Finishes/  
 Gerber Hinge Co.  
 FAAC International, Inc.  
 Fagan Design & Fabrication, Inc.  
 Fairplay Stonecarvers  
 Fine Architectural Metalsmiths  
 Fine Paints of Europe  
 Fischer & Jirouch Co.  
 Flickinger Glass Works  
 Fypon  
 Gaby's Shoppe  
 Gladding, McBean--Div. of Pacific Coast Bldg.  
 Golden Lion  
 Good Time Stove Co.  
 Grabill Windows & Doors  
 Guerin, P.E.  
 HB&G  
 Haddonstone (USA), Ltd.  
 Hahn's Woodworking Co. Inc.  
 Hans Duus Blacksmith, Inc.  
 Harrington & King Perforating Co.  
 Heather & Little, Ltd.  
 Herwig Lighting  
 Historic Doors  
 Historical Arts & Casting, Inc.  
 House of Antique Hardware  
 Inclinator Co. of America

Indital, USA  
 Inner Glass Window Systems  
 International Door and Latch Co.  
 J. Sussman, Inc.  
 James Peters & Son, Inc.  
 JMS Wood Products  
 John Wehrle Artworks  
 Johnson Pattern & Machine Works  
 Judson Studios  
 Kayne and Son Custom Hardware, Inc.  
 Kenneth Lynch & Sons, Inc.  
 King Architectural Metals  
 Kingsland Co. Shutters  
 Kolbe & Kolbe Windows  
 Kolson, Inc.  
 Kremer Pigments, Inc.  
 Kronenberger & Sons Restoration  
 Lake Fountains & Aeration  
 Lehigh Cement Company, White Cement Div.  
 Liberty Cedar  
 Liberty Ornamental Products  
 Limestone Concept, Inc.  
 Marvin Windows & Doors  
 M. Swift & Sons, Inc.  
 Maguire Iron Corp.  
 Maine Millstones  
 Manor Style  
 Mel Northey Co., Inc.  
 Michigan Ornamental Metals  
 Mohamad Woodturning Corp.  
 Monarch Products Co.  
 Munns Mfg., Inc.  
 NIKO Contracting Co., Inc.  
 Nixalite Architectural Bird Control  
 No. 9 Studio  
 Notting Hill Decorative Hardware  
 Oak Leaf Conservatories of York  
 Old Smithy Shop  
 Ornametals, LLC  
 Pacific Columns  
 Park City Rain Gutter  
 Parrett Windows  
 Phelps Company  
 Polytek Development Corp.  
 PRG, Inc.  
 Private Garden Greenhouse Systems

Rambusch Decorating Co.  
 Re-View  
 Reggio Register Co.  
 Renaissance Conservatories  
 Robinson Iron Corp.  
 Rohlf's Stained & Leaded Glass Studio  
 Schiff Architectural Detail  
 Sea Wright Custom Precast  
 Seekircher Steel Window Repair  
 Seibert & Rice  
 South County Post & Beam  
 Southern Group Enterprise - Unique Mantel Co.  
 St. Louis Antique Lighting Co.  
 Steptoe & Wife Antiques, Ltd.  
 Sun Architectural Woodworks  
 Sur-Fin Chemical Corp.  
 Tanglewood Conservatories  
 Texas Metal Industries, Inc.  
 The Golden Lion  
 The Shutter Depot  
 The Wagner Companies  
 The Wood Factory  
 Timberlane Woodcrafters, Inc.  
 Timeless Architectural Reproductions, Inc.  
 Town & Country Conservatories  
 Turnings Unlimited  
 Under Glass Mfg. Corp.  
 Unico Systems, Inc.  
 VSI  
 Van Dyke Supply  
 Vermont Timber Works, Inc.  
 Vintage Woodworks  
 Vixen Hill Shutters  
 W.F. Norman Corp.  
 W.H. Coe, Inc.  
 Weathercap, Inc.  
 Weathershield Windows  
 Wehrung & Billmeier  
 Weston Millwork  
 What It's Worth  
 Wiemann Ironworks  
 Withers  
 Woodline Co.  
 Woodstone Windows  
 Woolen Mill Fan Co.  
 Zeluck



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## Digital Ad Requirements

**Digital ads are required, film will not be accepted. Please note the acceptable ad formats below. The final file format is a PDF. Production for Clem Labine's Period Homes and Clem Labine's Traditional Building are on PC platform. If you are unable to provide materials in any of the below mentioned formats, please call the production manager.**

Submissions should be set-up for 4-color process printing. Total dot density should not exceed 300% in four colors. SWOP standards apply. All graphics must be set to CMYK and at a high enough resolution (typically 300 dpi for CMYK and grayscale and 600 dpi for line art.) Please submit all files on a CD with proof. E-mail can be used to submit fractional black and white ads only. A compression software like Stuffit must be used to compress the file prior to e-mailing and a proof of your ad must be faxed as well. All color ads must be submitted with a comprehensive high-end, digital color proof with color bars. If the ad is black and white, a laser copy of the ad must be included. The publisher will not be responsible for errors in ads sent in without a hard copy proof. Insertion orders and artwork are due on closing date.

### Preferred File Format: PDF

We accept PDF/X-1a files but request that you download the Ad File Specifications, Distiller settings and PPD from our printer at [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com). There are instructions for installing the Distiller settings, the PPD and exporting files as a PDF from InDesign, Quark and Illustrator available on this site. PDFs will be run through PitStop to make sure the file adheres to all specifications.

- 1) File Make-up—PDFs must be single pages. Please do not include more than one ad or page in one PDF. If the ad is a spread, export the file as two separate PDFs.
- 2) Document Size—Full page PDFs must be printed or exported to a PostScript file that is one inch larger than the trim size of the publication. It must include bleed and crop marks. Bleeds should extend 1/8" from the trim on all sides. Crop marks must fall outside of the bleed area. Fractional ads must be printed or exported to a PostScript file that is one inch larger than the size of the ad.
- 3) PostScript Printer Description File—PDFs must be Distilled from PostScript files generated with the PPD available for download from [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com).

To download files from Cadmus Media Works, use Internet Explorer and go to [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com). Select the "Cadmus Media Works Digital File Specs" icon. Select the platform you are currently working on, either a Mac or PC. Select the "Specifications" link and

download the file named "CMW\_Ad\_FileSpecs.pdf". This PDF will provide instructions on downloading the appropriate file for the Distiller settings and PPD available from the "Applications" link and will indicate where the files will need to be placed on your computer. Select the "Applications" link and download specs exporting or printing PostScript files from Adobe InDesign, Adobe Illustrator, or QuarkXpress. Download the file that is compatible with the version of Adobe InDesign, Adobe Illustrator, or QuarkXpress you are running.

### Acceptable File Format: Adobe InDesign

If you are unable to create a PDF as per the specifications above because you do not have Distiller, convert all fonts in the file to vector outlines and save the file as a PDF using Adobe InDesign's Adobe PDF Library. Adobe InDesign files are accepted provided the criteria below are met. Be sure to supply all of the elements that are used in the ad: fonts, art files, and high resolution images.

- 1) Document Size—Full-page ads, spreads and ads containing bleeds should have a document size equal to the final trim size. All bleeds should be extended 1/8" from the trim. Fractional ads (1/4 page, 1/2 page, etc.) should have a document set only slightly larger than the ad size.
- 2) Color—All colors in the file should be set to CMYK, no spot colors or PMS colors. Colors will be converted to CMYK, if provided otherwise.
- 3) Images—All images should have a resolution of at least 300 dpi. Custom effects should be applied to a graphic file prior to import into InDesign. Avoid using third party Plug-Ins in the layout.
- 4) Fonts—PostScript fonts are preferred and should include both the screen font (the suitcase) and the printer font (this file contains PostScript font information that is necessary for high quality reproduction). Do not use font menu styling. If you are saving the file as a PDF using Adobe PDF Library, please select all text and choose "Create Outlines" under the "Type" pull down menu.
- 5) Transparencies—Files may not contain transparencies. Define a transparency flattener preset as instructed on the specs available for download from [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com).



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## Digital Ad requirements *continued*

### Acceptable File Format: QuarkXPress

If you are unable to create a PDF as per the above specifications, please send QuarkXpress documents saved in version 4 or higher and collect for output to ensure all necessary files and fonts are included.

- 1) Document Size—Full-page ads, spreads and ads containing bleeds should have a document size equal to the final trim size. All bleeds should be extended 1/8" from the trim. Fractional ads (1/4 page, 1/2 page, etc.) should have a document set only slightly larger than the ad size. The ad should float within the page. This is to make sure that any border around the ad will be fully included in the reproduction.
- 2) Color—All colors in the file should be set to CMYK, no spot colors or PMS colors. Colors will be converted to CMYK, if provided otherwise.
- 3) Images—All images should have a resolution of at least 300 dpi. Sizing images in Quark changes effective resolution. Graphics placed at or close to 100% will assure better reproduction. Graphics set to either a percentage higher than 100% or less than 80% will be resized.
- 4) Fonts—PostScript fonts are preferred and should include both the screen font (the suitcase) and the printer font (this file contains PostScript font information that is necessary for high quality reproduction). If fonts are not included on the file, replacement fonts will be used. Do not use font menu styling. Do not use True Type fonts. Fonts should be in a separate folder that is stuffed or zipped.

### Acceptable File Format: Adobe Illustrator

If you are unable to create a PDF as per the specifications above, Adobe Illustrator files can be accepted provided the criteria below are met.

- 1) Output—Files should be set for high resolution output. Save the file as a CMYK EPS.
- 2) Images—All images should have a resolution of at least 300 dpi. All colors in the file should be set to CMYK, no spot colors or PMS colors. All imported images must be embedded.
- 3) Fonts—Select all text and "Create Outlines". The type is then converted to vector graphics, so screen and printer fonts are no longer needed for the processing of the file.
- 4) Transparencies—Files may not contain Transparency options. Download the specs for Adobe Illustrator files from the "Applications" link at [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com) which provide instructions for defining a transparency flattener preset. All transparencies must be flattened in the final page file that is submitted.

### Acceptable File Format: Photoshop

If you are unable to create a PDF as per the specifications above, Adobe Photoshop files can be accepted provided the criteria below are met.

- 1) Output—Files should have a resolution of at least 300 dpi. The color mode should be CMYK. If you send a .PSD file you should also include fonts. Save the file as an EPS or TIFF.
- 2) Color—The mode should be CMYK (or Grayscale for B/W files). Monotone or Duotone files are not accepted.
- 3) Fonts—If you are supplying a PSD file then fonts must also be included. PostScript fonts are preferred and should include both the screen font (the suitcase) and the printer font (this file contains PostScript font information that is necessary for high quality reproduction). If fonts are not included on the file, replacement fonts will be used. Do not use font menu styling.
- 4) Transparencies—Files may not contain Transparency options. Download the specs for Adobe Illustrator files from the "Applications" link at [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com) which provide instructions for defining a transparency flattener preset. All transparencies must be flattened in the final page file that is submitted.

### Not Accepted

These files will not be accepted for printing. If you are unable to provide materials according to the specs listed above, please call the Production Manager.

- \* Macromedia FreeHand EPS
- \* Word Documents
- \* CorelDraw
- \* Microsoft Publisher

#### Send materials to:

**Nancy Goodman**  
Production Manager  
Traditional Building/Period Homes  
45 Main Street, Suite 411  
Brooklyn, NY 11201  
718.636.0788, ext. 24  
718.636.0750 fax  
[ngoodman@restoremedia.com](mailto:ngoodman@restoremedia.com)



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## Terms and Conditions

### Agency Commissions

15% of gross billings is allowed to recognized agencies on space, color and position provided the insertion is paid within 60 days. If an invoice remains unpaid after 60 days, the 15% agency discount is forfeited and the gross amount becomes immediately due and payable.

### Payment Terms

Payment for all space, production and position charges is due 30 days from the date of publisher's invoice. A finance & Conditions charge of 1.5% per month will be assessed for all invoices over 30 days. Advertisers more than 60 days in arrears in any Restore Media, LLC, publication must pay outstanding invoices more than 60 days late or submit cash with copy before current insertions can be accepted. All applications for credit must be submitted 45 days in advance of first insertion. Credit terms strictly enforced.

### Short Rate & Rebates

Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Short rates will be based upon frequency earned against published rates. Rebates will be earned, and applied to billings, when, in a 12-month period following the first insertion, the advertiser runs sufficient space to qualify for the lower rate.

### Publisher's Indemnification

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, indemnify and hold harmless Restore Media, LLC, its officers, agents and employees against all expenses, including attorney's fees, damages and losses resulting from the publication of the advertisement, including, but not limited to, claims or suits for libel, violation of the right of privacy, copyright or patent infringement, and use of the product or services advertised, either proper or improper. All advertisements are accepted and published on the representation of the agency and advertiser that both are authorized to publish the entire contents of the material provided to Restore Media, LLC, in the manner selected by the advertiser be it print or electronic media. Restore Media, LLC, reserves the right to refuse publication of an advertisement in its sole discretion, without liability to the advertiser or the agency.

All advertisements placed in Restore Media, LLC, publications must be accompanied by a valid agency

insertion order specifying gross advertising rate, size, coloration, position and information sufficient for proper identification of the advertisement by Restore Media, LLC, production personnel. Contracts for multiple frequency discounts must be in place prior to the first insertion.

Publisher will not be bound by any terms and conditions printed on advertising agency insertion orders or copy instructions when those terms and conditions conflict with the rate card. These terms and conditions can only be waived in writing by authorized Restore Media, LLC, officers. Reader service numbers will be assigned to each advertisement unless otherwise requested in writing by advertiser or agency on the insertion order. Publisher has no liability for errors in reader service numbers.

While publisher and printer will make every effort to correct inaccurate film or artwork, Restore Media, LLC, is not liable for advertising printed from faulty materials provided by the agency or the advertiser. Such advertisements will be billed as run. Publisher is not liable for delays in delivery and/or non-delivery of its publication in the event of any conditions beyond the control of the publisher which may affect production or shipping of its publications. In other circumstances, in no event will publisher be liable for more or other than a return of an amount paid with respect to an advertisement.

### Frequency Discounts

Space billed at quoted rate earn maximum frequency discount on all display units. Number of display units, as well as frequency of insertions, determines rates. (For example, a spread counts as two units and six half-page units in one issue earn 6x rate, etc.) Advertising in Traditional Building counts toward frequency discounts in Period Homes and vice versa.

### Cancellations

Any contract or insertion order (except for covers, preferred and special positions) may be suspended or cancelled on 30 days' prior written notice by agency or advertiser. Rate adjustments, if any, will be made upon confirmation of the change in frequency. No cancellations of written or verbal contracts or insertion orders are possible after the published closing date in the rate card. In the event a cancellation is received after the published closing dates, and no materials have been submitted, a net cancellation fee of \$2,000 will be due and payable.



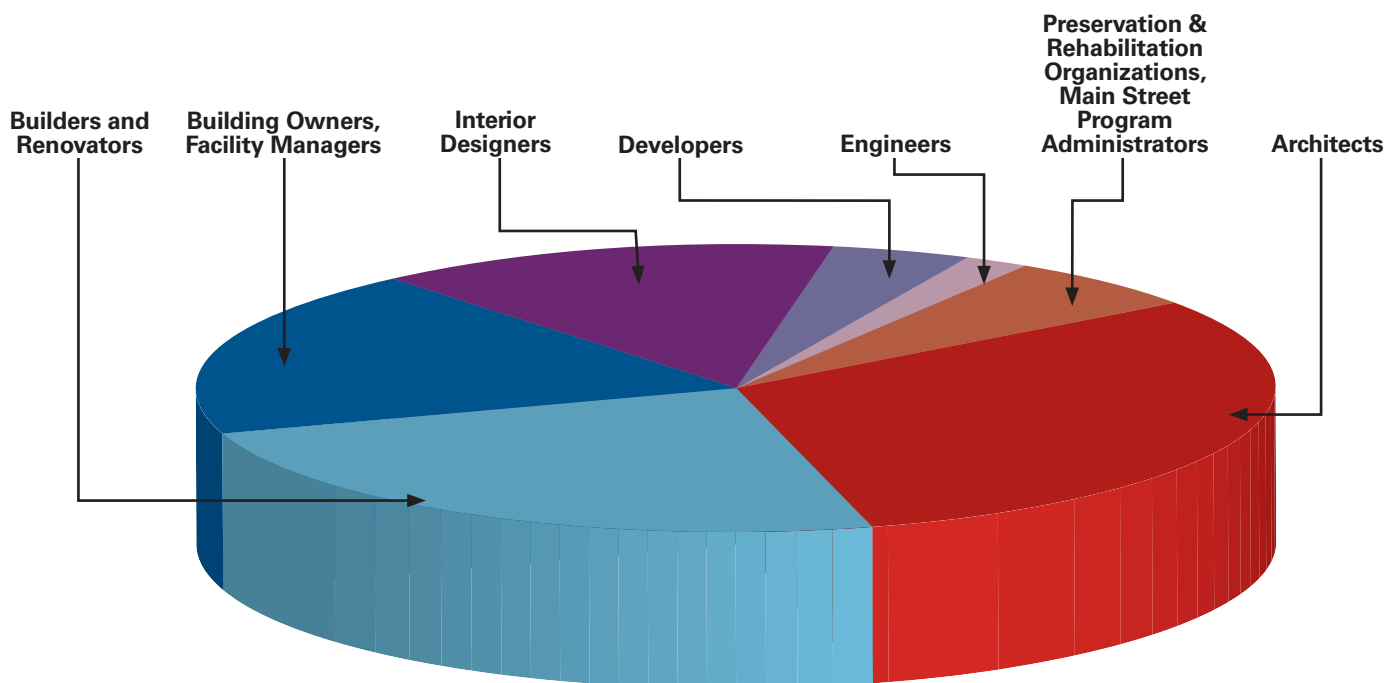
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## Traditional Building Delivers Buyers and Specifiers in the Commercial, Public and Institutional Restoration, Renovation, and Historically Inspired New Construction Market

### Analysis of readership by business classification

BUSINESS CLASSIFICATION	NUMBER OF READERS	% OF TOTAL AUDIENCE
Architects	12,090	31%
Builders and Renovators	9,360	24%
Engineers and Consultants	7,410	19%
Interior Designers	5,460	14%
Developers	1,560	4%
Building Owners	780	2%
Preservation and Rehabilitation Organizations, Main Street Program Administrators	2,340	6%
<b>TOTAL</b>	<b>39,000</b>	<b>100%</b>



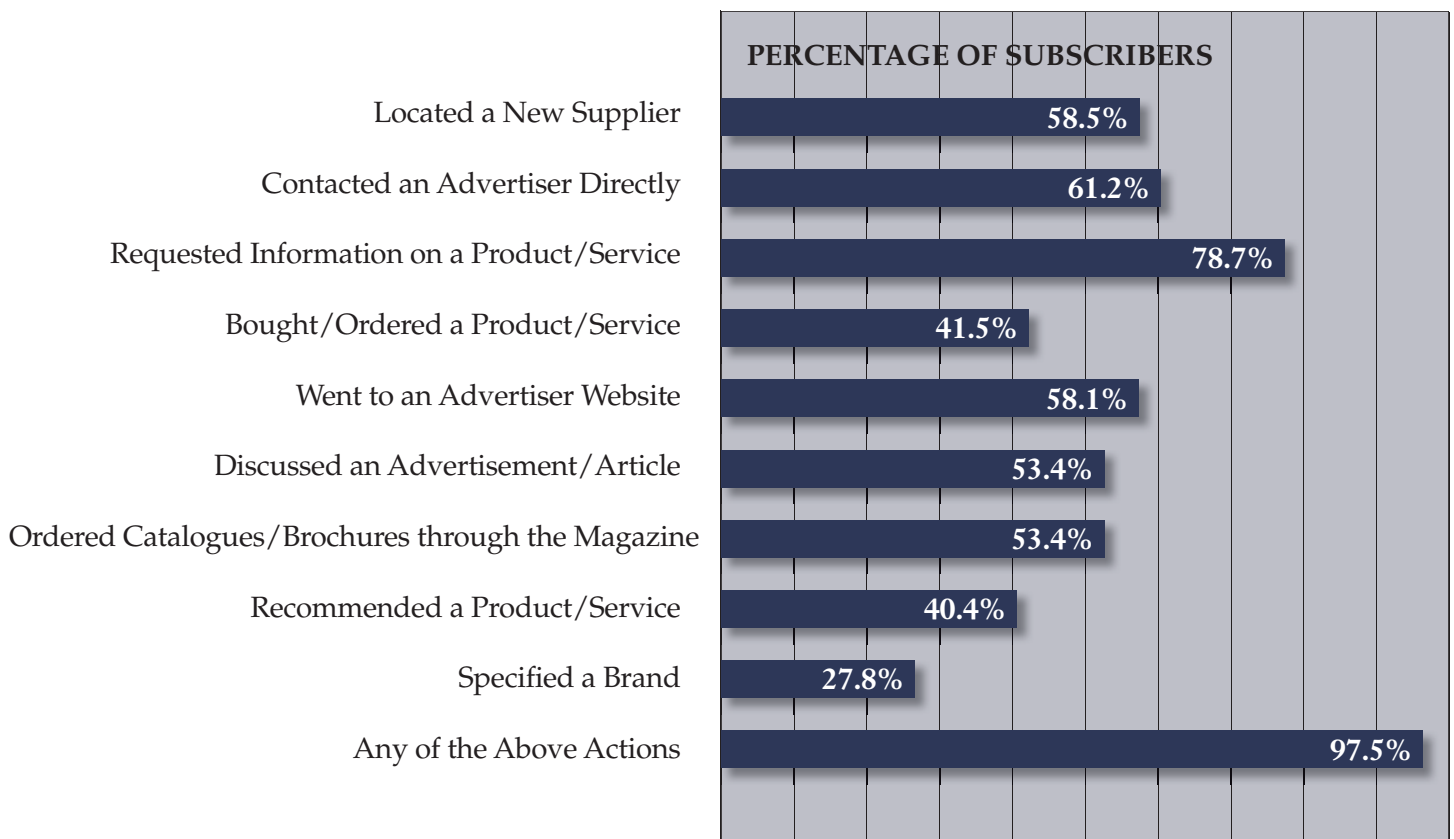
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## All Traditional Building Subscribers Have Taken Purchasing Action as a Result of Reading

**Traditional Building** is a product information resource  
 and a purchasing tool

### Actions Taken in the Past 12 Months as a Result of Reading Traditional Building

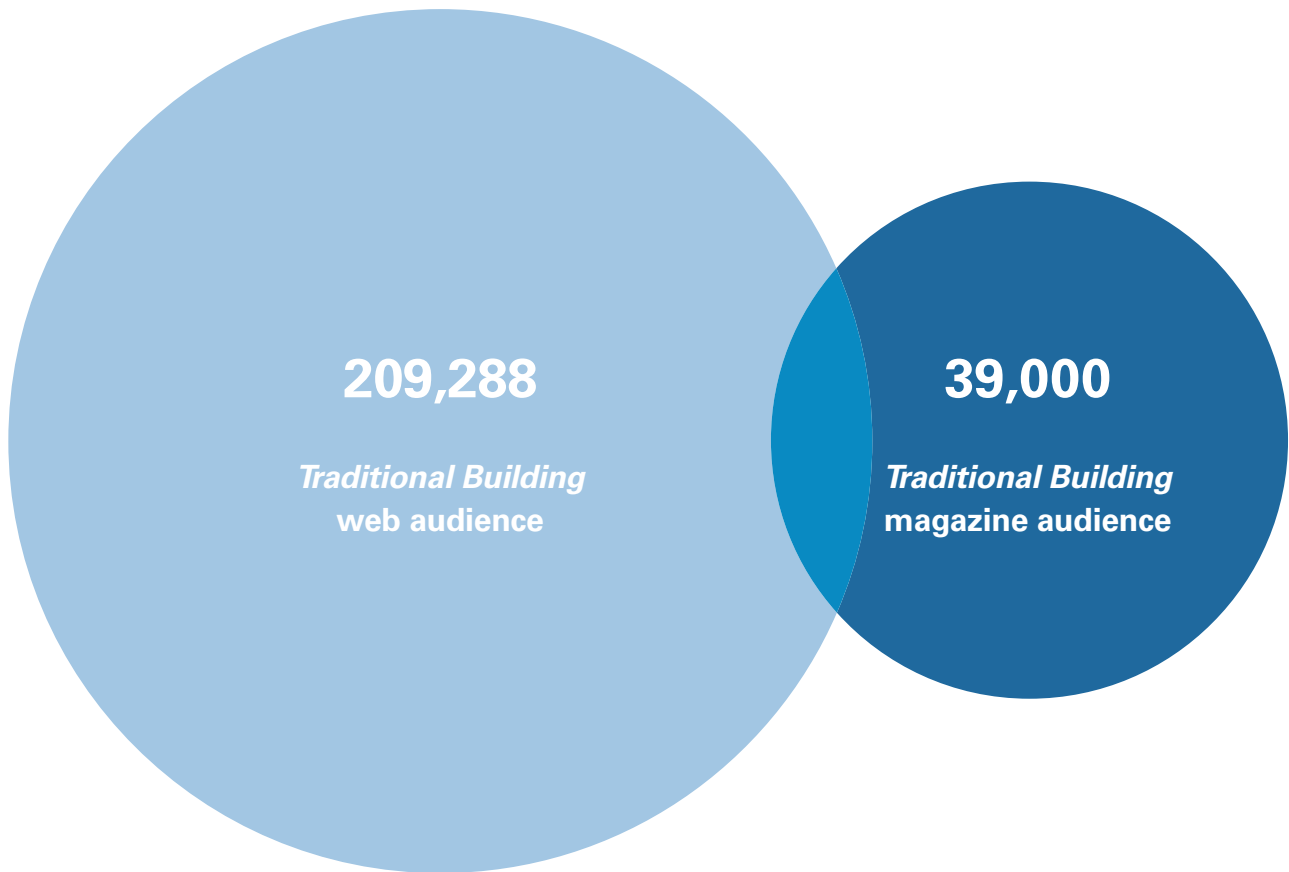


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## Total Audience for the Traditional Building Website and Magazine: 248,288

**Traditional Building** magazine and **www.traditional-building.com**, combined, deliver the largest audience in the historical market.



**248,288** AUDIENCE FOR BOTH  
THE MAGAZINE AND THE WEBSITE COMBINED



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## Editorial Calendar 2012

### FEBRUARY

#### THE ANNUAL GUIDEBOOK

THE GUIDEBOOK WILL CONTAIN LISTINGS IN THE FOLLOWING AREAS:

- \* Artwork, Art Glass & Furnishings
- \* Columns & Capitals
- \* Conservatories & Outbuildings
- \* Doors, Windows, Shutters & Hardware
- \* Elevators, Lifts & Dumbwaiters
- \* Exterior Elements, Ornament & Finishes
- \* Flooring
- \* Interior Ornament & Finishes
- \* Landscape, Streetscape & Garden Specialties

- \* Lighting & Electrical
- \* Mantels, Fireplaces & Chimneys
- \* Metalwork
- \* Plumbing, Bath & Heating
- \* Professional Services
- \* Roofing & Roof Specialties
- \* Salvaged Materials & Antiques
- \* Stone, Brick & Masonry
- \* Timber Framing & Barns
- \* Tools & Equipment
- \* Woodwork

#### GREEN BUILDING MATERIALS & SERVICES:

- \* Finishes, Paints & Sealants
  - \* Flooring
  - \* Lighting & Electrical
  - \* Mechanical Systems & Plumbing
  - \* Millwork
  - \* Roofing
  - \* Windows & Doors
  - \* Salvaged & Recycled Materials
- And: Traditional Building's directory of LEED Consultants & Architects

PRODUCT REPORT: NATURAL STONE: SPECIFYING TIPS FOR ARCHITECTS  
 PLUS: BOOK REVIEWS AND THE FORUM

### APRIL

#### PUBLIC ARCHITECTURE & LANDSCAPES/STREETSCAPES

*Focusing on restorations, renovations, additions and new construction of public buildings, including courthouses, libraries, city halls & more.*

#### SOURCE LISTS:

- \* Historical Products Showcase
- \* Bird Control
- \* Balustrades
- \* Columns & Capitals
- \* Doors & Entryways
- \* Exterior Lighting
- \* Exterior Molded Ornament

- \* Landscape & Streetscape Specialties
- \* Masonry Restoration & Cleaning
- \* Metal Roofing
- \* Metal Windows
- \* Natural Building Stone
- \* Roofing Specialties

- \* Shutters & Shutter Hardware
- \* Slate Roofing
- \* Storms & Screensx
- \* Tile Roofing
- \* Window Hardware
- \* Wood Roofing & Thatch
- \* Wood Windows

PRODUCT REPORT: COLUMNS & CAPITALS: GUIDELINES FOR SPECIFYING AND INSTALLATION

### JUNE

#### CUSTOM SERVICES & TECHNOLOGY AND GREEN BUILDING PRODUCTS & SERVICES

*Special section: Sustainability in the Built Environment.*

*Plus: The 10th Annual Palladio Awards, a product report (wood windows), book reviews and the Forum.*

#### SOURCE LISTS:

- \* Historical Products Showcase

#### CUSTOM SERVICES:

- \* Artwork, Art Glass & Furnishings
- \* Artwork, Art Glass & Furnishings
- \* Columns & Capitals
- \* Conservatories & Outbuildings
- \* Doors, Windows, Shutters & Hardware
- \* Exterior Elements, Ornament & Finishes
- \* Flooring

- \* Interior Elements, Ornament & Finishes
- \* Landscape, Streetscape & Garden Specialties
- \* Lighting & Electrical
- \* Mantels, Fireplaces & Chimneys
- \* Metalwork
- \* Plumbing, Bath & Heating
- \* Roofing & Roof Specialties
- \* Stone, Brick & Masonry
- \* Timber Framing & Barns
- \* Woodwork

#### GREEN BUILDING MATERIALS

- \* Finishes, Paints & Sealants
  - \* Flooring
  - \* Lighting & Electrical
  - \* Mechanical Systems & Plumbing
  - \* Millwork
  - \* Roofing
  - \* Windows & Doors
  - \* Salvaged & Recycled Materials
- And: Traditional Building's directory of LEED Consultants & Architects

PRODUCT REPORT: WOOD WINDOWS: WHEN TO SAVE THEM, WHEN TO REPLACE THEM  
 SPECIAL REPORT: RELIGIOUS BUILDINGS



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Clem Labine's  
**Traditional Building**  
THE PROFESSIONAL'S RESOURCE FOR PUBLIC ARCHITECTURE

Editorial Calendar 2012 continued

**AUGUST**

**HOSPITALITY & COMMERCIAL INTERIORS**

*Hotels, theaters, restaurants & other similar buildings will be featured, focusing on restorations, renovations, additions and new construction in traditional styles.*

**SOURCE LISTS:**

- \* Historical Products Showcase
- \* Art Glass
- \* Ceramic Tile
- \* Decorative Painting
- \* Doors & Entryways
- \* Glass Domes
- \* Hardware
- \* Interior Lighting
- \* Interior Molded Ornament
- \* Interior Woodwork & Moldings
- \* Mantels & Fireplaces
- \* Metal Stairs & Railings
- \* Murals & Mosaics
- \* Non-Wood Flooring
- \* Ornamental Ceilings & Fans
- \* Registers & Grilles
- \* Venetian Plaster
- \* Wood Flooring
- \* Wood Stairs & Railings

**PRODUCT REPORT: RESTORATION HARDWARE: FINDING THE RIGHT PRODUCTS FOR YOUR PROJECT PLUS: THE FOURTH ANNUAL CLEM LABINE AWARD.**

**OCTOBER**

**INSTITUTIONAL ARCHITECTURE & LANDSCAPES/STREETSCAPES**

*Featuring universities, schools, museums and other similar buildings, including restorations, renovations, additions and new construction in traditional styles. Also, a product report, book reviews and the Forum*

**SOURCE LISTS:**

- \* Historical Products Showcase
- \* Architectural Sheet Metal
- \* Balustrades
- \* Columns & Capitals
- \* Doors & Entryways
- \* Exterior Lighting
- \* Exterior Molded Ornament
- \* Exterior Woodwork
- \* Gas Lighting
- \* Hardware
- \* Masonry Restoration & Cleaning
- \* Roofing & Roof Specialties
- \* Shutters
- \* Windows & Window Restoration
- \* Bird Control
- \* Fences & Gates
- \* Fountains & Water Features
- \* Gazebos & Outbuildings
- \* Landscape & Streetscape Specialties
- \* Pavers
- \* Planters & Urns
- \* Public Sculpture

**LANDSCAPES/STREETSCAPES:**

- \* Benches & Street Furnishings

**PRODUCT REPORT: METAL FENCING: WHAT TO LOOK FOR, WHAT TO AVOID**

**DECEMBER**

**RELIGIOUS BUILDINGS**

*Churches, synagogues, temples and other religious buildings are the focus of this issue. Articles will focus on renovations, restorations, additions and new construction in traditional styles.*

**SOURCE LISTS:**

- \* Historical Products Showcase
- \* Art Glass
- \* Columns & Capitals
- \* Decorative Painting
- \* Doors & Door Hardware
- \* Ecclesiastical Furnishings & Specialties
- \* Forged & Wrought Metalwork
- \* Gilding
- \* Interior Lighting
- \* Metal Castings
- \* Metal Roofing
- \* Murals & Mosaics
- \* Sculpture & Statuary
- \* Slate Roofing
- \* Snow Guards
- \* Specialty Brick & Mortar
- \* Steeple, Domes & Cupolas
- \* Stone & Terrazzo Flooring
- \* Stone Carving
- \* Tile Roofing
- \* Windows & Window Hardware
- \* Wood Carving
- \* Wood Flooring

**PRODUCT REPORT: INTERIOR LIGHTING: HOW TO BRING HISTORIC BUILDINGS OUT OF THE SHADOWS PLUS: BOOK REVIEWS, A PRODUCT REPORT AND THE FORUM.**



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## 2012 Advertising Rates

### Rates

SIZE	1x b/w	1x color	3x b/w	3x color	6x b/w	6x color	12x b/w	12x color
Full Page	\$4,000	\$4,825	\$3,800	\$4,625	\$3,500	\$4,325	\$3,200	\$4,025
1/2 Page	2,350	3,175	2,175	3,000	1,950	2,775	1,825	2,650
1/3 Page	1,650	2,425	1,575	2,350	1,500	2,275	1,350	2,125
1/4 Page	1,450	2,075	1,300	1,925	1,175	1,800	1,100	1,725
1/6 Page	1,075	1,700	975	1,600	925	1,550	875	1,500
1/8 Page	925	1,375	850	1,300	775	1,225	725	1,175
1/12 Page	825	1,175	725	1,075	675	1,025	650	1,000
Minimum	650	850	625	825	575	775	550	750

### Cover Rates\*

Inside Front	\$7,050
Inside Back	6,125
Back	7,650

\*Cover Rates include 4/C

### Deadlines 2012 Traditional Building

ISSUE	AD CLOSING	MATERIALS	MAIL
February 2012	1/6/12	1/13/12	2/15/12
April 2012	3/2/12	3/9/12	4/9/12
June 2012	5/4/12	5/11/12	6/11/12
August 2012	7/3/12	7/10/12	8/8/12
October 2012	8/31/12	9/10/12	10/9/12
December 2012	11/1/12	11/8/12	12/7 /12

*continued* →



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Clem Labine's  
**Traditional Building**  
 THE PROFESSIONAL'S RESOURCE FOR PUBLIC ARCHITECTURE

2012 Advertising Rates continued

**Ad Sizes**

Page trim size	10.375" × 13"
Safety—allow 1/4" from trim on all sides	
Full-page bleed	10.625" × 13.25"
Full-page non-bleed	9.125" × 12"
1/2 horizontal	9.125" × 5.85"
1/2 vertical	6.79" × 9.375"
1/2 banner	4.46" × 12"
1/3 horizontal	9.125" × 3.75"
1/3 vertical	4.46" × 7.8"
1/4 horizontal	9.125" × 2.78"
1/4 vertical	4.46" × 5.85"
1/4 banner	2.125" × 12"
1/6 horizontal	4.46" × 3.75"
1/6 vertical	2.125" × 7.83"
1/8 horizontal	4.46" × 2.78"
1/8 vertical	2.125" × 5.85"
1/12 horizontal	4.46" × 2.125"
1/12 vertical	2.125" × 3.75"
Minimum	2.125" × 2.125"

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**Publisher**

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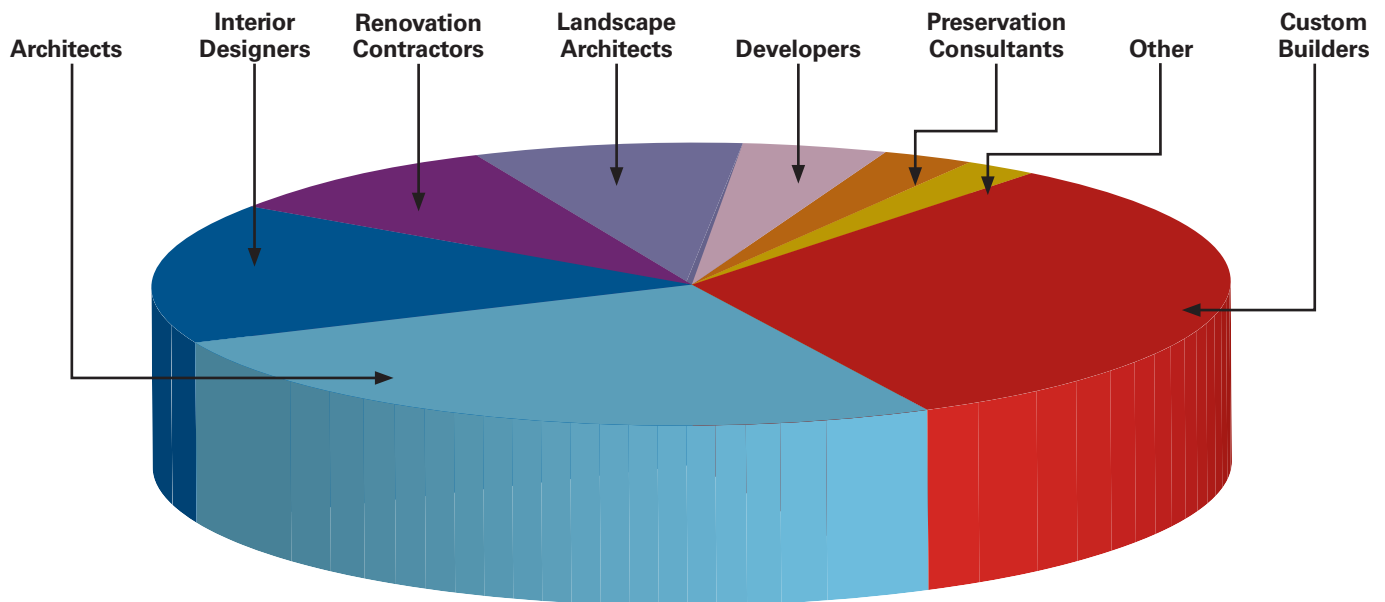
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## Period Homes Delivers Buyers and Specifiers in the Residential Restoration, Renovation and Historically Inspired New Construction Market

Analysis of readership by business classification

BUSINESS CLASSIFICATION	NUMBER OF READERS	% OF TOTAL AUDIENCE
Custom Builders	11,840	32%
Architects	9,620	26%
Interior Designers	5,920	16%
Contractors	3,330	9%
Landscape Architects	2,960	8%
Developers	1,480	4%
Preservation Consultants	1,110	3%
Other Building Professionals	740	2%
<b>TOTAL</b>	<b>37,000</b>	<b>100%</b>



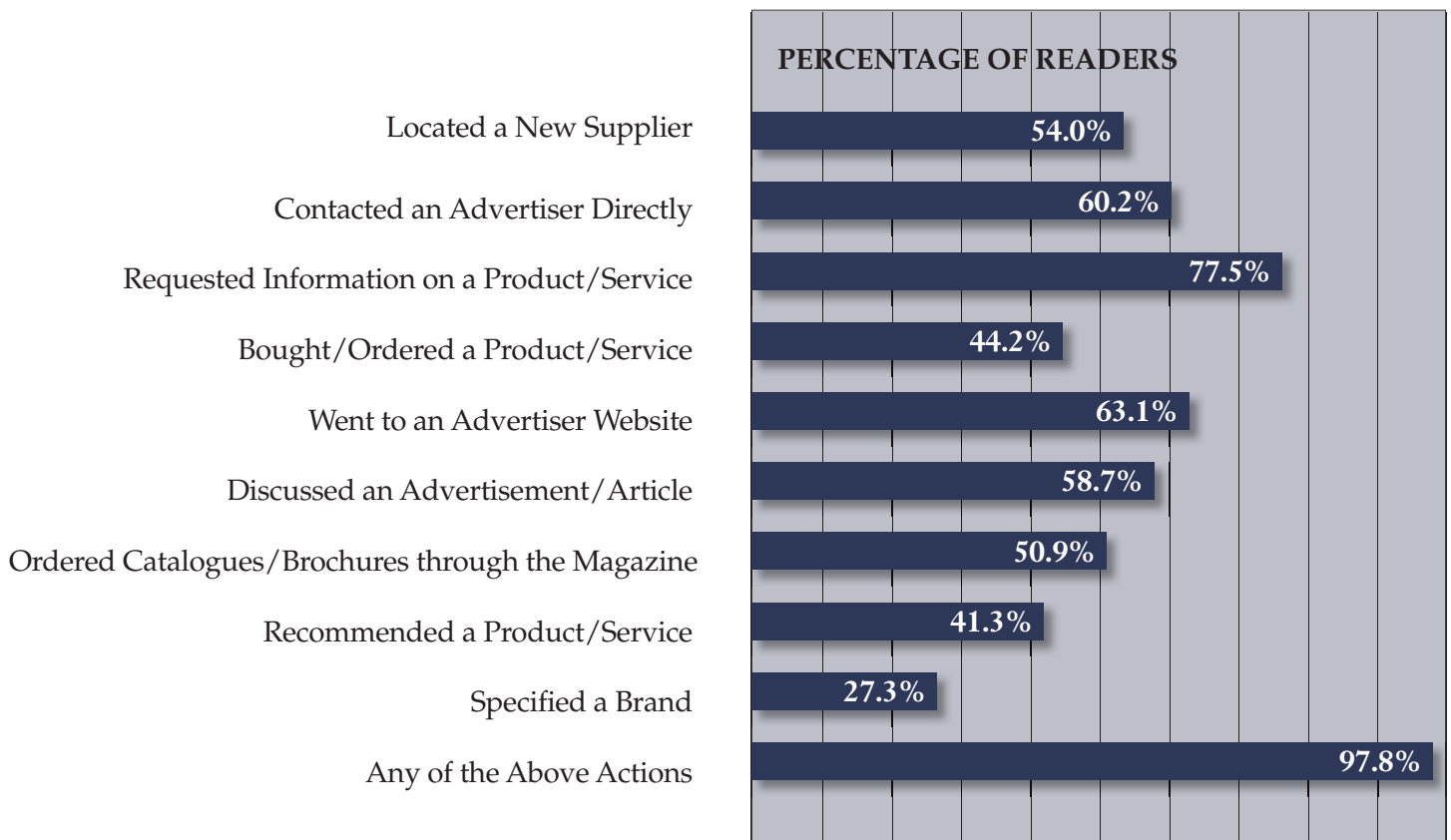
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## All Period Homes Subscribers Have Taken Purchasing Action as a Result of Reading the Magazine

**Period Homes** is a product information resource  
and a purchasing tool

### Actions Taken in the Past 12 Months as a Result of Reading Period Homes

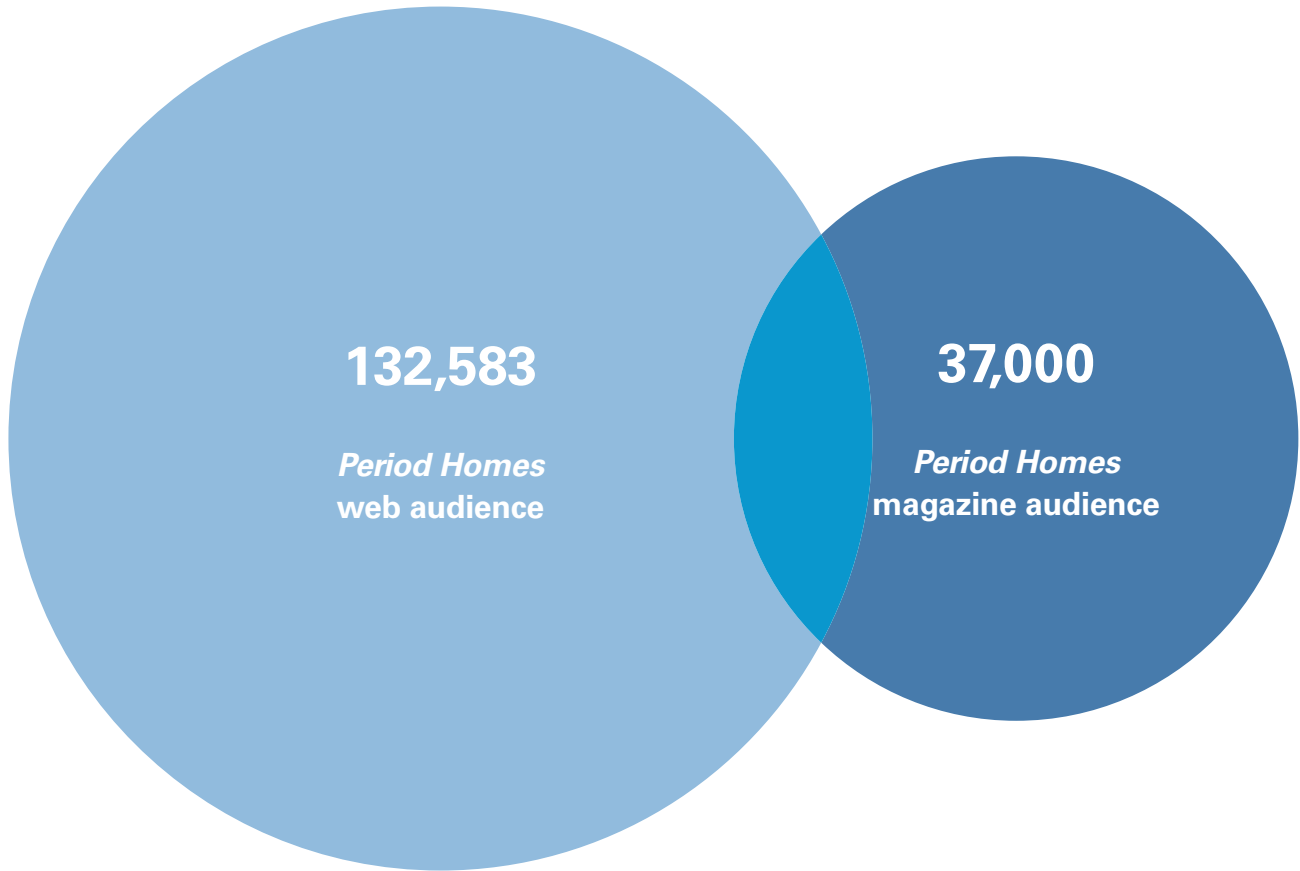


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## Total Audience for the Period Homes Website and Magazine: 169,583

**Period Homes** magazine and [www.period-homes.com](http://www.period-homes.com), combined, deliver the largest audience in the historical market.



**169,583** AUDIENCE FOR BOTH  
THE MAGAZINE AND THE WEBSITE COMBINED



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## Editorial Calendar 2012

### JANUARY

#### THE ANNUAL GUIDEBOOK

*Comprehensive indexed directory of historical products and services for residential projects.*

THE GUIDEBOOK HAS LISTINGS IN THE FOLLOWING PRODUCT CATEGORIES:

- |  |                                  |  |   |
|--|----------------------------------|--|---|
| * Artwork, Art Glass & Furnishings               | * Mantels, Fireplaces & Chimneys | <b>GREEN BUILDING PRODUCTS &amp; SERVICES:</b> |   |
| * Columns & Capitals                             | * Metalwork                      |  |   |
| * Conservatories & Outbuildings                  | * Plumbing, Bath & Heating       |  |   |
| * Doors, Windows, Shutters & Hardware            | * Professional Services          |  |   |
| * Elevators, Lifts & Dumbwaiters                 | * Roofing & Roof Specialties     |  |   |
| * Exterior Elements, Ornament, Finishes & Siding | * Salvaged Materials & Antiques  |  |   |
| * Flooring                                       | * Stone, Brick & Masonry         |  |   |
| * Interior Elements, Ornament & Finishes         | * Timber Framing & Barns         |  |   |
| * Landscape & Garden Specialties                 | * Tools & Equipment              |  |   |
| * Lighting & Electrical                          | * Woodwork                       |  |   |
|  |                                  |  | * Green Doors & Windows                       |
|  |                                  |  | * Green Flooring                              |
|  |                                  |  | * Green Lighting & Electrical                 |
|  |                                  |  | * Green Exteriors – Roofing, Siding & Decking |
|  |                                  | * Green Mechanical Systems & Plumbing          |   |
|  |                                  | * Green Structural Systems & Insulation        |   |
|  |                                  | * Green Paints & Finishes                      |   |
|  |                                  | * Green Adhesives, Caulking & Sealants         |   |
|  |                                  | * Salvaged & Recycled Materials                |   |
|  |                                  | * LEED Consultants & Architects                |   |

PRODUCT REPORT: EXTERIOR PAINTS & FINISHES

SPECIAL SUSTAINABILITY SECTION: GREEN BUILDING PRODUCTS & SERVICES.

### MARCH

#### INTERIORS

*Restorations, renovations, additions and new construction in traditional styles, focusing on interiors.*

BUYING GUIDES:

- |                                  |                                 |                         |
|----------------------------------|---------------------------------|-------------------------|
| * Historical Products Showcase   | * Mantels & Fireplaces          | * The Period Kitchen    |
| * Ceramic Tile                   | * Murals & Mosaics              | * The Wood Interior     |
| * Columns & Capitals             | * Non-Wood Flooring             | * Wallcoverings         |
| * Decorative Painting & Finishes | * Ornamental Ceilings           | * Wine Cellars          |
| * Furnishings                    | * Registers, Grills & Radiators | * Wood Flooring         |
| * Interior Lighting              | * Stairs & Railings             | * Classical Specialties |
| * Interior Molded Ornament       | * The Period Bath               |                         |

PRODUCT REPORT: ARTS & CRAFTS PROJECTS

### MAY

#### EXTERIORS AND GARDENS

*Restorations, renovations, additions and new construction in traditional styles focusing on exteriors, gardens & landscapes.*

BUYING GUIDES:

- |                                |                                  |                               |
|--------------------------------|----------------------------------|-------------------------------|
| * Historical Products Showcase | * Exterior Paints & Finishes     | * Sculpture & Garden Ornament |
| * Balustrades                  | * Fences & Gates                 | * Shutters & Shutter Hardware |
| * Benches & Garden Furniture   | * Fountains & Water Features     | * Siding                      |
| * Columns & Capitals           | * Gas Lighting                   | * Stone, Brick & Masonry      |
| * Conservatories & Sunrooms    | * Landscape & Garden Specialties | * Windows & Window Hardware   |
| * Doors & Door Hardware        | * Period Garages & Garage Doors  | * Arts & Crafts Specialties   |
| * Exterior Lighting            | * Planters & Urns                |                               |
| * Exterior Molded Ornament     | * Porches, Decks & Porch Parts   |                               |

PRODUCT REPORT: LANDSCAPE & GARDEN SPECIALTIES

*continued* →



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# Clem Labine's Period Homes

THE PROFESSIONAL'S RESOURCE FOR RESIDENTIAL ARCHITECTURE

Editorial Calendar 2012 continued

## JULY

### DOORS, WINDOWS, HARDWARE & ROOFING

*Comprehensive guide to the most sought-after elements of the period home.*

#### BUYING GUIDES:

- \* Historical Products Showcase
- \* Chimneys
- \* Cupolas
- \* Door Hardware
- \* Doors & Entryways
- \* Gutters & Leader Boxes
- \* Metal Roofs
- \* Metal Windows
- \* Screens & Storms
- \* Shutters & Shutter Hardware
- \* Skylights
- \* Slate Roofs
- \* Snowguards
- \* Specialty Glass
- \* Tile Roofs
- \* Weathervanes, Finials & Cresting
- \* Window Hardware
- \* Wood Roofing & Thatch
- \* Wood Windows
- \* The Palladio Awards Supplier List

### PRODUCT REPORT: WOOD AND CLAD-WOOD WINDOWS ALSO FEATURES THE ANNUAL PALLADIO AWARDS

## SEPTEMBER

### THE NEW PERIOD HOME

*New design and construction in traditional styles. Special Sustainability Section: Green Building Products & Services*

#### BUYING GUIDES:

- \* Artwork, Art Glass & Furnishings
- \* Columns & Capitals
- \* Conservatories & Outbuildings
- \* Doors, Windows, Shutters & Hardware
- \* Elevators, Lifts & Dumbwaiters
- \* Exterior Elements, Ornament, Finishes & Siding
- \* Flooring
- \* Interior Elements, Ornament & Finishes
- \* Landscape & Garden Specialties
- \* Lighting & Electrical
- \* Mantels, Fireplaces & Chimneys
- \* Metalwork
- \* Plumbing, Bath & Heating
- \* Roofing & Roof Specialties
- \* Salvaged Materials & Antiques
- \* Stone, Brick & Masonry
- \* Timber Framing & Barns
- \* Tools & Equipment
- \* Woodwork
- \* Green Flooring
- \* Green Lighting & Electrical
- \* Green Exteriors – Roofing, Siding & Decking
- \* Green Mechanical Systems & Plumbing
- \* Green Structural Systems & Insulation
- \* Green Paints & Finishes
- \* Green Adhesives, Caulking & Sealants
- \* Salvaged & Recycled Materials
- \* LEED Consultants & Architects

#### GREEN BUILDING PRODUCTS & SERVICES:

- \* Green Doors & Windows

### PRODUCT REPORT: DOOR HARDWARE ALSO FEATURES THE ANNUAL CLEM LABINE AWARD

## NOVEMBER

### RESTORING THE PERIOD HOME

*Restorations, renovations & sympathetic additions*

#### BUYING GUIDES:

- \* Artwork, Art Glass & Furnishings
- \* Columns & Capitals
- \* Conservatories & Outbuildings
- \* Doors, Windows, Shutters & Hardware
- \* Exterior Elements, Ornament, Finishes & Siding
- \* Flooring
- \* Interior Elements, Ornament & Finishes
- \* Landscape & Garden Specialties
- \* Lighting & Electrical
- \* Mantels, Fireplaces & Chimneys
- \* Metalwork
- \* Plumbing, Bath & Heating
- \* Professional Services
- \* Roofing & Roof Specialties
- \* Salvaged Materials & Antiques
- \* Stone, Brick & Masonry
- \* Timber Framing & Barns
- \* Tools & Equipment
- \* Woodwork

### PRODUCT REPORT: EXTERIOR LIGHTING



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5185 MacArthur Boulevard, NW, Suite 725, Washington, DC 20016 (202) 339-0744 Fax: (202) 339-0749

## 2012 Advertising Rates

### Rates

SIZE	1x b/w	1x color	3x b/w	3x color	6x b/w	6x color	12x b/w	12x color
Full Page	\$4,000	\$4,825	\$3,800	\$4,625	\$3,500	\$4,325	\$3,200	\$4,025
1/2 Page	2,350	3,175	2,175	3,000	1,950	2,775	1,825	2,650
1/3 Page	1,650	2,425	1,575	2,350	1,500	2,275	1,350	2,125
1/4 Page	1,450	2,075	1,300	1,925	1,175	1,800	1,100	1,725
1/6 Page	1,075	1,700	975	1,600	925	1,550	875	1,500
1/8 Page	925	1,375	850	1,300	775	1,225	725	1,175
1/12 Page	825	1,175	725	1,075	675	1,025	650	1,000
Minimum	650	850	625	825	575	775	550	750

### Cover Rates\*

Inside Front	\$7,050
Inside Back	6,125
Back	7,650

\*Cover Rates include 4/C

### Deadlines 2012 Period Homes

ISSUE	AD CLOSING	MATERIALS	MAIL
January 2012	12/9/11	12/16/11	1/18/12
March 2012	2/3/12	2/10/12	3/12/12
May 2012	4/4/12	4/9/12	5/10/12
July 2012	6/1/12	6/8/12	7/9/12
September 2012	8/1/12	8/8/12	9/6/12
November 2012	10/2/12	10/9/12	11/7/12

*continued* →



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# Clem Labine's Period Homes

THE PROFESSIONAL'S RESOURCE FOR RESIDENTIAL ARCHITECTURE

## 2012 Advertising Rates continued

### Ad Sizes

Page trim size	10.375" × 13"
Safety—allow 1/4" from trim on all sides	
Full-page bleed	10.625" × 13.25"
Full-page non-bleed	9.125" × 12"
1/2 horizontal	9.125" × 5.85"
1/2 vertical	6.79" × 9.375"
1/2 banner	4.46" × 12"
1/3 horizontal	9.125" × 3.75"
1/3 vertical	4.46" × 7.8"
1/4 horizontal	9.125" × 2.78"
1/4 vertical	4.46" × 5.85"
1/4 banner	2.125" × 12"
1/6 horizontal	4.46" × 3.75"
1/6 vertical	2.125" × 7.83"
1/8 horizontal	4.46" × 2.78"
1/8 vertical	2.125" × 5.85"
1/12 horizontal	4.46" × 2.125"
1/12 vertical	2.125" × 3.75"
Minimum	2.125" × 2.125"

### National Accounts Contacts

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## Why Advertise?

"I don't know who you are, I don't know your company name,  
I don't know where you're from, I don't know what your company makes.  
Now, what was it you wanted to sell me?"

—The Man in the Chair, McGraw-Hill Co. Inc.

## 19 Reasons to Advertise

- 1 *Build brand awareness*
- 2 *Generate sales leads*
- 3 *Differentiate yourself from your competition*
- 4 *Establish credibility*
- 5 *Introduce new product*
- 6 *Introduce old product with a new application*
- 7 *Grease the skids for your salespeople*
- 8 *Reassure and re-sell existing clients*
- 9 *Find new clients*
- 10 *Show your whole line of products*
- 11 *Give architects a sales tool to resell your products to their clients*
- 12 *Drive traffic to your exhibit booth*
- 13 *Drive traffic to your website*
- 14 *Gain access to editors*
- 15 *Fill in with communication between sales calls*
- 16 *Motivate your distribution/independent reps*
- 17 *Attract employees*
- 18 *Earn value added*
- 19 *Look successful*



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# Clem Labine's Period Homes

THE PROFESSIONAL'S RESOURCE FOR RESIDENTIAL ARCHITECTURE

Based on subscriber research, 85% of Period Homes readers use your magazine advertising to find your website.

Survey Question/Answers	Percent of Readers	Graph
1. What is the first action you take when you want information from a Period Homes magazine advertiser? (check only one)		
I go to the company web site.	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 web site and fill out the online reader service card.	.9%	
I fill out the reader service card in the magazine and mail it in.	2.70%	
Other (please specify)	0%	
2. What is your firm's primary business? (check only one)		
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	.9%	
Landscape Contractor	0%	
Government Employee	1.8%	
Homeowner/Other	20.72%	
3. What is your firm's primary type of project? (check only one)		
Residential	61.16%	
Commercial/Institutional/Industrial	6.31%	
Both	31.53%	



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Clem Labine's  
**Traditional Building**  
 THE PROFESSIONAL'S RESOURCE FOR PUBLIC ARCHITECTURE

Based on subscriber research, 85% of Traditional Building readers use your magazine advertising to find your web site.

Survey Question/Answers	Percent of Readers	Graph
1. What is the first action you take when you want information from a Traditional Building magazine advertiser? (check only one)		
I go to the company web site.	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 fill out the reader service card in the magazine and mail it in.	2.04%	
Other (please specify)	0%	
2. What is your firm's primary business? (check only one)		
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%	
Other (please specify)	14.29%	
3. What is your firm's primary type of project? (check only one)		
Residential	44.90%	
Commercial/Institutional/Industrial	20.41%	
Both	34.69%	



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