

# Who visits www.period-homes.com?

Monthly numbers*	PH
Unique visitors	38,886
Visitor sessions	69,043
Page views	119,391
Length of time spent	8 min
Yearly click thrus	300,611

\*averages 7/07-7/08

## 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 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 product
- I use Period Homes magazine for research, design, and to locate suppliers
- I use your web site 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



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

45 Main Street, Suite 705, Brooklyn, NY 11201 (718)636-0788 Fax: (718)636-0750

1054 31st Street, NW, Washington, DC 20007 (202)339-0744 Fax: (202)339-0749