

# 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, e-mailed biweekly to 40,000 opt-in subscribers. Sponsor benefits include:

- Drive qualified, product-info-hungry readers to your web site
- 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, e-mailed 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 web site. 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 web sites should be no wider than 165 pixels. Gif or jpg format at 72dpi.

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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