



2010 MEDIA KIT

COMMERCIAL, PUBLIC & INSTITUTIONAL

Clem Labine's Traditional Building magazine and its website, www.traditional-building.com, deliver a combined audience of 207,280 professionals in the commercial, public and institutional market for historic buildings.

Clem Labine's
Traditional Building

RESIDENTIAL ARCHITECTURE

Clem Labine's Period Homes and companion website, www.period-homes.com, deliver 119,100 professionals in residential restoration/renovation and period style new construction.

Clem Labine's
Period Homes

THE TRADITIONAL BUILDING MARKET

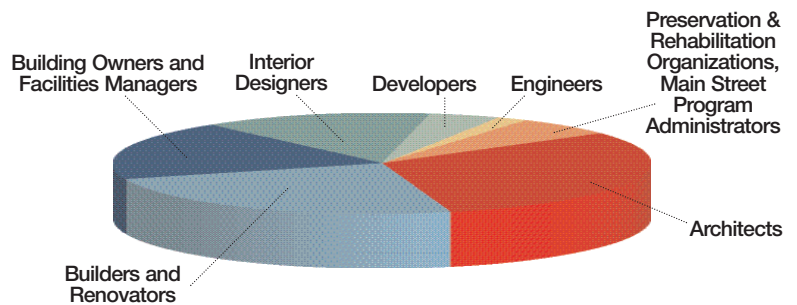
If you want to sell the \$170 billion traditional building market, we can help. The market's professionals – contractors, building owners, facilities managers, developers, architects, custom builders, interior designers and tradesmen – buy and specify an estimated \$50 billion of building materials for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

Chen Labin's Traditional Building

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

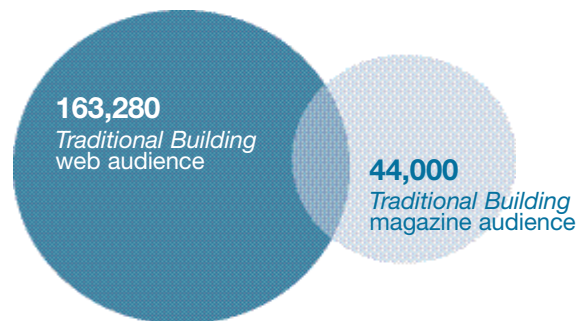
Analysis of readership by business classification

BUSINESS CLASSIFICATION	NUMBER OF READERS	% OF TOTAL AUDIENCE
Architects	13,640	31%
Builders and Renovators	10,560	24%
Building Owners and Facilities Managers	8,360	19%
Interior Designers	6,160	14%
Preservation and Rehabilitation Organizations, Main Street Program Administrators	2,640	6%
Developers	1,760	4%
Engineers	880	2%
Total	44,000	100%



Total Audience for the Traditional Building Website and Magazine

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



207,280 Audience for the magazine and the website combined



Clem Labine's Traditional Building

FEBRUARY The Annual Guidebook

Comprehensive indexed directory of historical products and services for public and commercial projects. Plus: Industry Roundtable on sustainability in today's economic environment.

Guidebook listings in the following areas:

Artwork, Art Glass & Furnishings	Lighting & Electrical
Columns & Capitals	Mantels, Fireplaces & Chimneys
Doors, Windows, Shutters & Hardware	Metalwork
Elevators, Lifts & Dumbwaiters	Plumbing, Bath & Heating
Exterior Elements, Ornament & Finishes	Professional Services
Flooring	Roofing & Roof Specialties
Green Products & Materials	Salvaged Materials & Antiques
Interior Ornament & Finishes	Stone, Brick & Masonry
Landscape, Streetscape & Garden Specialties	Timber Framing & Barns
	Tools & Equipment
	Woodwork

APRIL Public Architecture & Landscapes/Streetscapes

Focusing on restorations, renovations, additions and new construction of public buildings, including courthouses, libraries, city halls & more. Plus: Landscape & Streetscape Specialties.

Sourcelists:

Historical Products Showcase	Metal Windows
Balustrades	Natural Building Stone
Bird Control	Roofing Specialties
Columns & Capitals	Shutters & Shutter Hardware
Doors & Entryways	Slate Roofing
Exterior Lighting	Storms & Screens
Exterior Molded Ornament	Tile Roofing
Landscape & Streetscape Specialties	Window Hardware
Masonry Restoration & Cleaning	Wood Roofing & Thatch
Metal Roofing	Wood Windows

JUNE Custom Services and Green Building Technology

Special section: Sustainability in the built environment. Plus: The annual Palladio Awards.

Sourcelists:

Historical Products Showcase	Roofing & Roof Specialties
	Stone, Brick & Masonry
	Timber Framing & Barns
	Woodwork

Custom:

Artwork, Art Glass & Furnishings	Green Building Products & Services:
Columns & Capitals	Engineering & Technology
Conservatories & Outbuildings	Finishes
Doors, Windows, Shutters & Hardware	Flooring
Exterior Elements, Ornament & Finishes	Lighting
Flooring	Millwork
Interior Elements, Ornament & Finishes	Restoration Products
Landscape, Streetscape & Garden Specialties	Roofing
Lighting & Electrical	Windows & Window Restoration
Mantels, Fireplaces & Chimneys	Salvaged & Recycled Materials
Metalwork	
Plumbing, Bath & Heating	

And *Traditional Building's* exclusive directory of preservation-oriented LEED Consultants & Architects

AUGUST Hospitality & Commercial Interiors

Hotels, theaters and restaurants will be featured, focusing on restorations, renovations, additions and new construction in traditional styles. Plus: second annual Clem Labine Award.

Sourcelists:

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

OCTOBER Institutional Architecture & Landscapes/Streetscapes

Universities, schools and museums are the focus of this issue, including restorations, renovations, additions and new construction in traditional styles. Plus: Landscapes and Streetscapes.

Sourcelists:

Historical Products Showcase	Landscapes/Streetscapes:
Architectural Sheet Metal	Benches & Street Furnishings
Columns & Capitals	Bird Control
Doors & Entryways	Fences & Gates
Exterior Lighting	Fountains & Water Features
Exterior Molded Ornament	Gazebos & Outbuildings
Exterior Woodwork	Landscape & Streetscape Specialties
Gas Lighting	Pavers
Hardware	Planters & Urns
Masonry Restoration & Cleaning	Public Sculpture
Roofing & Roof Specialties	
Shutters	
Windows & Window Restoration	

DECEMBER Religious Buildings

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

Sourcelists:

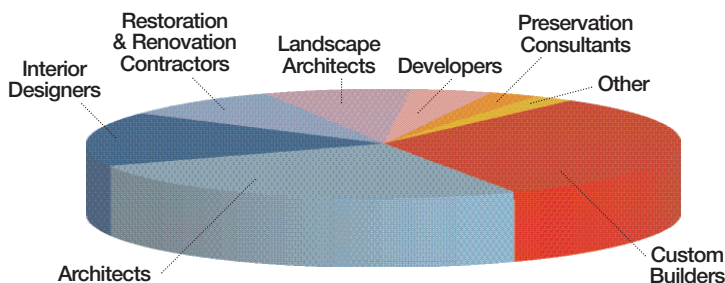
Historical Products Showcase	Murals & Mosaics
Art Glass	Sculpture & Statuary
Columns & Capitals	Slate Roofing
Decorative Painting	Snow Guards
Doors & Door Hardware	Specialty Brick & Mortar
Ecclesiastical Furnishings & Specialties	Steeple, Domes & Cupolas
Forged & Wrought Metalwork	Stone & Terrazzo Flooring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

Clem Labine's Period Homes

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

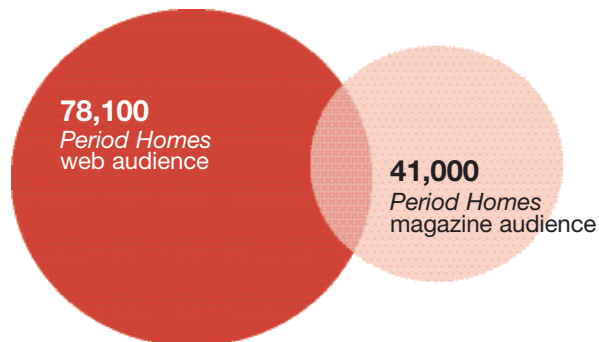
Analysis of readership by business classification

BUSINESS CLASSIFICATION	NUMBER OF READERS	% OF TOTAL AUDIENCE
Custom Builders	13,120	32%
Architects	10,660	26%
Interior Designers	6,560	16%
Restoration & Renovation Contractors	3,690	9%
Landscape Architects	3,280	8%
Developers	1,640	4%
Preservation Consultants	1,230	3%
Other Building Professionals	820	2%
Total	41,000	100%



Total Audience for the Period Homes Website and Magazine

Period Homes magazine and www.period-homes.com, combined, deliver the largest audience in the residential historical market.



119,100 Audience for the magazine and the website combined



Period Homes

JANUARY The Annual Guidebook

Comprehensive indexed directory of historical products and services for residential projects. Special Sustainability Section: Green Building Products & Services.

Guidebook listings in the following areas:

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
Professional Services
Roofing & Roof Specialties
Salvaged Materials & Antiques

Stone, Brick & Masonry
Timber Framing & Barns
Tools & Equipment
Woodwork

Green Building Products & Services

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

MARCH Interiors

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

Buying Guides:

Historical Products Showcase
Ceramic Tile
Columns & Capitals
Decorative Painting & Finishes
Furnishings
Interior Lighting
Interior Molded Ornament
Mantels & Fireplaces
Murals & Mosaics
Non-Wood Flooring

Ornamental Ceilings
Registers, Grilles & Radiators
Stairs & Railings
The Period Bath
The Period Kitchen
The Wood Interior
Wallcoverings
Wine Cellars
Wood Flooring
Classical Specialties

MAY Exteriors & Gardens

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

Buying Guides:

Historical Products Showcase
Balustrades
Benches & Garden Furniture
Columns & Capitals
Conservatories & Sunrooms
Doors & Door Hardware
Exterior Lighting
Exterior Molded Ornament
Exterior Paints & Finishes
Fences & Gates
Fountains & Water Features

Gas Lighting
Landscape & Garden Specialties
Period Garages & Garage Doors
Planters & Urns
Porches, Decks & Porch Parts
Sculpture & Garden Ornament
Shutters & Shutter Hardware
Siding
Stone, Brick & Masonry
Windows & Window Hardware
Arts & Crafts Specialties

JULY Doors, Windows, Hardware & Roofing

Comprehensive guide to the most sought-after elements of the period home. Also featuring the annual Palladio Awards.

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

SEPTEMBER The New Period Home

New design and construction in traditional styles. Special Sustainability Section: Green Building Products & Services. Also featuring the annual Clem Labine Award.

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 Building Products & Services

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

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
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

RATES & SIZES NEW AD SHAPES

2010 PRINT ADVERTISING RATES

Clem Labine's **Traditional Building** Clem Labine's **Period Homes**

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
Half Page	2,350	3,175	2,175	3,000	1,950	2,775	1,825	2,650
Third Page	1,650	2,425	1,575	2,350	1,500	2,275	1,350	2,125
Quarter Page	1,450	2,075	1,300	1,925	1,175	1,800	1,100	1,725
Sixth Page	1,075	1,700	975	1,600	925	1,550	875	1,500
Eighth Page	925	1,375	850	1,300	775	1,225	725	1,175
Twelfth Page	825	1,175	725	1,075	675	1,075	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

Six Issue Package

When you buy 6 ads in either *Period Homes* or *Traditional Building* (any size) you will receive the following advertiser benefits:

- Free product photo and description in each issue.
- Free 12 month listing and link on the magazine's product database.
- Free product photo and description in magazine's Product Gallery for 12 months.
- Free online text ad (50,000 impressions) in 2010.

Three Issue Package

When you buy 3 or more ads in either *Period Homes* or *Traditional Building* (any size) you will receive the following advertiser benefits:

- Free product photo and description in each issue containing your ad.
- Free 6 month listing and link on the magazine's product database.
- Free product photo and description in magazine's Product Gallery for 6 months.

Deadlines 2010 Traditional Building

Issue	Ad Closing	Materials	Mail
February 2010	12/18/09	12/29/09	2/8/10
April 2010	2/19/10	3/2/10	4/9/10
June 2010	4/23/10	5/4/10	6/14/10
August 2010	6/18/10	6/29/10	8/6/10
October 2010	8/13/10	8/24/10	10/1/10
December 2010	10/22/10	11/2/10	12/13/10

Deadlines 2010 Period Homes

Issue	Ad Closing	Materials	Mail
January 2010	11/20/09	11/30/09	1/8/10
March 2010	1/15/10	1/26/10	3/4/10
May 2010	3/26/10	4/6/10	5/13/10
July 2010	5/21/10	6/1/10	7/9/10
September 2010	7/16/10	7/27/10	9/3/10
November 2010	9/17/10	9/28/10	11/4/10

Ad Sizes (note new sizes starting January 2010)

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

ONLINE ADVERTISING OPPORTUNITIES

Measure Your Advertising ROI

When you advertise on any of Restore Media's websites, e-casts or e-newsletters, you are connected to our proprietary sales lead tracking system called Leadwise. Leadwise helps you collect important information on the traditional building professionals and enthusiasts who click on your advertising. Leadwise turns your click thru into real-time sales leads you can follow up on.

1. Product Category Sponsorships: Position your 160X600 tower advertisement next to your company's listing where buyers are searching for your product type (wood windows, door hardware etc.). Advertising in your product category drives click thru to your website and builds your company's brand awareness.

Advertising Rates

	period-homes.com	traditional-building.com
6 Months	\$700	\$1,200
12 Months	\$1,200	\$1,800

2. Super Category Sponsorship: Position your online ad on one of the fourteen "Super Category" product pages. This is the introductory page to your product category type (Lighting, Flooring etc.).

Advertising Rates

	period-homes.com	traditional-building.com
6 Months	\$1,000	\$1,600
12 Months	\$1,800	\$2,800

3. Run of Site Advertising: If you want the maximum number of web impressions and the highest number of quality sales leads advertise where *Period Homes* and *Traditional Building* readers go for up-to-the-minute industry information on our web sites.

Advertising Rates: \$50 per 1,000 impressions

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

4. Run of Network Advertising: Take full advantage of Restore Media's 7 web sites by running your online advertisement across our network of web sites. Each site provides unique information on the Traditional Building marketplace.

Advertising Rates: \$50 per 1,000 impressions

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

5. E-Newsletters: Sponsor an outbound e-newsletter delivered to 42,000 opt-in professionals (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 awareness and generates high quality sales leads.

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

6. Web Seminars: Underwrite *Period Homes* or *Traditional Building* developed, AIA approved, continuing education, web delivered live seminars for architects, developers, building owners & facilities managers, designers, builders and renovators. Sponsorship is turn key and includes content development, speaker selection, integrated attendance promotion, registration management and reporting. Web seminars are LIVE first, then archived on our websites. Sponsor one or a series.

Sponsor Rate: \$10,500 per web seminar

7. Company E-Casts: Promote your company's new products and web site directly to Restore Media's 42,000 email list of industry professionals. This out bound option is a cost effective way to create brand awareness and produce high quality sales leads.

Sponsor Rate: \$1,800

For more detailed information on all of Restore Media's online opportunities visit traditional-building.com or period-homes.com. Click on "advertising information" or contact your Restore Media Representative.

CONNECT TO RESTORE MEDIA'S DATABASE OF 350,000





1054 31st Street, NW, Washington, DC 20007

TRADITIONAL BUILDING EXHIBITION AND CONFERENCE

Where the Marketplace Meets

The Traditional Building Exhibition and Conference is the only national trade show and conference for professionals who restore, renovate and maintain historic buildings and old houses. It draws 5,000 participants – architects, builders, building owners, facility managers, subcontractors, old-house owners, preservationists and many others – to one place for educational opportunities and inspiring new ideas. The event also serves over 200 manufacturers who exhibit a broad variety of products meant for both commercial and residential traditional buildings.

Upcoming Events:

Chicago: April 7-10, 2010
The Navy Pier

Visit the Traditional Building Exhibition and Conference Website for updates at www.traditionalbuildingshow.com or contact Anita Delargy at 202.339.0744 x117, adelargy@restoremedia.com.



TRADITIONAL BUILDING
EXHIBITION AND CONFERENCE

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Restore Media, LLC, is the publisher of *Clem Labine's Traditional Building*, *Clem Labine's Period Homes*, *Buildingport.com*, *Tradweb*, *Traditional Product Galleries*, *Traditional Product Reports* and producer of the Traditional Building Exhibition and Conference.

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