

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 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 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
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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.

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